

Classe: QUINTA

Materia: INGLESE

## CULTURE AND CIVILISATION

### **The European Union**

What is the EU? History. Main steps. The Institutions. The European symbols. The policies. Making decisions in the EU.

**A topic about a relevant issue about civilization: Green economy; Globalisation.**

## COMMERCE

### **Transport and insurance**

- The role of geography.
- Transport in national and international trade.
- Categories of transport : land transport, sea transport, air transport.
- Transport documents.
- Incoterms.
- Insurance.

### **Banking and finance**

- Classification of banks.
- Banking services.
- Microcredit. Microfinancing.
- Methods of payment: Cash with order. Cash on delivery. Bank transfer. Open account. Bill of exchange. Letter of credit. Documentary collection.
- The Stock Exchange.

### **From school to work**

- The curriculum vitae
- Job interviews

### **Marketing**

- What is marketing?
- The marketing mix : product; price; place; promotion.
- Market segmentation.
- The role of market research.
- Market strategies and techniques
- Green marketing.
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### **Educazione Civica: “ Le istituzioni nazionali, sovranazionali e internazionali”**

- The main European institutions
- International organisations
- ONU