

Module Details	
Module Title	Business and Professional English
Module Code	BIC6015-A
Academic Year	2022/3
Credits	10
School	UoB International College
FHEQ Level	FHEQ Level 6

Contact Hours	
Type	Hours
Directed Study	50
Lectures	50

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Non-Standard Academic Year
BDA	University of Bradford / Semester 2
BDA	University of Bradford / Semester 3

Module Aims
This module aims to introduce and develop English skills directly relevant to the academic study of business through academic business investigation. It also aims to introduce and develop students' understanding of basic business models. Students will explore and interpret business source materials and use these and other learning materials to develop the practice of using business case studies to enhance their understanding of how business works in practice.

Outline Syllabus

The course has a language and skills development focus but also aims to engage students directly with their business-related studies. This is achieved by putting language and skills acquisition firmly in the context of studying in the Business School. The value of the generic study is immediately enhanced for the student by context. It also focuses the students on issues of importance to their Master's studies by dealing with questions of sourcing and evaluating material, use of library and VLE, research skills and methods and oral as well as written communication in a business context.

The topics studied will include contemporary business practice and issues, involving consideration of current business processes and culture, the growth of e-commerce and the impact of the Internet on businesses of different types, environmental concerns and the significance of ethical considerations and sustainability. Students will engage in research activity, identifying different source materials on the business topics of the day and learn about basic research methods including the quantitative and qualitative approaches.

Students will also develop their communication skills by considering the part communication plays within a business in terms of meeting and negotiations skills, team-building and working as a member of a group, building relationships, networking, professional and social media sites.

Learning Outcomes

Outcome Number	Description
01	Analyse business models, structures and contemporary issues.
02	Critically evaluate business and other professional source materials.
03	Critically evaluate business case studies, with a focus on the international dimension, ethical considerations and sustainability.
04	Deliver a short presentation on an academic topic relevant to future studies, evaluating the research methods used to source and interpret information.

Learning, Teaching and Assessment Strategy

Working in groups of up to eighteen, students learn via tutor-led seminar. The teaching approach places considerable emphasis on interactivity between teacher and students, and between individual students within the group. This will be facilitated by the range of activities introduced into classes, the use of group and pair work, particularly in practical work based around case studies.

Student progress will be closely monitored by both subject staff and each student's Personal Tutor. Personal Tutors will facilitate one-to-one sessions with students during which they are encouraged to reflect on their progress in meeting their objectives. This monitoring will provide tailored learner support in specific, identified areas for development.

The summative assessment consists of two parts. Part 1 will be an essay analysing business models, structures and contemporary issues and critically evaluate a business case study, with a focus on the international dimension, ethical considerations and sustainability. Part 2 of the summative assessment consists of a presentation summarising the findings in the essay from part 1 and critically evaluate business and other professional source materials used, as well as the research methods.

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Written response to a case study, based on a business scenario (1500 words)	50%
Summative	Presentation	A presentation summarising the coursework (15 mins)	50%

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.

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