# SYLLABUS 2026-2027

Business English (U3 S5)

## MODULE SPECIFICATION

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| **Module Code** | 2627_LNG_1_EN_012 |
| **Campus** | Oxford |
| **Department(s)** | English as a Foreign Language |
| **Level / Semester** | Undergraduate Year 3 (U3); Equivalent to FHEQ level 6<br>Semester 05 |
| **Language of Instruction** | English |
| **Teaching Method** | ☒ In-person (face-to-face)<br>☐ Distance learning (live online)<br>☐ e-Learning (asynchronous)<br>☐ Hybrid: _____ |
| **Pre-requisite(s)?** | None |
| **ECTS**<br>*Reminder: 1 ECTS = between 20 and 30hr- student workload* | 4 |
| **Equivalent FHEQ credits** | 8 |
| **Study Hours** | 100 hours which comprise of 30 directed learning and 70 independent learning/assessment hours |

## MODULE DESCRIPTION

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| **Module Aims** | 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. |

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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** | By the end of this module, students should be able to:<br>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.<br>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.<br>3. Interpret, analyse, and produce business-related documents and data, selecting language and structure suitable for varied professional purposes and audiences.<br>4. Apply advanced grammatical forms, including modal verbs and complex sentence structures, accurately and appropriately in both business writing and speech.<br>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.<br>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** *(Knowledge, expertise and interpersonal skills)* | PGE_U_CG01 - Communicate effectively in multicultural teams. |
| | PGE_U_CG03 - Solve problems and make informed decisions in business contexts. |
| | PGE_U_CG06 - Operate in a globalised and multicultural environment. |
| **Alignment with Programme Learning Goals** | PGE_U_CG01 – Communicate effectively in multicultural teams |
| | PGE_U_CG03 – Solve problems and make informed decisions in business contexts |
| | PGE_U_CG06 – Operate in a globalised and multicultural environment |
| | PGE_U_CG02 – Communicate effectively in professional contexts |

*Last reviewed: 18/08/2026*

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| | 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)*

Session 1: Branding and Market Positioning

*Content:*

- Introduction to branding and business identity
- Understanding unique selling propositions and brand equity
- Discussion of logo, slogan, and endorsement strategies

*Assignments:*

- Read: branding vocabulary list
- Research and analyse one successful brand strategy

Session 2: International Marketing Fundamentals

*Content:*

- Introduction to branding and business identity
- Understanding unique selling propositions and brand equity
- Discussion of logo, slogan, and endorsement strategies

*Assignments:*

- Vocabulary consolidation
- Prepare a short report on a product launch in a foreign market

Session 3: Writing Business Reports

*Content:*

- Structure and tone of business reports
- Using modal verbs for recommendations and obligations
- Writing practice session

*Assignments:*

- Continuous assessment – written evaluation (business report)
    - 250 words
    - Peer feedback session on draft reports

Session 4: Finance and Banking Vocabulary & Investment and Stock Market Concepts

*Content:*

- Finance and banking vocabulary:
    - 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:
    - Introduction to stocks, shares, dividends, and bonds
    - Risk analysis (bubbles, slumps, and bailouts)

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- 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

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- 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

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| **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*

*Last reviewed: 18/08/2026*