



ISTITUTO TECNICO STATALE "MARCHI – FORTI"

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PROGRAMMA SVOLTO a.s. 2021/2022

del Prof. **Nicoletta Densi**

Docente di **Inglese**

nella classe **4 sez. B** Indirizzo **sia**

n° ore settimanali 3 Sede Pescia

1. TESTO IN ADOZIONE

BEST PERFORMACE - Business, marketing and finance – ed.ELI

2. MODULI E UNITA' DIDATTICHE SVOLTE *(specificare se in riferimento al testo in adozione o altro)*

MODULO 1:

Production

The production process

Needs and Wants

Factors of production

Sectors of production

Commerce and Trade

Commerce

Trade

The supply chain

The distribution chain

E-commerce

Business communication

Methods of communication

Written communication

Oral communication

Visual communication

MODULO 2:

Types of economic systems

Planned Economy

Free Market Economy

Mixed Economy

Private Sector



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Sole traders
Partnerships
Llcs
Cooperatives
Franchises
Multinationals
Crowdsourcing
Types of Company integration
NGOs – non profit organisations
Business communication
Methods of communication
Written communication
Oral communication
Visual communication

MODULO 3:

Marketing

The role of Marketing - Market Segmentation - The Marketing Mix - SWOT Analysis

MODULO 5:

Types of Transport

Transport by land - Transport by water-Container ports – Containers lost at Sea - Transport by air
Freight forwarding - Means of transport – Packing – Labelling - The environmental impact of freight traffic

Placing an Order

Written orders

MODULO 6:

The Anglo-saxons, Vikings, Normans
The feudal system, the Middle Ages
The Tudors, The Stuarts
Oliver Cromwell, Horatio Nelson, Native Americans
The Industrial Revolution
Geography of the UK

Data: 10 giugno, 2022

Gli Alunni

L'Insegnante: Nicoletta Densi