ANNO SCOLASTICO 2023/24

DOCENTE DI MARCO LOREDANA

DISCIPLINA : INGLESE

CLASSE 5 SEZ B INDIRIZZO SIA

LIBRO/I DI TESTO: Patrizia Ravello-Giovanna Schinardi- Emilie Tellier

LET’S DO BUSINESS IN ENGLISH CLITT

|  |  |  |
| --- | --- | --- |
| Nuclei tematici fondanti | Contenuti analitici(programma effettivamente svolto) | MODALITA’ (lezione frontale, interattiva,… |
| **The Great Gatsby and the American dream** | * New York and the Roaring Twenties
* Francis Scott Fitzgerald: life and works
* The Great Gatsby: the novel

- the plot- the decay of the American dream- Jay Gatsby and Nick Carraway- symbolic images- retrospective narration |  |
| **George Orwell** | * George Orwell : life and works
* 1984
* Animal Farm
 |  |
| **Business Organizations** | * Sole trader
* Partnership
* Limited Companies (PLC and LTD )
* Franchising
* Multinationals and Global Corporations
* Integration: merger, acquisition and takeover, joint venture
 |  |
| **Marketing** | * The marketing concept
* The marketing process
* Market segmentation
* Market research (Primary or Field research and Secondary or Desk research)
* The marketing mix (the 7 Ps)
 |  |
| **Advertising** | * Advertising
* The language of slogans
* Advertising techniques
* SWOT analysis
 |  |
| **Protecting Computers** | * Computer threats:
* Malware
* Adware
* Spam
* Bugs
* Viruses
* Worms
* Backdoors
* Rogue security.
* Crimeware:
* Dialler
* Browser Hijacker
* Ramsonware
* Keylogger
* Phishing
* Rootkit
* Spyware
* Trojan horse
* Social engineering
* Identity theft.
* Cookies.
* Antivirus software
* Firewall
 |  |
| **Agenda 2030** | * The United Nations sustainable development goals:
* No Poverty
* Zero Hunger
* Good Health and Well-Being
* Quality Education
* Gender Equality
* Clean Water and Sanitation
* Renewable Energy
* Decent Work and Economic Growth
* Industry, Innovation and Infrastructure
* Reduced Inequality
 |  |

Melegnano, 29/05/2024

 Firme alunni/e

 -------------------------------

 -------------------------------

 firma docente

 LOREDANA DI MARCO