



PROGRAMMA SVOLTO

Istituto: IIS SALVEMINI-D'AOSTA

Materia: INGLESE Docente: Scarpati Diego Pasquale

Classe: 3 AFM Anno scolastico: 2018-2019

Libro di testo: BUSINESS PLAN – Student's Book + Companion Book (P.Bowen e M. Cumino)

SECTION 1: Business in the 21st century

1. Globalisation

- What is globalisation? Keys factors which have influenced economic globalisation
- A digital world: the world wide web; the digital divide
- Global Trade: the World Bank, The International Monetary Fund (IMF), The World Trade Organization (WTO)
- Global companies
- Case study: Danone
- Multinationals relocation: offshoring, outsourcing

2. Technology

- Technology and the workplace
- E-commerce
- media file: e-commerce in Italy
- Technopoles: what is a technopolis? Technopoles around the world

3. Responsible business

- A fragile world: global warming, the greenhouse effect
- Renewable energy
- Recycling: recycling e-waste

SECTION 2: Business theory and communication

1. Business background

- Production: good and services; economic resources - factors of production; the three sectors of production; the supply chain
- Commerce: home trade - wholesalers and retailers
- E-commerce: cutting out the "middle man"
- International trade and Protectionism
- Business language: requesting
- Business language: offering

- Methods of communication: oral and written communication; telephone calls
- Written communication: text messages (sms)
- Written communication: e-mail
- E-mail: the pros and cons
- Business e-mail netiquette
- Written communication: Business letters; the layout of a business letter
- Written communication: Faxes

2. The business world

- Business structures: classification
- Sole Traders
- Partnerships
- Limited companies
- Cooperatives
- Franchising

CULTURAL CONTEXT

1. English in the world today

- The history of English
- The spread of English
- English around the world

2. Cultural identity

- The four nations
- America, a nation of immigrants
- The USA, a pluralist society

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