

Programma Lingua Inglese
Classe V C SIA
A.S.2020/21
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, Fraude
- International trade: Inflation, Protectionism, Embargos, Customs
- The Stock exchange: securities, shares, bonds, brokers

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
- Trading blocs, international trade organizations

English For Computer Science

- Data Base/ Data Base Management System,
- The Internet: Hystory And Definition : Site, Www, Web Pages,
- Networks, Networks Organisation, Architecture, topologies

READINGS -CASE STUDY

Entrepreneurship

The European Monetary System

Gli Alunni

Aquilino Vittorio
Schiavone Rosanna

L' INSEGNANTE
M. PAPARELLA

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