

LINGUA E CIVILTÀ' INGLESE

Docente: Gabriella Bisaccioni

PROGRAMMA DEFINITIVO CLASSE 5AFM

A.S. 2025-2026

Moduli o Argomenti svolti dal libro di testo: “ **Business Today**”

Autori: Philippa Bowen, Margherita Cumino Ed.Petrini

e altre risorse : classroom

Marketing

Business plans: a key ingredient for success

Elements of a business plan

Identifying consumers' needs and wants

What is marketing?

The marketing mix

Marketing segmentation

The role of marketing research

Marketing strategies and techniques

Green marketing

Advertising media

Green Economy (materiali aggiuntivi)

Sustainable Development, Green Business

British Institutions

The Monarch

No written constitution

The British Parliament

Main British Political Parties

The Crown and the Parliament (materiali aggiuntivi)

A Short History of the UK

King John and the Magna Carta

The 16th century : the break with the church of Rome

Elizabethan Age

Oliver Cromwell

The Glorious Revolution

The Industrial Revolution (materiali aggiuntivi)

Hard Times: Coketown by C. Dickens (materiali aggiuntivi)

The Victorian Age (The Great Exhibition)

The British Empire

The First World War and its consequences

WWI (materiali aggiuntivi)

The Second World War

The End of the British Empire

US Institutions

The American constitution

The American Electoral System

How do the US presidential elections work?

American political parties

US History

The beginning of the 20th century

The Wall street Crash and WW1 (materiali aggiuntivi : The Great Depression)

The European Union

What is the European Union?

History

Brexit

The Institutions (da libro di testo e materiali aggiuntivi)

Four types of legislation

Economic issues: A European common currency, Europeans standard

Business Plan (materiali aggiuntivi)

Break-even point (materiali aggiuntivi)

1984: the novel

George Orwell's life and works

The novel

Orwell and totalitarianism (materiali aggiuntivi)

DA ALTRI MATERIALI per integrazioni ed approfondimenti degli argomenti del programma su classroom

- The Crown and the Parliament (Feudalism and the Magna Carta, The Bill of rights, The modern system of government (classroom)
- The Industrial Revolution: Coketown (classroom)
- What are the Revolutions (Glorious Revolution, Industrial Revolution, Internet Revolution) (classroom)
- WWI (classroom)
- The Great Depression (classroom)
- The UK, The USA , The EU systems of government (classroom)
- Eu key dates and The main Institutions (classroom)
- Break-even Analysis (classroom)
- Business Plan (classroom)
- George Orwell's life and works, The novel , Orwell and totalitarianism (classroom)

Il Docente	Gli Alunni
Gabriella Bisaccioni	

