

ISTITUTO TECNICO



CAIO PLINIO SECONDO



ISTITUTO TECNICO ECONOMICO STATALE
"CAIO PLINIO SECONDO"
CORSI DIURNI E

SERALI

Via Italia Libera, 1 – 22100 COMO Tel. 031/3300711 - Fax
031/3300739 Succursale Via Jacopo Rezia, 9 Tel. 031/266445 - Fax
031/269786

DIPARTIMENTO DI LINGUA INGLESE

a. s. 2024-2025

Conoscenze essenziali Classe QUINTA

Indirizzi: AFM - RIM - SIA

COMPETENZA

Padroneggiare la lingua inglese per scopi comunicativi e iniziare ad utilizzare i linguaggi settoriali relativi al percorso di studio per interagire in diversi ambiti e contesti professionali a livello B2 del QCER (Quadro Comune Europeo di riferimento per le lingue).

Conoscenze essenziali (libro di testo: Best Performance)

Modulo 1 (ripasso): production, industry 4.0, supply and distribution chain, e-commerce, IT and security, green economy

Modulo 2 (ripasso): types of economic systems, types of organizations

Modulo 3: marketing and advertising (tutto)

Modulo 4: International trade (tutto)

Modulo 5: transport and insurance (tutto)

Modulo 6: banking and finance (tutto)

Modulo 7: globalisation (tutto)

Cultural background: dossier 4, 5 (UK vs. USA: economies, political systems and institutions)



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1-UNITS: 3, 4, 5, 6, 7 (solo theory)

2-Cultural background: unit 5 (Institutions): UK vs. USA, Europe

CONOSCENZE

Transport in national and international trade, the role of carriers, transport documents, INCOTERMS, banking services, methods of payment, accounting terminology, finance, The Stock Exchange, insurance, marketing, marketing mix, market segmentation, marketing strategies, advertising, media. Globalisation, banking and ethical banking, fair trade, corporate social responsibility, the EU, history of EU, economic and monetary issues, social matters in Europe, reasons for the Union, EU: pros and cons, Brexit and post-Brexit.

ABILITA' /SKILLS (CORSO RIM)

Global market and economic indicators, marketing strategies, international commerce and global companies, international organization, trading procedures within the EU and outside the EU, writing a business plan, also in written form

Funzioni linguistiche / Communication skills

Dealing with statistics and global data, deepening the understanding of the marketing process, giving information about national and international trade, learning about / comparing the different means of transport, learning about the role of carriers, arranging transport, dealing with insurance, reading about ethics in business and different ways of advertising products & services. Writing: per la produzione scritta (generico in vista dell'eventuale parte scritta di inglese all'esame di stato): writing essays /reports / reviews / articles/ letters and emails, analyzing marketing data, writing a business plan, completing transport documents with given data.

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Il coordinatore di dipartimento

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