



UK

SYLLABUS 2025-2026

Business English (U1 S2)

MODULE SPECIFICATION

Module Code	2526_PGE_U1_OX_ANG_S02
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	<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>	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 unit prepares students to effectively communicate in business contexts through product pitches, data-driven writing, and vocabulary related to markets and trends. It builds skills in presenting business ideas, analysing product features, 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	<p>By the end of this module, students should be able to:</p> <ol style="list-style-type: none"> 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.
Competency Goals <i>(Knowledge, expertise and interpersonal skills)</i>	<p>PGE_U_CG02 – Communicate effectively in professional contexts</p> <hr/> <p>PGE_U_CG04 – Demonstrate intercultural and international awareness</p> <hr/> <p>PGE_U_CG06 – Think critically and structure arguments effectively</p>
Alignment with Programme Learning Goals	<p>PGE_U_CG01 – Use English language confidently in academic settings</p> <hr/> <p>PGE_U_CG02 – Communicate effectively in professional contexts</p> <hr/> <p>PGE_U_CG03 – Apply theoretical concepts to practical situations</p> <hr/> <p>PGE_U_CG04 – Demonstrate intercultural and international awareness</p> <hr/> <p>PGE_U_CG06 – Think critically and structure arguments effectively</p>

SESSION TOPICS / MODULE SCHEDULE

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

<p><u>Session 1: Introduction</u></p> <p><i>Content:</i></p> <ul style="list-style-type: none"> • Module orientation, learning goals, and assessment overview • Introduction to business communication contexts (startups, pitches, reports) • Student expectations and participation guidelines <p><i>Assignments:</i></p> <ul style="list-style-type: none"> • Self-introduction paragraph using business profile format • Reflective journal entry: <ul style="list-style-type: none"> ◦ Question: “What makes a successful business communicator?”
<p><u>Session 2: Grammar Review – Future Forms</u></p> <p><i>Content:</i></p> <ul style="list-style-type: none"> • Overview of future tenses: <ul style="list-style-type: none"> ◦ Future simple, future continuous, future perfect ◦ “Going to” vs. Present continuous • Contextual usage: planning, predictions, schedules

Last reviewed: 16/09/2025

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

Content:

- Describing movement (rise, fall, remain steady, fluctuate)
- Degree and speed (sharply, slightly, gradually)
- Grammar of trends (verbs vs. nouns, using adverbs and adjectives)

Assignments:

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

Session 5: Product Vocabulary

Content:

- Describing products (features, specifications, benefits)
- Useful adjectives (innovative, durable, cost-effective, compact)
- Practice: comparing competing products

Assignments:

- Matching product descriptions to visuals
- Write a product fact sheet (bullet points)

Session 6: Product Pitching

Content:

- 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:

- Continuous assessment – product pitch presentation (3-5 minutes)
- Practice session with peer feedback using a checklist

Session 7: Business Concepts

Content:

- Introduction to financial and marketing concepts (ROI, venture capital, stakeholders, market share)

<ul style="list-style-type: none"> ○ How to explain these concepts in plain English ● Video or article discussion: Elevator Pitch + Shark Tank clip analysis <p>Assignments:</p> <ul style="list-style-type: none"> ● Quiz (definitions and usage) ● Create a short glossary with personal examples
<p>Session 8: Market Study – Case Analysis</p> <p>Content:</p> <ul style="list-style-type: none"> ● Introduction to SWOT and 4Ps frameworks ● Case study walk-through: analyse a real or fictional company ● Group discussion: strengths and challenges in real business <p>Assignments:</p> <ul style="list-style-type: none"> ● Fill in SWOT + 4Ps templates ● Prepare group mini presentation of findings
<p>Session 9: Review & Recap</p> <p>Content:</p> <ul style="list-style-type: none"> ● Grammar wrap-up (future tenses, conditionals, comparative forms) ● Vocabulary review (business, trends, and product-related terms) ● Group game or quiz (e.g. Kahoot, Upward) <p>Assignments:</p> <ul style="list-style-type: none"> ● Continuous assessment – Upward quiz (30 minutes): <ul style="list-style-type: none"> ○ 40 questions covering vocabulary, grammar, and usage
<p>Session 10: Mock Exam & Feedback</p> <p>Content:</p> <ul style="list-style-type: none"> ● Full practice exam (IELTS-style writing, grammar, and reading comprehension) ● Self and peer marking using rubrics ● Teacher feedback session and Q&A <p>Assignments:</p> <ul style="list-style-type: none"> ● Submit final reflective log (“What did I improve?”, “What do I need to work on?”) ● Complete post-module self-assessment form

KEY TEXTS

<ol style="list-style-type: none"> 1. Cullen, P., French, A. and Jakeman, V. (2025) <i>The official Cambridge guide to IELTS: For academic or general training</i>. Cambridge, United Kingdom: Cambridge University Press. 2. Oshima, A. and Hogue, A. (2006) <i>Writing academic English</i>. 4th edn. Pearson Education. 3. McCarthy, M. and O’Dell, F. (2016) <i>Academic vocabulary in use: Vocabulary reference and practice</i>. 2nd edn. Cambridge, United Kingdom: Cambridge University Press. 4. Hewings, M. (2023) <i>Advanced grammar in use: A self-study reference and practice book for advanced learners of English</i>. 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: *Bethany Stephenson*