

ITES L. EINAUDI – VERONA
PROGRAMMA SVOLTO
CLASSE 4A RIM - A.S. 2016 – 2017

MATERIA: LINGUA INGLESE

INSEGNANTE: Stefania Maruccio

GRAMMAR:

Grammar revision: Present Simple v Present Continuous, Past Simple v Past Continuous, Present Perfect Simple v Present Perfect Continuous, Present Perfect v Past Simple, Past Perfect v Past Simple, Conditional sentences (type 0, 1, 2, 3), Reported Speech

Textbook: The Business 2.0 B1 Pre-intermediate, Macmillan, J. Allison – P. Emmerson

BUSINESS ENGLISH:

Module 4: Job interviews and career

4.1 About a business: Getting a job

4.2 Vocabulary: Job interviews

4.4 Speaking: Interviews

4.5 Writing: CVs

4.6 Case Study: Onestop job research

Module 5: Marketing and selling

5.1 About business: Sales versus Marketing

Approfondimento: Sales people vs Marketing people (slides dell'insegnante)

5.2 Vocabulary: Marketing, sales and advertising

5.4 Speaking: Persuading

5.5 'Selling' changes (5 stages of Change Model: slides dell'insegnante)

5.6 Case study: Dallivan cars

Approfondimento: introduzione al Marketing e al Marketing Mix (fotocopia fornita dall'insegnante)

Approfondimento: The Product (definition, USP, Product life cycle)

Module 6: Entrepreneurship

6.1 About business: Entrepreneurship

Breve approfondimento: Main features of entrepreneurship (slides dell'insegnante)

6.4 Speaking: Meetings

Breve approfondimento: How to organise effective meetings (slides dell'insegnante)

6.5 Writing: Agendas and minutes

6.6 Case study: Solar Mobile

Module 7: Business costs

7.1 About business: Cutting costs

7.2 Vocabulary: Profit, loss and payment

7.4 Negotiating (types of negotiation)

7.5 Writing: Asking for payment

7.6 Case study: Doug's Mugs

Module 8: Global Trade

8.1 International franchising

Writing:

- Struttura delle enquiry
- Redazione di enquiries e replies to enquiries

Other topics:

- Brexit: slides di introduzione all'argomento

Reading comprehension:

Theresa May kicks off Brexit (The Economist, 2 October 2016)

After Brexit, Bregret (The Economist, 15 October 2016)

Verona, li 15 giugno 2017

L'Insegnante

Stefania Maruccio

