

**Programma Lingua Inglese**  
**Classe V E**  
**A.S.2019/20**  
**Prof. ssa Paparella M.**

**Business Theory**

- Marketing And Advertising : The Role Of Marketing, Online Marketing, The Marketing Mix, Market Research, Market Segmentation, Digital marketing, The Electronic Marketplace., Security and Privacy
- Advertising, The purpose of advertising, Trade affairs , Advertising Media
- Banking And Finance : Banking Transactions And Services, Banking Services for Business, Factoring, Franchising, Leasing, Microcredit, The European Central Bank
- The British Banking System: Types of Banking, The Bank Of England, E.Banking, Ethical Banks
- Payment methods  
Instruments Of Credit, Cheques ,Atms Cards( Credit Card, Debit Card)Fraude, Banks And Payment, Bill Of Exchange, Endorsement, mobile money

**The European Union And International Organisations**

- The European Parliament, The Council Of The European Parliament, The European Commission, The European Court Of Justice, The European Central Bank
- The Role Of The European Union
- The constitution, Devolution, tHe U K Government and the prime minister Political parties
- The UK political system Parliament-Houses

**English For Computer Science**

- Data Base/ Data Base Management System,
- The Internet: Hystory And Definition : Site, Www, Web Pages,
- Networks, Networks Organisation, Architecture, topologies
- Cyberbullying, special concern, Laws and sections

**READINGS -CASE STUDY**

- The European Monetary System
- Coworking
- Working in advertising
- The birth of internet
- Chatting on line in the workplace:

**Gli alunni**  
**Francesco. Sartini**  
**Valentina Pillo**

**L' INSEGNANTE**  
**M. PAPARELLA**

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