

Macao Polytechnic University

Faculty of Business

Bachelor of Accounting

Module Outline

Academic Year 2022 / 2023

Semester 1

Learning Module	Business Communication		Class Code	COMM3120-311	
Pre-requisite(s)	None				
Medium of Instruction	English		Credit	3	
Lecture Hours	45 hrs	Lab/ Practice(Hours)	0 hrs	Total Hours	45 hrs
Instructor	Pang Wai Man Raymond		E-mail	t0600@mpu.edu.mo	
Office	Room B110, Chi Un Building		Telephone	85993304	

Description

This course focuses on advanced writing and oral skills in business communications. It covers audience analysis, purpose, message, and gives students plenty of opportunities to compose memos, letters, and formal reports for a variety of work situations. It also aims to develop students' confidence in formal business settings with effective presentation skills.

Learning Outcomes

After completing the learning module, students are expected to be able to:

1. explain basic terms, concepts and principles of competent business and professional communication;
2. analyse the different choices that communicators have with different audiences in different contexts;
3. select appropriate organisational approaches and language in different contexts;
4. apply communication principles and theory in effective communication, distinguishing effective from less effective responses;
5. plan and conduct, in groups as well as individually, meetings and prepare and present appropriate messages and reports.

Content

Topic	Hours
Unit 1 Workplace Communication Today 1. Communication Skills as Career Filters	1.5
Unit 2 The Business Writing Process 2. Planning Business Messages 3. Composing business Messages 4. Revising Business Messages	6.0
Unit 3 Communicating at Work 5. Electronic Messages and Digital Media 6. Positive Messages 7. Negative Messages 8. Persuasive Messages	12.0
Unit 4 Reports and Proposals 9. Business Plans and Proposals 10. Informal Reports 11. Writing Formal Business Reports	7.5

Mid-term Assessment	
UNIT 5 Professionalism, Teamwork, Meetings and Speaking Skills 12. Professionalism at Work: Business Etiquette, Ethics, Teamwork and Meetings 13. Business Presentations	6.0
UNIT 6 Employment Communication 14. The Job Search, Résumés and Cover Letters 15. Interviewing and Following Up	6.0
UNIT 7 Analyzing Ethical Situations in Business Communication 16. Ethics in Business Communication	3.0
Group Work and Revision	3.0
Total	45.0

Teaching Method

Lectures; class / group discussions; case studies; presentations, etc.

Attendance

Attendance requirements are governed by the “Academic Regulations Governing Bachelor’s Degree Programmes of Macao Polytechnic University”.

Assessment

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

	Item	Description	Percentage
1.	Mid-term Assessment	Knowledge assessment	40%
2.	Individual / Pair Work Assignments	Oral & Written Communication Tasks	30%
3.	Group Work	Group Presentation & Report	30%

Total Percentage: 100%

Since there is no final examination, no re-sit examinations or make-up projects / assignments will be arranged if students fail in their assignments.

Plagiarism Policy

When a student submits an assignment, s/he has a duty to ensure that her/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.

Teaching Materials

Textbook

Guffey, M. E. Du-Babcock, B. and Loewy, D. (2016). *Essentials of Business Communication: An Asia Edition*, 3rd edition. Cengage Learning.

Reference

Bovée, C.L. and Thill, J.V. (2018). *Business Communication Today*, 14th Edition. Pearson Education.

**Alignment of Programme Intended Learning Outcomes (PILOs) and
Course Intended Learning Outcomes (CILOs):
Bachelor of Accounting**

PILOs	CILOs					
	1	2	3	4	5	6
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 Business Administration in Marketing

PILOs	CILOs					
	1	2	3	4	5	6
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	5	6
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.						