

ISTITUTO D'ISTRUZIONE SUPERIORE "Carlo Piaggia" VIAREGGIO
Istituto Tecnico Economico

Anno scolastico **2025-2026**
Classe **4 SIA**
Materia **Lingua Inglese**
Docente **Silvia Bonotti**

Argomenti svolti

Primo quadrimestre

Dal libro di testo *Business for the Future* ed. Zanichelli sono state svolte le seguenti unità:

Unit 1: Business background

- Production
- Factors and sectors of production
- The supply chain
- Commerce and trade
- Home trade
- International trade
- The balance of trade and the balance of payments
- Protectionism
- International trade regulations
- IT – information technology in business

Unit 2: Business communication

- Methods of communication in business
- Written communication
- Visual communication
- Oral communication
- IT – video conferencing

Unit 3: Enquiring

- Contract of sale and sales terms
- Incoterms
- Methods of payment in international trade
- Business transactions

Secondo quadrimestre

Unit 4: Ordering

- Documents in international trade customs
- Custom procedures within the EU
- Custom procedures outside the EU
- Ordering as a private Customer

- Ordering as a Business Customer

Unit 5: Delivering

- Logistics
- IT- what's new in Logistic

Unit 6: Banking

- What are banks?
- The banking system
- Banking services to private individuals
- IT – digital banking
- Basic banking services to business
- Ethical banking
- Microcredit
- Payments

Unit 7: The Business World

- Business organisations
- The birth of a business
- The external growth of a business
- Business plan

Unit 8: Marketing

- The marketing concept
- The marketing plan and process
- Situation analysis
- Marketing strategy
- Marketing Tactics
- Implementation and control

Unit 9: Advertising

- What is Advertising?
- Advertising strategies
- Features of an advertisement
- Advertising media
- Other ways of advertising

Dal libro di testo *Performer B2*, Zanichelli Editore, è stata svolta un'attività di potenziamento morfosintattico, lessicale e grammaticale.

Viareggio, 27/05/2026

La docente
Silvia Bonotti

Gli studenti