UK

SYLLABUS 2026-2027

Business English (U1 S2)

MODULE SPECIFICATION

Module Code	2627_LNG_1_EN_019
Campus	Oxford
Department(s)	English as a Foreign Language
Level / Semester	Undergraduate Year 1 (U1); Equivalent to FHEQ level 4 Semester 02
Language of Instruction	English
Teaching Method	☒ In-person (face-to-face) ☐ Distance learning (live online) ☐ e-Learning (asynchronous) ☐ Hybrid: _____
Pre-requisite(s)?	None
ECTS *Reminder: 1 ECTS = between 20 and 30hr- student workload*	2
Equivalent FHEQ credits	4
Study Hours	100 hours which comprise of 28 directed learning and 72 independent learning/assessment hours

MODULE DESCRIPTION

Module Aims	This module prepares students to effectively communicate in business contexts and enhance reading and language use through product pitches, data-driven writing, and vocabulary related to markets and trends. It builds skills in presenting business ideas and identifying key ideas/supporting details, analysing product features, practicing effective reading strategies, interpreting/paraphrasing figurative/contextual expressions, and describing market movements, aligned with IELTS Task 1 writing.

Teaching Arrangement	The module will be delivered as 8 classes of 3 hours and 2 classes of 2 hours over 10 weeks. Assessments are done during class time, and a workshop style will be incorporated for writing and speaking.
Learning Outcomes	By the end of this module, students should be able to: 1. Deliver a clear and persuasive pitch for a product or service using appropriate business language and presentation techniques 2. Analyse and describe data in charts and graphs using accurate and varied written English. 3. Use a range of business-related vocabulary to discuss topics such as products, markets, and investment 4. Apply language and structure appropriate to IELTS Task 1 and professional business presentation formats, such as Dragons' Den. 5. Identify key ideas and supporting details in a business text. 6. Interpret and paraphrase figurative and contextual expressions accurately 7. Apply effective reading strategies, such as skimming, scanning, and inferring meaning.
Competency Goals *(Knowledge, expertise and interpersonal skills)*	PGE_U_CG02 – Communicate effectively in professional contexts
	PGE_U_CG04 – Demonstrate intercultural and international awareness
	PGE_U_CG06 – Think critically and structure arguments effectively
Alignment with Programme Learning Goals	PGE_U_CG01 – Use English language confidently in academic settings
	PGE_U_CG02 – Communicate effectively in professional contexts
	PGE_U_CG03 – Apply theoretical concepts to practical situations
	PGE_U_CG04 – Demonstrate intercultural and international awareness
	PGE_U_CG06 – Think critically and structure arguments effectively

SESSION TOPICS / MODULE SCHEDULE

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

<u>Session 1</u>: Introduction *Content:* ● Module orientation, learning goals, and assessment overview ● Introduction to business communication contexts (startups, pitches, reports) ● Student expectations and participation guidelines *Assignments:* ● Self-introduction paragraph using business profile format

Last reviewed:18/08/2026

- Reflective journal entry:
    - Question: “What makes a successful business communicator?”

Session 2: Grammar Review – Future Forms

Content:

- Overview of future tenses:
    - Future simple, future continuous, future perfect
    - “Going to” vs. Present continuous
- Contextual usage: planning, predictions, schedules
    - Practice with paraphrasing and rephrasing contextual expressions

Assignments:

- Grammar worksheet (guided practice + error correction)
- Create 5 business predictions for the next 5 years using different future forms

Session 3: IELTS Task 1 Writing – Describing Data

Content:

- Introduction to IELTS Academic Task 1
- Types of visuals (bar charts, line graphs, pie charts)
- Sentence structures for comparisons, trends, and summarising

Assignments:

- Continuous assessment – written description of a given chart
- Peer review activity using assessment criteria

Session 4: Vocabulary – Trends and Data & Reading Strategies

Content:

- Vocabulary:
    - Describing movement (rise, fall, remain steady, fluctuate)
    - Degree and speed (sharply, slightly, gradually)
    - Grammar of trends (verbs vs. nouns, using adverbs and adjectives)
- Reading strategies:
    - Continue improving on effective reading techniques, such as skimming, scanning, and inferring meaning

