

PROGRAMMA INGLESE

Classe SAP

Anno scolastico 2024-2025

Libro di testo:

Think Business Plus

Argomenti trattati:

1 BUSINESS THEORY

Unit 1- Economic environment

- Production
- Factors of production
- Sectors of production
- The supply chain
- Deindustrialisation
- Reasons for deindustrialisation
- Deindustrialisation in the UK
- Economic systems
- The public sector
- Public corporations
- *News Flash - National Health Service privatisation*
- Economic indicators
- The business cycle
- *News Flash - Gap between rich and poor keeps growing*
- Inflation
- *News Flash - Shrinkflation*
- Unemployment
- Sources of statistical and economic information
- *In the NEWS - UK films on a role*

Unit 2- Global trade

- Commerce and trade
- Home trade
- Global trade development
- International trade
- Visible and invisible trade
- The balance of trade (BOT)
- The balance of payments (BOP)
- E-commerce
- Types of E-companies
- *News Flash — The girl from Senegal who brought farmers to the Web*
- Inequalities in trade

- Fair trade
- *In the NEWS — Change the world, start with a coffee*
- Trade alliances
- Protectionism
- Trade barriers
- *News Flash — China and the USA declare temporary halt to new tariffs*

Unit 3- Business structures and organisations

- Business structures
- Sole traders
- Partnerships
- Limited companies
- Private limited companies (LTDs)
- Public limited companies (PLCs)
- Cooperatives
- Franchising
- *News Flash — Social franchising*
- Business growth
- *News Flash — 'If you can't build it, buy it.' Google's biggest acquisitions mapped*
- Multinational corporations
- Reasons why companies become multinational
- *News Flash — Multinationals from emerging markets: The new kids on the block*
- *In the NEWS — Ferrero: A global player*
- Relocation of business
- Offshoring
- Reshoring
- Company structure

Unit 4- Work in the new millennium

- A technological revolution
- Information and communication technology (ICT)
- Changes in work patterns
- Coworking
- Smart working
- Start-ups
- *News Flash — Ferrero, "smart working" takes off*
- IT in manufacturing
- Automated manufacturing
- 1. *the NEWS — AI-Spy*
- Security on the web
- *News Flash — NHS hit by ransomware*
- Online privacy
- The General Data Protection Regulation (GDPR)
- *News Flash — The Cambridge Analytica Scandal*
- Sustainable business
- *News Flash — Siemens, the world's most sustainable business*

- Corporate social responsibility
- Recycling e-waste
- The problems of e-waste
- The benefits of recycling e-waste
- Green Internet
- Renewable energy

Unit 5- Marketing

- The marketing concept
- The marketing process
- Market research
- Methods of market research
- Analysing the results
- *News Flash — Market research failures*
- The marketing strategy
- Segmentation, targeting and positioning (STP process)
- The marketing mix
- * . Ps
- Branding
- *News Flash — Tesco faces legal threat over marketing its food with “fake farm” brand names*
- Digital marketing
- Digital marketing methods
- *In the NEWS — Millennial influencers*

Unit 6 - Advertising

- 1-types of advertising
- Informative advertising
- Persuasive advertising
- Advertising media
- Choosing an advertising medium
- Advertising media: advantages and disadvantages
- Digital advertising
- Display advertising
- Social media advertising
- *News Flash — Facebook changes the rules relating to political adverts*
- Sponsorship
- Sport sponsorship
- *News Flash — Why brands must rethink their approach to women's sports sponsorship*
- Control over advertising
- *In the NEWS — KFC's “whole chicken” advert causes controversy*
- Analysing adverts

EDUCAZIONE CIVICA
Cultural background

Unit 5 — The European Union

- An introduction to the EU
- EU objectives
- The EU and you
- The development of EU
- The main EU institutions
- The Euro — A single currency
- The Europeandebtcrisis
- *News Flash — Greeceemerges from EUrOZone bailout programme*
- The EU: Better in or out?
- *I.n the NEWS — Travelling Europe by rail*
- The political system in the UK (Unit 2)
- The political system in the USA (Unit 3)

firma degli Studenti



firma del Docente

