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Refer to guidance notes for completion of each section of the specification.

<b>Module Code:</b>	LAN427
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<b>Module Title:</b>	Business Communication Skills
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<b>Level:</b>	4	<b>Credit Value:</b>	20
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<b>Cost Centre(s):</b>	GASL	<b>JACS3 code:</b>	Q330
		<b>HECoS code:</b>	

<b>Faculty</b>	Language Centre / Partnerships	<b>Module Leader:</b>	Tom Rozario
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Scheduled learning and teaching hours	36 hrs
Placement tutor support	0hrs
Supervised learning eg practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
<b>Total contact hours</b>	<b>36 hrs</b>
Placement / work based learning	
Guided independent study	164 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

<b>Programme(s) in which to be offered (not including exit awards)</b>	Core	Option
Institution wide and community based	<input type="checkbox"/>	<input checked="" type="checkbox"/>

<b>Pre-requisites</b>
Minimum B1+ knowledge of English Language as determined through official proof of English proficiency or in-house level testing.

<b>Office use only</b>		
Initial approval:	31/01/2020	Version no:1
With effect from:	31/01/2020	
Date and details of revision:		Version no:

## Module Aims

*The aim of this module is to help participants improve their CEFR B1+/B2 level of business communication skills in English. Although focus will be placed on separate skills where necessary, the module will follow an integrated skills approach with special emphasis on extending participants' range of business vocabulary in a variety of business settings and tasks.*

*On completion of the module, participants should be able demonstrate CEFR B2+/C1 competence in their use of English in a business setting. They should also be able to use linguistic and paralinguistic in cross-cultural communication to successfully carry out conflict management, negotiation and persuasion.*

## Module Learning Outcomes - at the end of this module, students will be able to

1	Use B2+/C1 grammar and structures in spoken interaction, reading comprehension and written correspondence in a range of business/professional contexts.
2	Recall and apply B2+/C1 business vocabulary in spoken interaction, reading and written correspondence.
3	Identify linguistics and paralinguistic features in cross-cultural communication and apply these to business contexts involving conflict management, negotiation and persuasion.

<b>Employability Skills The Wrexham Glyndŵr Graduate</b>	<b>I = included in module content A = included in module assessment N/A = not applicable</b>
<i>Guidance: complete the matrix to indicate which of the following are included in the module content and/or assessment in alignment with the matrix provided in the programme specification.</i>	
<b>CORE ATTRIBUTES</b>	
Engaged	I / A
Creative	I / A
Enterprising	I
Ethical	I
<b>KEY ATTITUDES</b>	
Commitment	I
Curiosity	I
Resilient	I
Confidence	I / A
Adaptability	I / A
<b>PRACTICAL SKILLSETS</b>	
Digital fluency	I
Organisation	I
Leadership and team working	I
Critical thinking	I
Emotional intelligence	I
Communication	I / A

## Derogations

N/A

## Assessment:

Indicative Assessment Tasks:

*Guidance: please ensure you add indicative word count and durations within the narrative body of this section*

Two in-class tests (not exceeding a combined total of 3hrs) incorporating the five skills below.

Test 1:

- Integrated Reading, Writing, Speaking, Listening, Vocab Skills: Role-play involving job application and interview skills (persuasion) (25%)

Test 2:

- Speaking skills: role-play involving negotiation/persuasion/conflict management (15%)
- Writing skills: write a 250-word business letter (20%)
- Reading skills: read an authentic text and answer comprehension questions (20%)
- Listening skills: listen to audio material and answer comprehension questions (20%)

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1 & 2 & 3 (in part)	In-class test	25%
2	1,2,3	In-class test	75%

## Learning and Teaching Strategies:

The module will be delivered through lectures and conversation classes. The lectures will follow a recommended coursebook and supplemented with authentic real-world samples of English usage.

### Speaking & Listening skills

Student-led presentations will reinforce each theme and help participants use vocabulary and structures learnt. These will be further consolidated in the conversation classes led by the lecturer who will be assisted by PGCE trainees doing their TEFL placement with the Language Centre. Pair and small-group work will be emphasised in order to foster teamwork and develop interpersonal skills.

### Writing & Reading skills

Writing tasks will be set regularly to ensure participants are familiar with the different genres of writing expected at B2+/C1 level. Appropriate feedback will be given using error code annotations to foster self-correction. Apart from reading materials presented in class, students will be encouraged to read one or two books in their own time and build a vocabulary database so as to structure the learning output from this independent learning activity.

**Vocabulary skills**

Participants will be introduced to techniques to expand their mental lexicon in terms of learning, retaining, recalling and using vocabulary effectively. This will be reinforced through graded vocabulary exercises which will be administered sequentially through Moodle, accompanied by follow-up self-check tasks for students to monitor their own progress during the course. Useful mobile apps and websites will be highlighted to support technology-enhanced independent learning.

**Syllabus outline:**

English communication skills involved in the following umbrella categories:

1. Human Resources
2. Marketing
3. Entrepreneurship
4. Business abroad
5. Customer Relations
6. Managing change

**Indicative Bibliography:****Essential reading**

Brook-Hart, G. (2013) *Cambridge English Business Benchmark: Upper Intermediate Student's Book*. 2nd ed. Cambridge. Cambridge University Press.

**Other indicative reading**

- Badger, I. (2011) *Collins English for Business: Listening*. London: HarperCollins Publishers.
- Breiger, N. (2011) *Collins English for Business: Writing*. London: HarperCollins Publishers.
- Capras, D. (2014) *Collins English for Business: Small Talk*. London: HarperCollins Publishers.
- Osborn, A. (2012) *Collins English for Business: Reading*. London: HarperCollins Publishers.
- Schofield, J. and Olson, A. (2011) *Collins English for Business: Speaking*. London: HarperCollins Publishers
- Talbot, F. (2016) *How to Write Effective Business English: Excel at E-mail, Social Media and All Your Professional Communications*. London: Kogan Page Ltd.
- Tomalin, B. (2012) *Collins English for Business: Key Business Skills*. London: HarperCollins Publishers.