

Module code	ENGXB6	Level	4-7
Module title	Business English: Professional Writing	Credit value	10
Common/Core/Elective	Elective	ECTS Credits	5
		Notional learning hours	100
Courses on which the module is taught	All	Teaching Period	Autumn /Spring

1. Module description

The power of the written word is well-known and as a 21st 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.

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

Reasonable adjustments will depend on a Student Support Agreement and will acknowledge accrediting body requirements. In urgent or serious situations, reasonable adjustments might be required before the Student Wellbeing & Disability Team has been able to complete a full assessment. This will usually be where a student has a severe or urgent condition and either communicates this condition to a member of staff or their behaviour is suggestive of an adjustment need. Staff may put temporary reasonable adjustments in place to support the student. These adjustments must then be promptly communicated to the Student Wellbeing & Disability Team by the staff member who made the temporary adjustments. The Student Wellbeing & Disability team will capture and confirm appropriate reasonable adjustments (which may include changing the temporary adjustments, adding in other adjustments and outlining the period of time for which they apply) in a Student Support Agreement ('SSA').

4. Assessment, formative feedback and relative weightings

Assessment: Proposal

Weight (%): 100

Word Count or Equivalent: Undergraduates: 1300w; Postgraduates: 1500w (+/-10%)

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.

Mapping of assessment tasks for the module							
Assessment task	MLO5	MLO7					
Proposal	√	√					

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).

