

PROGRAMMA SVOLTO DI LINGUA INGLESE

Classe 5A AFM
A.S. 2023/2024
Prof.ssa GARRAFFO RITA

Libro di testo: TWENTY THIRTY - English for responsible business Autori: C. Medaglia, M. Seiffarth
Casa editrice: Rizzoli Education

WORKING IN A COMPANY

- The organisational structure of a company
- The role of an entrepreneur
- Hierarchy
- The role of managers
- Legal responsibility and privacy issues
- Safety rules and Web security
- Dealing with business meetings

MARKETING

- Business plans: a key ingredient for success
- What is marketing? The marketing mix
- Market segmentation
- The role of market research
- Persuasion strategies
- Marketing strategies and technics
- Green marketing

CULTURE

- The United states of America, Cities
- New York. Highlights, Economy
- The US Institutions
- The political system
- The Wall Street crash and the New Deal
- The EU

CIVIC EDUCATION

Evoluzione delle arti visive nella cultura del Novecento.

Beni artistici e istituzioni culturali del territorio e internazionali. Periodo di riferimento dal primo '900 ai giorni nostri.

- The East Side Gallery of Berlin (History and Description of some works)

Alcamo, 13.05.2024

Prof.ssa Garraffo Rita