



COMPLESSO SCOLASTICO INTERNAZIONALE

GIOVANNI PAOLO II

Programma Annuale

ISTITUTO: *Istituto Tecnico Amministrazione Finanza e Marketing*

CLASSE: V

MATERIA: *Inglese*

UDA N. 1	Contenuti Cognitivi
INTERNATIONAL TRADE	Sectors of production Economic systems
BUSINESS ORGANISATION	Multinationals
BANKING	Online banking

UDA N. 2	Contenuti Cognitivi
GLOBALISATION	What is globalisation? Reasons against globalisation
THE EUROPEAN UNION	Building Europe: the story so far Europe: pros and cons

UDA N. 3	Contenuti Cognitivi
THE STOCK EXCHANGE	<i>The Stock Exchange</i> <i>Bear and bull markets</i> <i>The New York Stock Exchange</i>
TRANSPORTATION	<i>Transport</i>
BUSINESS ETHICS AND GREEN ECONOMY	<i>Sustainable business</i>

UDA N. 4	Contenuti Cognitivi
MARKETING AND ADVERTISING	<i>What is marketing?</i> <i>Market research</i> <i>E-marketing</i> <i>Market position: SWOT analysis</i> <i>The four Ps</i>

UDA N. 5	Contenuti Cognitivi
INSEGNAMENTO TRASVERSALE DELL'EDUCAZIONE CIVICA	<i>Funzioni e decisioni dell'Onu</i>