
	<p style="text-align: center;">PIANO ANNUALE DI LAVORO DISCIPLINA: INGLESE</p>	
		<p style="text-align: center;">pag. 1 di 1</p>

PROGRAMMAZIONE DISCIPLINARE PER LE CLASSI 5

SERVIZI COMMERCIALI

UD 1 Responsible Business

- Green Business pagg.44-45
- Fair Trade pag.46
- Ethical Banking pagg.48,49
- Microcredit pag.52
- The Grameen Bank pag.52

UD 2 Globalisation

- What is Globalisation? pag.12,13
- Global Companies pag.20

UD 3 Marketing

pagg.132-142

- Marketing concept
- Market segments
- Market research
- The marketing mix. The four Ps
- Advertising

UD 4 Careers

pagg.114-123

- Job searching
- Applying for a Job
- Job interviews

UD 5 The financial world

pagg.304-310

- Banking
- Central bank
- The stock exchange
- Stock indexes

UD 6 Cultural Context

- The great Depression pag. 354
- The Wall Street Crash
- Ellis Island: immigration issue