



COMPLESSO SCOLASTICO INTERNAZIONALE

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Programma Annuale

ISTITUTO: *Istituto Amministrazione Finanza e Marketing*

CLASSE: *IV*

MATERIA: *Inglese*

<i>UDA N. 1</i>	Contenuti Cognitivi
<i>COMPLAINTS AND REPLIES</i>	<i>Complaints and replies</i>
<i>REMINDERS AND REPLIES</i>	<i>Reminders and replies</i>
<i>TRANSPORT</i>	<i>Transport</i> <i>Transport modes</i> <i>Forwarding agents</i> <i>Insurance</i> <i>Packing</i> <i>Transport documents</i> <i>The International Road Consignment Note</i> <i>The Air Waybill</i> <i>The Bill of Lading</i> <i>International Road Consignment note</i> <i>Air Waybill</i> <i>Bill of Lading</i>
<i>BANKING</i>	<i>Banking services to business</i> <i>Accessible banking</i> <i>Methods of payment</i> <i>Statement of Account</i> <i>Web page: Banking for business</i> <i>Bank transfer</i> <i>Draft</i> <i>Letter of Credit</i>

UDA N. 2	Contenuti Cognitivi
<p><i>FINANCE</i></p> <p><i>MARKETING AND ADVERTISING</i></p> <p><i>GREEN ECONOMY</i></p>	<p><i>The Stock Exchange</i> <i>Who operates on the Stock Exchange ?</i> <i>The London Stock Exchange</i> <i>The New York Stock Exchange</i></p> <p><i>Marketing</i> <i>Market research</i> <i>The marketing mix</i> <i>Online marketing</i> <i>Advertising</i> <i>The power of advertising</i> <i>Trade fairs</i> <i>A Marketing questionnaire</i> <i>A trade fair web site</i></p> <p><i>What is Fair Trade ?</i> <i>Microfinance</i> <i>Ethical banking</i> <i>A guide to ethical banking</i> <i>Ethical investment</i> <i>Web page : Grameen Foundation</i></p>

UDA N. 3	Contenuti Cognitivi
<p><i>GLOBALISATION</i></p> <p><i>GOVERNMENT AND POLITICS</i></p>	<p><i>What is globalisation ?</i> <i>Advantages and disadvantages of globalisation</i> <i>Economic globalisation</i> <i>Outsourcing and offshoring</i></p> <p><i>The UK government</i> <i>The US government</i> <i>Political parties (UK / USA)</i> <i>The organization of the EU</i></p>