



**ISTITUTO STATALE di ISTRUZIONE SUPERIORE
L. EINAUDI – A. CECCHERELLI**

Agenzia Formativa Regione Toscana - Codice LI0599
Certificazione di sistema qualità DNV Business Assurance ISO 9001
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**PROGRAMMA SVOLTO
A.S. 2018/2019**

Materia:	Inglese
Classe:	5A SIA
Insegnante/i:	Orlando Nadia
Libri di testo:	Business Plan plus

<i>n° e titolo modulo o unità didattiche/formative</i>	<i>Argomenti</i>
Marketing	<p>Business structures: Sole traders pag 98- Partnerships pag 98- Limited Companies pag 100- Cooperatives pag 102-Franchising pag 102.</p> <p>Marketing: the marketing concept and the marketing process pag 132. Market research and methods of market research pag 134. The marketing mix and the 4Ps pag 136. Advertising and advertising media pag 140 Consumer panels pag 148</p>
Trade	<p>Foreign trade terms. Sales contract pag 158 Terms referring to the goods pag 158 Delivery : Incoterms (general description) pag 159 Risk assessment pag 160 Methods of payment: open account-bank transfer-clean bill collection-documentary collection-documentary letter of credit-payment in advance (pag161/ 164).</p>
Ordering	<p>International trade documents: invoicing- pro-forma invoice, commercial invoice, electronic invoice, packing list pag 198,199. Customs procedures: trade within the EU pag 200. International trade outside the UE pag 201</p>
	Types of economic systems: A free-market economy. A command



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Economy and Politics	economy. A mixed economy pag 286-287 Visible and invisible trade-The balance of trade-The balance of payments pag 290-291 The Great Depression- The Wall Street Crash- The Depression in Europe-The New Deal pag 354-355 Brexit (fotocopia) A parliamentary system:the UK pag 378 A presidential system:the USA pag 380
Information Technology (Companion book)	The European Data Protection Directive pag 30 Internet privacy: Spam, Spyware, Digital tracking, Firewall pag. 70-71