



UK

SYLLABUS 2025-2026

Advanced Business English

MODULE SPECIFICATION

Module Code	2526_LNG_2_EN_016
Campus	Oxford
Department(s)	English as a Foreign Language
Level / Semester	Masters Year 1 (M1); Equivalent to FHEQ level 7 Semester 07
Language of Instruction	English
Teaching Method	<input checked="" type="checkbox"/> In-person (face-to-face) <input type="checkbox"/> Distance learning (live online) <input type="checkbox"/> e-Learning (asynchronous) <input type="checkbox"/> Hybrid: _____
Pre-requisite(s)?	IELTS 6.0 or equivalent; intended for international or multilingual postgraduate students
ECTS <i>Reminder: 1 ECTS = between 20 and 30hr- student workload</i>	1
Equivalent FHEQ credits	2
Study Hours	40 hours which comprise of 28 directed learning and 12 independent learning/assessment hours

MODULE DESCRIPTION

Module Aims	This module provides postgraduate students with the advanced English communication skills required to operate confidently in professional, business, and academic settings. Through authentic materials and critical discourse analysis, students will learn to write strategically, speak persuasively, critically analyse and evaluate texts and adapt communication to leadership and crisis contexts. The
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	<p>module bridges academic English, corporate strategy language, and digital communication, supporting international students in mastering postgraduate-level business communication by enhancing their autonomy and confidence through ability to identify and interpret main ideas, vocabulary, and expressions, as well as analyse tone/purpose/structure and summarise/paraphrase information while evaluating and comparing differing perspectives.</p>
Teaching Arrangement	<p>The module will be delivered as 8 classes. A workshop style will be incorporated, along with weekly seminars. Activities will include mini-lectures, pair/group work, peer reviews, critical discussions, and oral presentations.</p>
Learning Outcomes	<p>By the end of this module, students should be able to:</p> <ol style="list-style-type: none"> 1. Critically analyse and produce advanced-level business communication texts using appropriate rhetorical, linguistic, and structural conventions. 2. Demonstrate autonomy and academic judgement in planning, producing, and evaluating spoken and written communication in English for strategic business contexts. 3. Identify and synthesise main ideas, supporting details, and key arguments from a variety of texts, evaluating and comparing perspectives and viewpoints with critical insight. 4. Interpret specialised vocabulary, idiomatic expressions, and figurative language within context, critically analysing how tone, purpose, and structure convey meaning beyond the surface level. 5. Summarise and paraphrase complex information and arguments accurately, integrating sources effectively and demonstrating linguistic precision and conceptual clarity. 6. Enhance students' autonomy, clarity, and confidence when producing postgraduate-level written and spoken outputs. 7. Develop advanced academic and professional English communication skills in strategic and leadership contexts and apply usage of corporate communication genres and stakeholder-sensitive language.
Competency Goals <i>(Knowledge, expertise and interpersonal skills)</i>	<p>PGE_M_CG01 - To be equipped with efficient business skills</p> <hr/> <p>PGE_M_CG04 - To be a project manager with a strategic overview</p>
Alignment with Programme Learning Goals	<p>PGE_M_CG03_LO01 - To communicate efficiently in a foreign language</p> <hr/> <p>PGE_M_CG03_LO01_I03 - To read or write for most everyday situation</p> <hr/> <p>PGE_M_CG01_LO06 - To apply knowledge in order to meet the expectations of the professional world</p>

SESSION TOPICS / MODULE SCHEDULE

(Please note, a session/sequence may be more than one scheduled class)

Session 1: What is Strategic Communication?

Content:

- Orientation to postgraduate-level business English
- Analyse authentic corporate discourse
- Identify tone, purpose, and audience

Assignments:

- Reflective blog (200 words) on initial impressions of business language

Session 2: Writing Press Releases with Purpose

Content:

- Structure, purpose, tone, and stakeholder targeting in corporate press releases
- Identify main ideas/supporting details/key arguments
- Accurately summarise and paraphrase information

References:

- Financial Times press archive
- Harvard Business Review samples

Assignments:

- Draft a press release (peer-reviewed)

Session 3: OST + SWOT in Business Communication & Leadership Language and Team Dynamics

Content:

- OST + SWOT in business communication:
 - Apply strategic frameworks to written and spoken communication
 - Focus on clarity, persuasion, and planning (including discussion on opportunity solution tree)
- Leadership language and team dynamics:
 - Explore rhetorical patterns in leadership talk
 - Analyse “CEO speak”
 - Introduce modal verbs, hedging, and assertiveness

Assignments:

- Short written strategy summary (200 words)
- Reflective commentary on leadership tone in a chosen speech

Session 4: Crisis Communication Essentials & Digital Messaging and Influencer Branding

Content:

- Crisis communication essentials:
 - Responding to PR crises
 - Writing for clarity and reputation
 - Language of empathy vs. control
- Digital messaging and influencer branding:
 - Study influencer marketing and digital tone-shifting
 - Condensed writing (Tweets, social copy)

Assignments:

- Write a 400-500-word crisis response memo

Last reviewed: 07/11/2025

- Rewrite traditional messages into digital formats

Session 5: Critical Reading and Bias in Business Texts

Content:

- Learn to read corporate and business texts critically
- Spot assumptions, bias, and framing
- Analyse tone in written communication to infer meaning beyond surface level
- Interpret vocabulary and expressions in context
- Evaluate and compare differing perspectives in written texts

Assignments:

- Annotated article (student's choice)

Session 6: Strategic Presentations I – Structure and Language

Content:

- Prepare, plan and script a strategic business presentation
- Emphasis on data storytelling and persuasive sequencing

Assignments:

- Plan slides and speaker notes

Session 7: Strategic Presentations II – Delivery and Peer Feedback

Content:

- Deliver short presentations and receive feedback
 - Work on fluency, clarity, and visual aids

Assignments:

- Finalise presentation

Session 8: Portfolio Workshop and Reflection

Content:

- Review learning journey
- Edit and submit written portfolio
- Post-module self-assessment

Assignments:

- Submit portfolio

KEY TEXTS

1. Hamp-Lyons, L. and Heasley, B. (2006) *Study writing: A course in written English for academic purposes*. 2nd edn. Cambridge, United Kingdom: Cambridge University Press.

SUPPLEMENTARY TEXTS

1. Guffey, M.E. and Loewy, D. (2022) *Essentials of business communication*. 12th edn. Cengage.

MODES OF ASSESSMENT

Continuous Assessment (40%)	Press release and crisis memo	
Final Exam (60%)	Critical reading and written response	40%
	Oral presentation with Q&A	20%

MODULE DESIGN TEAM

- Author: *Duncan Jamieson*
- Reviewer: *Michael Surguy*
- External Reviewer: *Martin Jenkins*