



UK

SYLLABUS 2025-2026

Business English (U3 S5)

MODULE SPECIFICATION

Module Code	2526_PGE_U3_OX_ANG_S05
Campus	Oxford
Department(s)	English as a Foreign Language
Level / Semester	Undergraduate Year 3 (U3); Equivalent to FHEQ level 6 Semester 05
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)?	None
ECTS <i>Reminder: 1 ECTS = between 20 and 30hr- student workload</i>	4
Equivalent FHEQ credits	8
Study Hours	100 hours which comprise of 30 directed learning and 70 independent learning/assessment hours

MODULE DESCRIPTION

Module Aims	<p>This module enhances students' capacity to communicate professionally in English across business functions and utilise reading, interpretation, and evaluation techniques. Emphasis is placed on branding, marketing campaigns, and financial communication. Students develop key business communication skills including writing reports, pitching projects, identifying key arguments, evaluating accuracy/reliability of statements, and presenting ideas persuasively.</p>
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	Functional grammar, vocabulary building, and idiomatic expressions are integrated to support fluency and clarity in professional contexts.
Teaching Arrangement	The module will be delivered as 9 classes of 3 hours taught weekly over the 10-week semester. A workshop style will be incorporated for writing and speaking components.
Learning Outcomes	<p>By the end of this module, students should be able to:</p> <ol style="list-style-type: none"> 1. Compose, structure, and critically evaluate business reports using appropriate tone and register and deliver effective and persuasive business presentations and pitches with clarity and confidence. 2. Demonstrate a command of relevant financial and marketing terminology, including understanding the meaning of business and marketing terms from an article and accurately interpreting idiomatic and figurative phrases in a professional context. 3. Interpret, analyse, and produce business-related documents and data, selecting language and structure suitable for varied professional purposes and audiences. 4. Apply advanced grammatical forms, including modal verbs and complex sentence structures, accurately and appropriately in both business writing and speech. 5. Identify and critically evaluate an author’s main argument, assessing statements for accuracy, reliability, or bias, supporting conclusions with relevant textual or contextual evidence. 6. Apply advanced reading and analytical skills, such as analysing arguments, inferring meaning, and paraphrasing complex ideas, to demonstrate critical understanding of relevant texts.
Competency Goals <i>(Knowledge, expertise and interpersonal skills)</i>	<p>PGE_U_CG01 - Communicate effectively in multicultural teams.</p> <p>PGE_U_CG03 - Solve problems and make informed decisions in business contexts.</p> <p>PGE_U_CG06 - Operate in a globalised and multicultural environment.</p>
Alignment with Programme Learning Goals	<p>PGE_U_CG01 – Communicate effectively in multicultural teams</p> <p>PGE_U_CG03 – Solve problems and make informed decisions in business contexts</p> <p>PGE_U_CG06 – Operate in a globalised and multicultural environment</p> <p>PGE_U_CG02 – Communicate effectively in professional contexts</p>

	PGE_U_SG02 – Demonstrate proficiency in professional communication
	PGE_U_KG01 – Demonstrate analytical and critical thinking skills
	PGE_U_CG04 – Demonstrate intercultural and international awareness

SESSION TOPICS / MODULE SCHEDULE

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

<p><u>Session 1: Branding and Market Positioning</u></p> <p><i>Content:</i></p> <ul style="list-style-type: none"> ● Introduction to branding and business identity ● Understanding unique selling propositions and brand equity ● Discussion of logo, slogan, and endorsement strategies <p><i>Assignments:</i></p> <ul style="list-style-type: none"> ● Read: branding vocabulary list ● Research and analyse one successful brand strategy
<p><u>Session 2: International Marketing Fundamentals</u></p> <p><i>Content:</i></p> <ul style="list-style-type: none"> ● Introduction to branding and business identity ● Understanding unique selling propositions and brand equity ● Discussion of logo, slogan, and endorsement strategies <p><i>Assignments:</i></p> <ul style="list-style-type: none"> ● Vocabulary consolidation ● Prepare a short report on a product launch in a foreign market
<p><u>Session 3: Writing Business Reports</u></p> <p><i>Content:</i></p> <ul style="list-style-type: none"> ● Structure and tone of business reports ● Using modal verbs for recommendations and obligations ● Writing practice session <p><i>Assignments:</i></p> <ul style="list-style-type: none"> ● Continuous assessment – written evaluation (business report) <ul style="list-style-type: none"> ○ 250 words ○ Peer feedback session on draft reports
<p><u>Session 4: Finance and Banking Vocabulary & Investment and Stock Market Concepts</u></p> <p><i>Content:</i></p> <ul style="list-style-type: none"> ● Finance and banking vocabulary: <ul style="list-style-type: none"> ○ Key financial terms and their usage (assets, liabilities, cash flow) ○ Real-world applications (interpreting bank statements, applying for loans) ○ Introduction to financial idioms ● Investment and stock market concepts: <ul style="list-style-type: none"> ○ Introduction to stocks, shares, dividends, and bonds ○ Risk analysis (bubbles, slumps, and bailouts)

Last reviewed: 06/11/2025

- Idiomatic expressions in financial discourse

Assignments:

- Vocabulary practice
- Prepare a financial summary for a fictional company
- Reading task: "The Basics of Investing"
- Create a glossary of 15 investment-related terms

Session 5: Project Pitching and Persuasive Communication

Content:

- Structure of a business pitch
- Techniques for defending opinions and responding to objections
- Continuous assessment – in-class presentation (rebranding campaign)

Assignments:

- Group project preparation and visual aid creation
- Rehearsal and peer feedback

Session 6: Grammar Workshop - Modal Verbs

Content:

- Modal verbs for possibility, obligation, and advice
- Contextual business examples
- Error correction drills and rewriting activities

Assignments:

- Grammar workbook exercises
- Preparation for continuous assessment

Session 7: Business Communication - Reading and Listening

Content:

- Reading comprehension techniques
- Listening strategies in presentations and negotiations
- TOIEC/IELTS preparation task

Assignments:

- Listening activity with comprehension quiz
- Practice test excerpts

Session 8: Review and Mid-Semester Evaluation

Content:

- Grammar and vocabulary review
- Recap of all business communication themes
- Continuous assessment – Moodle test (grammar + vocabulary)

Assignments:

- Revision worksheets
- Self-assessment quiz

Session 9: Final Exam Preparation and Practice

Content:

- Sample business report task
- Timed reading comprehension

- Peer review and strategy tips

Assignments:

- Final revision
- Mock exam under timed conditions

KEY TEXTS

1. Cardon, P.W. (2023) *Business communication: Developing leaders for a networked world*. 5th edn. McGraw-Hill.
2. Kotler, P. and Kelle, K.L. (2021) *Marketing management*. 16th edn. Pearson.

SUPPLEMENTARY TEXTS

1. Thill, J.V. and Bovée, C.L. (2024) *Excellence in business communication*. 14th edn. Pearson Education.

MODES OF ASSESSMENT

Continuous Assessment (40% - equal weighting between assessments)	Grammar + vocabulary test
	Group project
	Written business report
Final Exam (60%)	Written exam

MODULE DESIGN TEAM

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