

angleščina - 5 UFM

Opis vsebin učnih enot, časovna razporeditev po mesecih oz. število ur namenjenih posamezni učni enoti

- Work experience

Writing and speaking: work experience report

- S. Fitzgerald: The Great Gatsby, gledališka predstava

- Business theory, Unit 3: Business structures and organisations

Business structures

Sole trader

Partnership

Limited companies

Cooperatives

Franchising

Global vision: business growth, multinational corporations, relocation of business

Company structure.

In the news: Ferrero, a global player.

Towards INVALSI: Reshoring in the USA

- Business theory, Unit 4: Work in the new millennium

A technological revolution

Changing in work patterns

IT in manufacturing

Security on the web

Sustainable business

Corporate social responsibility

Recycling e-waste

Global vision: renewable energy

Towards INVALSI: The robot age

- Business theory, Unit 5: Marketing

The marketing concept

Market research

The marketing strategy: STP

The marketing mix

Branding

Digital marketing.

Towards INVALSI

- Cultural background

The United Kingdom: the political system

The United States: the political system

- Business theory, Unit 6: Advertising

Types of advertising

Advertising media

Digital advertising

Sponsorship.

Dijak bo ob zaključku šolskega leta ocenjen pozitivno, če:

Minimalni cilji, ki jih mora dijak doseči, da je lahko prepuščen v naslednji razred: - dijak zna, pod vodstvom profesorja, v zadostni meri posredovati učne vsebine in to brez hujših vsebinskih in jezikovnih napak; - pomanjkljivosti v rabi besedišča in jezikovnih struktur ne ovirajo komunikacije; - pisno izražanje je preprosto s skromnim besednim zakladom, prisotne so tudi slovnične napake.