Guide to the UNIcert® III Oral Exam – Business English

Note: This is for the October/November 2019 exam only!
In the 30 minute oral exam, you will discuss two topics, which you have dealt with in the UNIcert® III Business English module courses, with two examiners.

The first topic must be a business topic taken from either the Business English I, or Business English II-III course. For the second topic you must choose a company from an English speaking country and focus on the company from a different perspective to that of your first topic. Alternatively, you can choose a topic from Intercultural Training (UNIcert® III) for your second topic.

Example:

Topic One: Marketing   Topic Two: Marketing at McDonalds

Topic One: Marketing   Topic Two: Recruitment at McDonalds

Topic One: Microfinance   Topic Two: Hofstede’s Dimensions

For each topic you must hand in 3-4 pages of text and no more. Your information for the texts can come from one source alone e.g. from a book, or from multiple sources, e.g. from a book, a webpage and a magazine.

Your text should be as authoritative as possible, and preferably have a named native-speaker author.

If you submit an academic paper or dissertation by another person, it should a) be at least at Master’s or PhD level and b) have at least one native-speaker author.

You may also hand in texts which you have written yourself, e.g. your course papers.

In order to maintain academic standards and an appropriate language level, on the second page you will find some recommended online sources from which the topics outlined above can be chosen.

Any text must be clearly dated and no text should be more than 3 years old; please be aware of outdated information in all texts. Please note that the quality of the texts submitted has a direct
effect on the questions we are able to ask you. You must reference your sources on the oral topic registration sheet which can be found on the homepage.

The final deadline for submission of oral texts this time is 27th September. Before handing them in, it is recommended that you show them to a member of the English Lektorat to confirm that they are suitable.

If you submit an academic paper which you have written, we would prefer it if you handed in the corrected version, re-edited by you. If this is not possible because of the deadline, you may send us the improved version later by e-mail.

**List of suitable online sources for UNIcert III oral texts:**

*(other sources of similar quality are also acceptable)*


The Economist: [www.economist.com](http://www.economist.com)
Since online access is limited to three articles per week, it would be wise to search for suitable articles in the paper edition first (e.g. in the library), then download the required article(s) from the homepage. Anonymous articles are acceptable.


Washington Post: [https://www.washingtonpost.com/](https://www.washingtonpost.com/)


Time magazine: [http://time.com/](http://time.com/)

Daily Telegraph: [http://www.telegraph.co.uk/](http://www.telegraph.co.uk/) (limited access only)

Guardian/Observer: [http://www.theguardian.com/uk/business](http://www.theguardian.com/uk/business)


Financial Times: [https://www.ft.com/](https://www.ft.com/) (paid subscription)

**Warning:** a series of business case studies is available on the internet, mostly originally sourced from the Times newspaper. These tend to be undated, but were mostly created in the early 2000s, which makes them unsuitable for this exam.

If you have any questions on the above, please feel free to contact any of the English lecturers.