

<b>Module code</b>	ENG4B6, ENG5B6, ENG6B6, ENG7B6	<b>Level</b>	4-7
<b>Module title</b>	Business English: Professional Writing	<b>Credit value</b>	10
<b>Common/Core/Elective</b>	Elective	<b>ECTS Credits</b>	5
		<b>Notional learning hours</b>	100
<b>Courses on which the module is taught</b>	All	<b>Teaching Period</b>	Autumn /Spring

## 1. Module description

The power of the written word is well-known and as a 21<sup>st</sup> century professional, you too will need sophisticated, higher-level writing skills in your toolkit. Whether your professional journey will be in acting, business, fashion, film or psychology, this module develops the writing skills that will allow you to express yourself and persuade others. Classes provide opportunities to create written texts (work emails/letters/proposals/reports) while developing your understanding of writing-as-process, how to customise professional writing for diverse audiences and specific purposes, and the impact that choices around tone, style, formality and other key language aspects can have on your target reader. As a result, you will be ready to apply what you learn to tasks on this module, in many other university modules and, later, in your chosen professional field.

## 2. Learning outcomes

*Upon successful completion of this module, you will be able to:*

### Communication (MLO5)

Communicate effectively and persuasively in professional/business writing in multicultural and/or international professional settings, at an upper-intermediate language level (CEFR B2).

### Discipline Knowledge (MLO7)

Explain, examine, critique, synthesise and reflect on business and professional topics, depending on your level of study (FHEQ 4, 5, 6 or 7).

## 3. Learning and teaching methods

This module offers a memorable experience of professional writing, harnessing technology use (digital word lists, text analysers) and formative feedback, all within a supportive and inclusive classroom atmosphere. If you are a final-year undergraduate (level 6) or postgraduate student (level 7), you will be expected to approach tasks on this module with a greater degree of criticality, reflexivity and an enhanced awareness of how to connect your learning on this module with that on your other modules.

<b>Learning hours</b>	
<b>Directed learning</b>	<b>36 hours</b>
Workshops/classes	36
<b>Guided/Self-guided learning</b>	<b>64 hours</b>
<b>Total</b>	<b>100</b>

#### 4. Assessment, formative feedback and relative weightings

##### Assessment: Proposal

**Weight (%):** 100

**Word Count or Equivalent:** 1500 words

This assessment task provides you with the opportunity to showcase your professional writing skills and business English knowledge in the form of a written proposal in which you persuade your reader to use your professional services for a specified project/event. This summative assessment will be preceded by an opportunity for formative assessment and followed by formative feedback.

Each summative assessment will be preceded by an opportunity for formative assessment accompanied by formative feedback.

<b>Mapping of assessment tasks for the module</b>							
<b>Assessment task</b>	<b>MLO5</b>	<b>MLO7</b>					
<b>Proposal</b>	√	√					

#### 5. Indicative resources

British Council (no date) *English for emails, Learn English*. Available at: <https://learnenglish.britishcouncil.org/business-english/english-for-emails> (Accessed: 15 July 2022).

Geller, T. (no date) *Writing for Impact, LinkedIn Learning*. Available at: <https://www.linkedin.com/learning/writing-with-impact/strong-writing-big-results?autoplay=true&u=42860412> (Accessed: 16 September 2022).

Wharton Business School (2022) *Glossary - Wharton Global Youth Program*. Available at: <https://globalyouth.wharton.upenn.edu/glossary/> (Accessed: 15 July 2022).