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| Module Title: | Business English 2 |
| Language of Instruction: | English |
| Credits: | 5 |
| NFQ Level: | 7 |
| Module Delivered In | 3 programme(s) |
| Teaching & Learning Strategies: | Lectures - communication of knowledge and business English practices/structures from the lecturer to the student. Problem-solving exercises - students will work individually and as part of a team to resolve various business scenarios. Class discussion/debate - students will be encouraged to actively participate in the class sessions which will develop their analytical and business communication skills. Writing and other in-class business English tasks - students will develop their written, reading, aural and spoken English skills through various in-class activities. E-learning - it is envisaged that the module will be supported with online learning materials. Self-directed independent learning - the emphasis on independent learning will develop strong and autonomous work and learning practices. |
| Module Aim: | This module focuses on English language usage as applicable to the business environment including writing, editing and analysing business documents/reports or other forms of business-centric communication. Students are provided with the necessary skills in English to complete a business-related report which compares an Irish company/institution/sector with one from the student's home country. |
| Learning Outcomes | |
| <i>On successful completion of this module the learner should be able to:</i> | |
| LO1 | Prepare, summarise, revise, analyse and edit business documentation, charts and/or reports. |
| LO2 | Demonstrate proficiency in English through participation in problem-solving tasks, case studies and business scenarios. |
| LO3 | Develop analytical skills through the completion of a comparative business report. |
| Pre-requisite learning | |
| Module Recommendations | |
| <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i> | |
| No recommendations listed | |
| Incompatible Modules | |
| <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i> | |
| No incompatible modules listed | |
| Co-requisite Modules | |
| No Co-requisite modules listed | |
| Requirements | |
| <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i> | |
| No requirements listed | |

Module Content & Assessment

Indicative Content

1. Business and Commercial Language Skills (written, oral/aural)

Business English: study of the language used when studying and working within a business/commercial field in an English speaking environment; development of varying communication skills and styles (written, spoken, visual etc.)

2. Specialised Business Language/Vocabulary

Business vocabulary; business idioms; collocations; expressions; analysing newspaper/online articles and business documents, specialised texts, charts and graphs; summarising/rewriting texts; editing and paraphrasing.

3. Writing, Reading and Researching Skills

Reading skills/comprehension; extracting the main ideas from business-related texts; writing and reading to develop proofreading and editing skills; researching skills.

4. Audience-Focused Communication

Tailoring 'voice', writing style or communication methods to varying business audiences and purposes, including online media; development of clear, concise and condensed writing; summarisation of key points; active voice.

5. Comparative Business Writing

Students will work on a comparative written report analysing an English-speaking company/sector/business-related topic and comparing/contrasting the chosen company/sector/business-related topic with one from the student's native country. Students will independently carry out secondary research to support their written analysis and report finalisation.

Assessment Breakdown

| | % |
|-----------------------|---------|
| Continuous Assessment | 100.00% |

Continuous Assessment

| Assessment Type | Assessment Description | Outcome addressed | % of total | Assessment Date |
|-----------------|--|-------------------|------------|-----------------|
| Other | Creation of business-related blog/discussion board/podcast/vlog etc. | 1,2 | 40.00 | Week 8 |
| Written Report | Written report/comparative analysis on a business topic. | 1,2,3 | 60.00 | Sem 1 End |

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

| Workload: Full Time | | |
|----------------------------|------------------|--|
| <i>Workload Type</i> | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| Lecture | Every Week | 3.00 |
| Independent Learning Time | Every Week | 6.00 |
| Total Hours | | 9.00 |

| Workload: Part Time | | |
|----------------------------|------------------|--|
| <i>Workload Type</i> | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| Lecture | Every Week | 1.50 |
| Independent Learning Time | Every Week | 7.50 |
| Total Hours | | 9.00 |

Module Delivered In

| Programme Code | Programme | Semester | Delivery |
|----------------|--|----------|------------------|
| CW_HHIBU_B | Bachelor of Business (Honours) in International Business | 6 | Group Elective 1 |
| CW_BBINB_D | Bachelor of Business in International Business incorporating Double Degree | 6 | Group Elective 1 |
| CW_BPMKT_D | Bachelor of Business in Marketing | 6 | Group Elective 3 |