



ISTITUTO TECNICO STATALE “MARCHI – FORTI”

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PROGRAMMA SVOLTO a.s. 2024/2025

della Prof.ssa **Giulia Ducci**

Docente di **Lingua inglese**

nella classe **IV sez. C** Indirizzo **SIA**

n° ore settimanali **3** Sede. **Forti**

1. TESTO IN ADOZIONE

B. Bettinelli, A. Galimberti, *Career Paths in Business. Sustainable business in a changing world*, Sanoma editore.

2. ALTRO RIFERIMENTO BIBLIO/SITO-GRAFICO

R. L. Stevenson, *The Strange Case of Doctor Jekyll and Mr. Hyde*, Edizioni Black Cat. (lettura estiva)

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

Modulo in riferimento alla lettura assegnata durante le vacanze estive

- Revisione e analisi della lettura assegnata per le vacanze estive: *The Strange Case of Doctor Jekyll and Mr Hyde*: plot, characters, setting and themes.

Moduli in riferimento al testo in adozione (Career Paths in Business)

MODULO 1: BUSINESS THEORY

Unit 1: Production and Economy

- Production and economy: key words.
- Production: business activities.
- Production: needs and wants.



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- Production: Goods and services.
- Production: Added value.
- Factors of production: land, labour, capital, enterprise, knowledge.
- The concept of scarcity.
- Industry and commerce: the definition of these terms.
- Industry and commerce: industrial sectors.
- Trade: domestic trade, foreign trade, import and export trade.
- Deindustrialisation.
- Economic systems: free market, planned economy, mixed economy.
- The concept of privatisation.

Unit 2: The international trade

- International trade: key words.
- Difference between visible and invisible trade.
- Balance of Trade and Balance of payment.
- Difference between home and international trade.
- Difference between import and export trade.
- Advantages and disadvantages of international trade: businesses and consumers point of view.
- International organisations.
- Trading blocs: definition and aims.
- The European Union.
- Protectionism: definition, aims and measures.
- Mature and emerging markets.
- Emerging markets: BRICS (definition).

Unit 3: Businesses organisations

- Business structures for entrepreneurs: key words.
- Business enterprises and entrepreneurship.
- Sole traders.
- Partnerships.
- Limited companies.
- Cooperatives.
- Franchising.
- Emerging business structures: start-ups and crowdfunding.
- Business growth: aims.



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- Business growth: internal and external growth.
- Internal growth: measures.
- External growth: mergers, takeovers and acquisitions.
- External growth: horizontal, vertical and conglomerate integration.
- Multinational companies.

MODULO 2: ENGLISH IN THE WORKPLACE

Unit 1: Successful communication

- Words for work
- Different types of communication: written, oral, visual and non-verbal communication.
- Written communication: how to write emails.
- Netiquette.
- Oral communication: talking on the phone.

Unit 2: Job hunting

- Words for work
- Applying for a job.
- Writing a CV.
- Writing a cover letter.
- Communication: a job interview.

Unit 3: Enquiries and replies

- Written enquiries.
- Written replies.

Unit 4: Orders and replies

- Written orders.
- Written replies.



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Unit 5: Sending goods

- Modes of transport: road, rail, water, air transport.
- Packing goods: packing and labelling.
- Sustainable packaging.

MODULO 3: CULTURAL CONTEXT

Unit 3: Political matters

- Political institutions: The United Kingdom.
- Political institutions: The United States.
- The European Union.
- Brexit.

Per le vacanze estive viene assegnato il libro *The Great Gatsby* di F. Scott Fitzgerald (versione integrale).

Monsummano Terme, 6 giugno 2025

L'Insegnante:
Prof.ssa Giulia Ducci