



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, and adapt communication to leadership and crisis contexts. The module bridges academic English,
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	corporate strategy language, and digital communication, supporting international students in mastering postgraduate-level business communication.
Teaching Arrangement	The module will be delivered as 10 classes: 8 classes lasting 3 hours and 2 classes lasting 2 hours. 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.
Learning Outcomes	By the end of this module, students should be able to: <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. Develop advanced academic and professional English communication skills in strategic and leadership contexts 4. Enhance students' autonomy, clarity, and confidence when producing postgraduate-level written and spoken outputs 5. Familiarise students with corporate communication genres and stakeholder-sensitive language use
Competency Goals <i>(Knowledge, expertise and interpersonal skills)</i>	PGE_M_CG01 - To be equipped with efficient business skills PGE_M_CG04 - To be a project manager with a strategic overview
Alignment with Programme Learning Goals	PGE_M_CG03_LO01 - To communicate efficiently in a foreign language PGE_M_CG03_LO01_I03 - To read or write for most everyday situation PGE_M_CG01_LO06 - To apply knowledge in order to meet the expectations of the professional world

SESSION TOPICS / MODULE SCHEDULE

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

<p><u>Session 1: What is Strategic Communication? (3 hrs)</u></p> <p><i>Content:</i></p> <ul style="list-style-type: none"> • Orientation to postgraduate-level business English • Analyse authentic corporate discourse • Identify tone, purpose, and audience <p><i>Assignments:</i></p> <ul style="list-style-type: none"> • Reflective blog (200 words) on initial impressions of business language
<p><u>Session 2: Writing Press Releases with Purpose (3 hrs)</u></p>

Last reviewed: 16/09/2025

Content:

- Structure, purpose, tone, and stakeholder targeting in corporate press releases

References:

- Financial Times press archive
- Harvard Business Review samples

Assignments:

- Draft a press release (peer-reviewed)

Session 3: OST + SWOT in Business Communication (3 hrs)

Content:

- Apply strategic frameworks to written and spoken communication
- Focus on clarity, persuasion, and planning (including discussion on opportunity solution tree)

Assignments:

- Short written strategy summary (200 words)

Session 4: Leadership Language and Team Dynamics (3 hrs)

Content:

- Explore rhetorical patterns in leadership talk
- Analyse “CEO speak”
- Introduce modal verbs, hedging, and assertiveness

Assignments:

- Reflective commentary on leadership tone in a chosen speech

Session 5: Crisis Communication Essentials (3 hrs)

Content:

- Responding to PR crises
- Writing for clarity and reputation
- Language of empathy vs. control

Assignments:

- Write a 400-500-word crisis response memo

Session 6: Digital Messaging and Influencer Branding (3 hrs)

Content:

- Study influencer marketing and digital tone-shifting
- Condensed writing (Tweets, social copy)

Assignments:

- Rewrite traditional messages into digital formats

Session 7: Critical Reading and Bias in Business Texts (3 hrs)

Content:

- Learn to read corporate and business texts critically
- Spot assumptions, bias, and framing

Assignments:

- Annotated article (student’s choice)

Session 8: Strategic Presentations I – Structure and Language (3 hrs)

Content:

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

Assignments:

- Plan slides and speaker notes

Session 9: Strategic Presentations II – Delivery and Peer Feedback (2 hrs)

Content:

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

Assignments:

- Finalise presentation

Session 10: Portfolio Workshop and Reflection (2 hrs)

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: *Bethany Stephenson*