



FACULTY OF BUSINESS
BACHELOR OF ACCOUNTING/ E-COMMERCE/ MANAGEMENT/ BUSINESS ADMINISTRATION IN
MARKETING

LEARNING MODULE OUTLINE

Academic Year	2023/2024	Semester	2
Module Code	PSYC0110-123/221/222/326/224		
Learning Module	Introduction to Psychology		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45 hrs
Instructor	Helen, Lao Ian Leong	Email	t1843@mpu.edu.mo
Office	---	Office Phone	85996311

MODULE DESCRIPTION

This course is an introduction to both the central concepts and applications of psychology today together with an understanding of how these concepts are researched, investigated and presented. Topics include: Experimental psychology and research methods; biological bases of behaviour; sensation and perception; cognition; human development; learning; consciousness; emotion and motivation; personality; social psychology and stress management etc.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

Upon completion of this course, the students will be able to:

1. Demonstrate a basic knowledge of psychology in general;
2. Describe of some important theoretical models underpinning psychological practices;
3. Conduct preliminary research in psychology; and
4. Explain why psychology should matter to their life and how it can be used to help them understand themselves.



These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

Bachelor of Business Administration in Marketing

PILOs	CILOs			
	1	2	3	4
1. Explain the core concepts, values and skills Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment.		✓		
2. Apply appropriate tools and technologies Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions.				
3. Proceed lifelong learning Students are able to apply self and independent learning to leverage learned knowledge in practical life.	✓			✓
4. Adopt leadership approaches Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals.				
5. Demonstrate and practice legal and ethical values Students are able to identify professional ethics from broad business practices.				
6. Effective communication skills Students are able to communicate and present ideas effectively.				
7. Critical thinking Students are able to apply self understanding and analysis of critical perspectives to issues in broad conditions for problem solving.			✓	
8. Intercultural competence Students are competent to associate in a diversified social and global community.				

Bachelor of Management

PILOs	CILOs			
	1	2	3	4
1. Integrate contemporary Management theories and business disciplines relevant to general business practices.		✓		
2. Apply critical thinking and logical analysis skills and techniques to resolve management issues.	✓			
3. Utilize appropriate written and spoken forms to communicate effectively and professionally with stakeholders in various cultural environments.				✓
4. Demonstrate leadership in a team and respecting the rights of others irrespective of their cultural background, race or gender in order to solve unpredictable problems in the field.				
5. With the help of mathematical and statistical skills, utilize the latest empirical findings and academic studies to support the recommendation of business projects or reports.			✓	
6. Recommend an appropriate course of action by ethically examining economic, environmental, political, legal and regulatory contexts of global				



business practices.				
7. Interpret and utilize Management information or business software for internal control, planning, performance evaluation, and coordination to improve efficiency and effectiveness in the business process.				

Bachelor of Accounting

Programme Intended Learning Outcomes	CILOs			
	1	2	3	4
1. Integrate the contemporary theories, principles of accounting and business disciplines relevant to general business practice.				✓
2. Assess general business scenarios with mathematical and statistical skills.		✓		
3. Apply critical thinking and logical analysis skills and techniques to solve business problems.		✓		
4. Interpret and analyze accounting information for internal control, planning, performance evaluation, and coordination to continuously improve business process.				
5. Apply accounting or business software for business analysis.			✓	
6. Develop queries to assess management information from database to improve efficiency and effectiveness.				
7. Synthesize the latest requirement of international accounting and auditing standards in preparing financial statements and auditing reports.	✓			
8. Utilize appropriate written and spoken forms to communicate effectively with stakeholders in various cultural environments.				
9. Recommend an appropriate course of action by ethically examining the economic, environmental, political, legal and regulatory contexts of global business practice.				
10. Utilize the latest empirical findings and academic studies to support the recommendation of business projects.				



Bachelor of E-Commerce

Programme Intended Learning Outcomes	CILOs			
	1	2	3	4
1. Demonstrate an understanding of the business processes and operations and the skillful realization of information technologies required to practice electronic commerce;	✓			
2. Apply knowledge in business, mathematics, programming, computing, web development, and database to address complex problems in the context of electronic commerce;		✓		
3. Analyze critically the effect of web technology use on organizational performance and develop electronic commerce strategies that fit organizational objectives;				
4. Select and apply tools and technologies to effectively implement electronic commerce systems in business intelligence, enterprise resources planning, supply chain management, and customer relationship management;				
5. Develop relationships, motivate others, manage conflicts, lead changes, and work across differences in multi-disciplinary electronic commerce projects;				
6. Communicate and work effectively using written and spoken word, non-verbal language, and electronic tools with fellow professionals and different stakeholders in the electronic commerce industry;				
7. Demonstrate a global electronic commerce perspective as evidenced by an understanding of foreign languages and the role of Macau as an interface between the East and the West;				
8. Cope with and manage contemporary advancement related to electronic commerce development and demonstrate lifelong learning attitudes and abilities;				✓
9. Conduct research and devise innovative electronic commerce models to exploit business opportunities; and			✓	
10. Reflect on professional responsibilities and keep up with the latest electronic commerce issues on legal, environmental, ethical, and societal considerations to benefit society comprehensively.				



MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Topics	Duration
Explaining the textbook, the websites, etc.	3 hrs
Chapter 1: The Evolution of Psychology	
Chapter 2: The Research Enterprise in Psychology	3 hrs
Chapter 5: Variations in Consciousness	3 hrs
Chapter 6: Learning	4.5 hrs
Chapter 7: Human Memory	3 hrs
Chapter 8: Cognition and Intelligence	3 hrs
Midterm	3 hrs
Chapter 9: Motivation and Emotion	3 hrs
Chapter 10: Human Development across the LifeSpan	3 hrs
Chapter 11: Personality	4.5 hrs
Chapter 12: Social Behavior	3 hrs
Chapter 13: Stress, Coping, and Health	3 hrs
Seminars for presentations	3 hrs
Final Examination	3 hrs
Total:	45 hrs

TEACHING AND LEARNING ACTIVITIES

Lectures, in-class discussions, and group projects, etc.

Teaching and Learning Activities	M1	M2	M3	M4
T1. Lectures	✓	✓		✓
T2. Video Demonstration		✓		✓
T3. Case study	✓	✓		✓
T4. Group Project and Discussion		✓	✓	✓



ATTENDANCE

Attendance requirements are governed by the Academic Regulations Governing Bachelor's Degree Programmes of the Macao Polytechnic University. Students who do not meet the attendance requirements for the learning module shall be awarded an 'F' grade.

ASSESSMENT

This learning module is graded on a 100 point scale, with 100 being the highest possible score and 50 being the passing score.

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|-----------------|-----|
| 1. Midterm Test | 30% |
| 2. Assignments | 30% |
| 3. Final Exam | 40% |

Total: 100%

Assessment Activities	Weighting (%)	ILOs to be Assessed
A1. Group Project	30	1,2,3,4
A2. Midterm Exam	30	1,2,4
A3. Final Exam	40	1,2,4

The assessment will be conducted following the University's Assessment Strategy (see www.mpu.edu.mo/teaching_learning/en/assessment_strategy.php). Passing this learning module indicates that students will have attained the ILOs of this learning module and thus acquired its credits.

Plagiarism Policy

When a student submits an assignment, he has a duty to ensure that his assignment has been checked by Turnitin software, and the similarity score given by Turnitin software cannot be higher than 30%. However, a special case can be determined by the instructor.



MARKING SCHEME

	Assessment Task	Criterion	Excellent (A, A-)	Very Good, Good (B+, B, B-)	Satisfactory (C+, C, C-)	Pass (D+, D)	Fail (F)
1.	Class Learning Activities Participation (including exercise and case discussion)	Demonstrate the understanding of the subjects covered in classes and show active learning attitude	High	Significant	Moderate	Basic	Not even reaching marginal levels
2.	Homework Assignments	Demonstrate the ability to answer questions on topics covered in the outline	High	Significant	Moderate	Basic	Not even reaching marginal levels
3.	Group Case Analysis Report and Presentation	Demonstrate the understanding of the subject and the arguments are articulated and organized in terms of verbal presentation and report writing	High	Significant	Moderate	Basic	Not even reaching marginal levels
4.	Mid-term test and Final examination	Demonstrate the ability to identify and apply appropriate concepts, methods and techniques	High	Significant	Moderate	Basic	Not even reaching marginal levels

REQUIRED READINGS

Textbook

Wayne Weiten (2022). *Psychology: Themes and Variations* (with Concept Charts), 11th edition. Cengage Learning; ISBN-13: 978-0-357-37482-5

Reference book(s)

Wayne Weiten, Dana S. Dunn, & Elizabeth Yost Hammer. 2012. *Psychology Applied to Modern Life – Adjustment in the 21st Century*. 10th edition. Belmont, CA: Wadsworth/Thomson Learning.

Bernstein, Douglas A. 2014. *Essentials of Psychology*. 6th edition. Belmont, CA: Wadsworth/Thomson Learning.



Websites

<http://www.apa.org>;

<http://www.psych.ac.cn>

STUDENT FEEDBACK

At the end of every semester, students are invited to provide feedback on the learning module and the teaching arrangement through questionnaires. Your feedback is valuable for instructors to enhance the module and its delivery for future students. The instructor and programme coordinators will consider all feedback and respond with actions formally in the annual programme review.

ACADEMIC INTEGRITY

The Macao Polytechnic University requires students to have full commitment to academic integrity when engaging in research and academic activities. Violations of academic integrity, which include but are not limited to plagiarism, collusion, fabrication or falsification, repeated use of assignments and cheating in examinations, are considered as serious academic offenses and may lead to disciplinary actions. Students should read the relevant regulations and guidelines in the Student Handbook which is distributed upon the admission into the University, a copy of which can also be found at www.mpu.edu.mo/student_handbook/.