ANNO SCOLASTICO 2026-2027

INDIRIZZO: Amministrazione Finanza e Marketing

CLASSE: V A

MATERIA: Lingua Inglese

Modulo 1	Contenuti
Global trade	✓ Global trade development ✓ Commerce and trade ✓ International trade ✓ E-commerce ✓ Inequalities in trade ✓ Trade alliances ✓ protectionism

Modulo 2	Contenuti
marketing	✓ the marketing concept ✓ market research ✓ the marketing strategy ✓ the marketing mix ✓ digital marketing

Modulo 3	Contenuti
Work in the new millennium	✓ Sustainable business ✓ Corporate social responsibility ✓ Recycling e-waste ✓ Renewable energy (an up-to-date example: the incinerator in Vienna) ✓ Security on the web ✓ Online privacy

Modulo 6	Contenuti
Advertising	✓ Types of advertising ✓ Advertising media ✓ Digital advertising ✓ Sponsorship ✓ Control over advertising ✓ Analyzing adverts

Modulo 7	Contenuti
Banking and finance	✓ Banking today ✓ Banking security ✓ Banking services for business ✓ Ethical banking ✓ Unbanked ✓ Microcredit ✓ Cryptocurrencies ✓ Central banks
Modulo 7	Contenuti
Focus	✓ Joyce: Dubliners a literature overview on social changes ✓ G.Orwell, 1984 (extracts) ✓ Muhammad Yunus: the Grameen Foundation

Libro di testo in adozione:
CUMINO, BOWEN, Think business plus, a global perspective to business studies, PETRINI
Fotocopie/slides per autori di letteratura

Milano, 07/09/ 2026

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