



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>	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

Module Aims	<p>This module enhances students' capacity to communicate professionally in English across business functions. Emphasis is placed on branding, marketing campaigns, and financial communication. Students develop key business communication skills including writing reports, pitching projects, and presenting ideas persuasively. Functional grammar, vocabulary building, and idiomatic expressions are integrated to support fluency and clarity in professional contexts.</p>
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Teaching Arrangement	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.
Learning Outcomes	By the end of this module, students should be able to: <ol style="list-style-type: none"> 1. Compose and structure business reports using appropriate tone and register. 2. Deliver effective business presentations and pitches. 3. Understand and use financial and marketing terminology in context. 4. Interpret and produce business-related documents and data. 5. Apply modal verbs and other grammar structures appropriately in business writing and speech.
Competency Goals <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.
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 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>Content:</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>Assignments:</p> <ul style="list-style-type: none"> ● Read: branding vocabulary list ● Research and analyse one successful brand strategy
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Last reviewed: 16/09/2025

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

Content:

- Key financial terms and their usage (assets, liabilities, cash flow)
- Real-world applications (interpreting bank statements, applying for loans)
- Introduction to financial idioms

Assignments:

- Vocabulary practice
- Prepare a financial summary for a fictional company

Session 5: Investment and Stock Market Concepts

Content:

- Introduction to stocks, shares, dividends, and bonds
- Risk analysis (bubbles, slumps, and bailouts)
- Idiomatic expressions in financial discourse

Assignments:

- Reading task: “The Basics of Investing”
- Create a glossary of 15 investment-related terms

Session 6: 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 7: 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 8: 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 9: 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 10: 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: *Bethany Stephenson*