

PROGRAMMAZIONE TERZO PERIODO

COMMERCIALI

ANNO 2025/2026

SCUOLA: EINAUDI (serale)

DOCENTE: PROF.SSA DEBORA ANNA VOSO

LIBRO: BUSINESS EXPERT: TEXTS, DOCUMENTS AND VIDEOS TO DEVELOP YOUR COMPETENCES, F.BENTINI, B. BETTINELLI, K. O'MALLEY (ED. PEARSON)

UNIT 1- INTERNATIONAL TRADE

- BUSINESS IN ITS ECONOMIC BACKGROUND
- ECONOMIC SYSTEMS
- MATURE AND EMERGING MARKETS
- THE REGULATION OF INTERNATIONAL TRADE
- TRADING BLOCS
- E-COMMERCE

FUNCTION: GIVING A PRESENTATION

GRAMMAR: SINGULAR AND PLURAL NOUNS

UNIT 2- BUSINESS ORGANISATION

- BUSINESS ORGANISATION
- HOW BUSINESS GROW
- MULTINATIONALS
- BUSINESS IN THE CURRENT ECONOMIC CLIMATE
- THE INTERNAL ORGANISATION OF A BUSINESS

FUNCTION: SOCIALISING

GRAMMAR: PAST SIMPLE VS PRESENT PERFECT

UNIT 3- BANKING AND FINANCE

- BANKING SERVICES
- ONLINE BANKING
- THE STOCK EXCHANGE
- OTHER WORLD STOCK EXCHANGES
- FINANCIAL CRISES

FUNCTION: DESCRIBING TRENDS

GRAMMAR: DESCRIBING FUTURE EVENTS

UNIT 4- THE MARKET AND MARKETING

- WHAT IS MARKETING?
- MARKET RESEARCH
- E-MARKETING
- MARKET POSITION: SWOT ANALYSIS

FUNCTION: AGREEING AND DISAGREEING

GRAMMAR: EXPRESSING LIKELIHOOD AND PROBABILITY

UNIT 5- THE MARKETING MIX

- THE FOUR PS

FUNCTION: ASKING FOR AND GIVING OPINIONS

GRAMMAR: ADVICE, OBLIGATION AND NECESSITY, PROHIBITION

ULTERIORE GRAMMATICA DI RINFORZO

- ALFABETO
- COLORI
- COMPARATIVI E SUPERLATIVI
- GOING TO
- NUMERI
- PASSATO SEMPLICE (VERBI REGOLARI)
- PRESENTE CONTINUO
- PRESENT PERFECT
- PRESENTE SEMPLICE
- PRONOMI PERSONALI SOGGETTO E COMPLEMENTO
- PUNCTUATION MARKS
- SALUTI
- VERBI IRREGOLARI
- VERBO ESSERE AL PRESENTE E AL PASSATO
- WH WORDS AND WH QUESTIONS

EDUCAZIONE CIVICA: IL LAVORO (IN ITALIANO)

ORIENTAMENTO: A FORMAL LETTER OF APPLICATION, NETIQUETTE, HOW TO WRITE A CV, RECRUITMENT