  Further develop skills in identifying key ideas and supporting details in business texts

Assignments:

- Fill-in-the-blank worksheet
- Create 5 descriptive sentences from real market data

Session 5: Product Vocabulary and Product Pitching

Content:

- Product vocabulary:
    - Describing products (features, specifications, benefits)
    - Useful adjectives (innovative, durable, cost-effective, compact)
    - Practice: comparing competing products
- Product pitching:
    - Elements of a strong pitch (hook, problem, solution, USP, call-to-action)
    - Persuasive language
        - Modals (should, could)

        - Conditionals (if/when)
        - Rhetorical questions
    - Tone and body language in presentations

Assignments:

- Matching product descriptions to visuals
- Write a product fact sheet (bullet points)
- Continuous assessment – product pitch presentation (3-5 minutes)
- Practice session with peer feedback using a checklist

Session 6: Business Concepts & Market Study – Case Analysis

Content:

- Business concepts:
    - Introduction to financial and marketing concepts (ROI, venture capital, stakeholders, market share)
        - How to explain these concepts in plain English
    - Video or article discussion: Elevator Pitch + Shark Tank clip analysis
- Case analysis:
    - Introduction to SWOT and 4Ps frameworks
    - Case study walk-through: analyse a real or fictional company
    - Group discussion: strengths and challenges in real business

Assignments:

- Quiz (definitions and usage)
- Create a short glossary with personal examples
- Fill in SWOT + 4Ps templates
- Prepare group mini presentation of findings

Session 7: Review & Recap

Content:

- Grammar wrap-up (future tenses, conditionals, comparative forms)
- Vocabulary review (business, trends, and product-related terms)
- Group game or quiz (e.g. Kahoot, Upward)

Assignments:

- Continuous assessment – Upward quiz (30 minutes):
    - 40 questions covering vocabulary, grammar, and usage

Session 8: Mock Exam & Feedback

Content:

- Full practice exam (IELTS-style writing, grammar, and reading comprehension)
- Self and peer marking using rubrics
- Teacher feedback session and Q&A

Assignments:

- Submit final reflective log (“What did I improve?”, “What do I need to work on?”)
- Complete post-module self-assessment form

KEY TEXTS

1. Cullen, P., French, A. and Jakeman, V. (2025) *The official Cambridge guide to IELTS: For academic or general training*. Cambridge, United Kingdom: Cambridge University Press.
2. Oshima, A. and Hogue, A. (2006) *Writing academic English*. 4th edn. Pearson Education.
3. McCarthy, M. and O'Dell, F. (2016) *Academic vocabulary in use: Vocabulary reference and practice*. 2nd edn. Cambridge, United Kingdom: Cambridge University Press.
4. Hewings, M. (2023) *Advanced grammar in use: A self-study reference and practice book for advanced learners of English*. 4th edn. Cambridge, United Kingdom: Cambridge University Press.

SUPPLEMENTARY TEXTS

1. Locker, K.O. and Kaczmarek, S.K. (2013) *Business communication: Building critical skills*. 6th edn. New York, NY: McGraw-Hill.
2. Bovee, C.L. and Thill, J.V. (2023) *Business communication today*. 15th edn. Pearson.
3. Reynolds, G. (2019) *Presentation Zen: Simple ideas on presentation design and delivery*. 3rd edn. New Riders.
4. Gallo, C. (2014) *Talk like TED: The 9 public-speaking secrets of the world's top minds*. Macmillan.
5. Kotler, P., Armstrong, G. and Balasubramanian, S. (2023) *Principles of marketing*. 19th edn. Pearson Education.
6. Mullins, L.J. and Rees, G. (2023) *Management and organisational behaviour*. 13th edn. Harlow, United Kingdom: Pearson.

MODES OF ASSESSMENT

Continuous Assessment (40% - equal weighting between assessments)	Grammar + vocabulary quiz
	Product pitch presentation
	Writing task
Final Exam (60%)	Written exam

MODULE DESIGN TEAM

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

Last reviewed:18/08/2026