



UK

## SYLLABUS 2025-2026

### Business English (U2 S4)

#### MODULE SPECIFICATION

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| Module Code   | 2526_PGE_U2_OX_ANG_S04   |
| Campus  | Oxford   |
| Department(s)   | English as a Foreign Language  |
| Level / Semester  | Undergraduate Year 2 (U2); Equivalent to FHEQ level 5<br>Semester 04   |
| Language of Instruction   | English  |
| Teaching Method   | <input checked="" type="checkbox"/> In-person (face-to-face)<br><input type="checkbox"/> Distance learning (live online)<br><input type="checkbox"/> e-Learning (asynchronous)<br><input type="checkbox"/> Hybrid: _____ |
| Pre-requisite(s)?   | None   |
| ECTS<br><i>Reminder: 1 ECTS = between 20 and 30hr- student workload</i> | Zero (0)   |
| Equivalent FHEQ credits   | Zero (0)   |
| 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 develops persuasive communication skills in English within professional and intercultural contexts. Students explore themes of diversity, management, and corporate culture through structured writing, argumentation, and debate. Activities support the use of persuasive vocabulary and idioms, and the integration of grammar structures such as gerunds and infinitives. Focus is placed on both written and oral competencies relevant to future workplace needs. |
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| <b>Teaching Arrangement</b>   | The module will be delivered as 10 classes of 3 hours taught weekly over the 10-week semester. A workshop style will be incorporated for writing and speaking components.  |
| <b>Learning Outcomes</b>  | By the end of this module, students should be able to: <ol style="list-style-type: none"> <li>1. Construct structured and persuasive written arguments.</li> <li>2. Develop and express informed opinions in debates.</li> <li>3. Apply vocabulary and idiomatic expressions related to diversity and management.</li> <li>4. Use gerunds and infinitives accurately in context.</li> <li>5. Participate in professional discussions with clarity and confidence.</li> </ol> |
| <b>Competency Goals</b><br><i>(Knowledge, expertise and interpersonal skills)</i> | 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.  |
| <b>Alignment with Programme Learning Goals</b>                                    | 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  |
|   | 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: Introduction to Diversity at Work

#### *Content:*

- Defining diversity in the workplace – key concepts and terminologies
- Exploring the impact of gender, ethnicity, and unconscious bias on workplace dynamics
- Analysing the link between corporate culture and equal opportunity policies
- Introduction to case studies on inclusion and representation in global firms

#### *Assignments:*

- Vocabulary activity: Diversity & Corporate Culture

*Last reviewed: 16/09/2025*

## Session 2: Understanding Management Styles

### *Content:*

- Overview of leadership theories and styles: from theory X/Y to contemporary models
- Characteristics, benefits, and drawbacks of autocratic, democratic, laissez-faire, and participative styles
- Exploring management effectiveness in multicultural environments
- Group discussion: real-life scenarios comparing hands-on vs. hands-off leadership

### *Assignments:*

- Reading comprehension task: compare two management case studies

## Session 3: Persuasive Writing – Essay Structure

### *Content:*

- Components of persuasive writing (introduction, body, and conclusion)
- Writing strong thesis statements and topic sentences
- Cohesion techniques (transitions, paragraph flow, and logical progression)
- Practical examples from business contexts (e.g. employee policies, CSR)

### *Assignments:*

- Continuous assessment – persuasive essay (in-class writing evaluation)

## Session 4: Language of Persuasion

### *Content:*

- Exploring modal verbs and persuasive structures (should, must, ought to, etc.)
- Effective rhetorical strategies (repetition, emotional appeal, logical appeal)
- Idiomatic expressions for influence and negotiation
- Role-play: using persuasive language in simulated business scenarios

### *Assignments:*

- Worksheet: idioms and expression matching exercise

## Session 5: Argument Development

### *Content:*

- Understanding the structure of arguments (claim, evidence, reasoning)
- Techniques for rebuttal and respectful counterarguments)
- Building arguments from source materials and real-life cases
- Collaborative outline building: planning persuasive speeches in groups

### *Assignments:*

- Prepare outline for persuasive speech or debate

## Session 6: Debate and Persuasive Speech

### *Content:*

- Formal structure of debates (roles, stages, and time limits)
- Techniques for impactful openings and strong closings)
- Verbal and non-verbal public speaking skills (tone, pace, eye contact)
- Peer feedback: evaluating strengths and areas for improvement in oral delivery

### *Assignments:*

- Continuous assessment – deliver a persuasive speech or participate in a debate

## Session 7: Grammar Focus – Gerunds vs. Infinitives

**Content:**

- Rules for using gerunds and infinitives after common verbs
- Sentence patterns: verb + gerund / verb + infinitive / verb + object + infinitive
- Differences in meaning (stop to do vs. stop doing, remember doing vs. remember to do)

**Assignments:**

- Grammar practice worksheet: gerunds/infinitives

**Session 8: Opinion and Disagreement in English**

**Content:**

- Strategies for giving opinions clearly and diplomatically
- Language for polite disagreement and managing conflict
- Practice with intonation and emphasis for clarity and tone
- Group simulations: navigating controversial workplace topics

**Assignments:**

- Group activity: mini debates

**Session 9: Review – Grammar and Vocabulary**

**Content:**

- Consolidation of core grammar structures (modals, gerunds, infinitives)
- Review of key vocabulary themes (workplace culture, management, persuasion)
- Listening comprehension focused on business interviews and speeches
- Vocabulary games and drills to reinforce learning

**Assignments:**

- Continuous assessment – grammar + vocabulary test (40 questions on Upward)

**Session 10: Final Exam Practice**

**Content:**

- Simulated reading comprehension activities based on business texts
- Timed writing tasks: persuasive essay prompts
- Tips on exam strategy (planning, time management, common errors)
- Self-assessment and peer marking – using rubrics to improve performance

**Assignments:**

- Mock exam with vocabulary and grammar components

## KEY TEXTS

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

## SUPPLEMENTARY TEXTS

1. N/A

## MODES OF ASSESSMENT

|  |                           |
|--|---------------------------|
| <b>Continuous Assessment</b><br>(40% - equal weighting<br>between assessments) | Grammar + vocabulary test |
|  | Persuasive speech/debate  |
|  | Persuasive essay          |
| <b>Final Exam</b> (60%)  | Written exam              |

## MODULE DESIGN TEAM

- Author: *Duncan Jamieson*
- Reviewer: *Michael Surguy*
- External Reviewer: *Bethany Stephenson*