



FACULTY OF BUSINESS

BACHELOR OF ACCOUNTING / E-COMMERCE / MANAGEMENT /

BUSINESS ADMINISTRATION IN MARKETING

LEARNING MODULE OUTLINE

| | | | |
|-----------------------|---------------------------------------|---------------|----------------------|
| Academic Year | 2024/2025 | Semester | 2 |
| Module Code | PORT1101-121/122/123/124 | | |
| Learning Module | Portuguese I | | |
| Pre-requisite(s) | Nil | | |
| Medium of Instruction | Chinese/Portuguese | | |
| Credits | 3 | Contact Hours | 45 hrs |
| Instructor | Lin Manlin | Email | manlinlin@mpu.edu.mo |
| Office | 5/F, Edifício Wui Chi, Sede da UPM | Office Phone | 85996861 |

MODULE DESCRIPTION

This course develops students' language skills. Particular emphasis is placed on listening, and on written and oral expression. Students learn to understand foreign language texts, use of the language correctly and confidently, and understand the foreign culture through foreign language learning. Topics include: listening, speaking, reading and writing.

The objective of this course is to provide the students with a basic understanding of the Portuguese language structure and to enhance their social skills and understanding across boundaries. Activities such as dialogue building, pair and group work or role-play will enable the students to develop their listening, reading, speaking and writing skills. Students will be faced with a simple but large variety of situations in order to develop their communicative competence.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

After completing the learning module, students will be able to:

1. Greet and interact actively in simple dialogues.
2. Describe people's physical features.
3. Identify and describe objects (number, colours etc.).
4. Ask and inform about the location of objects and places.



MODULE SCHEDULE, COVERAGE AND STUDY LOAD

| Description | Duration |
|---|----------|
| Introdução à língua portuguesa e os países/regiões de língua portuguesa <ul style="list-style-type: none">• <i>Entender o português como uma língua pluricêntrica e a diversidade cultural dos países lusófonos.</i>• <i>Conhecer o alfabeto, as vogais, as consoantes e as regras de acentuação e silabação.</i> | 3 hrs |
| A fonética e a prática de fonética <ul style="list-style-type: none">• <i>Conhecer o alfabeto, as vogais, as consoantes e as regras de acentuação e silabação.</i>• <i>Treinar a fonética e ler as palavras em voz alta em sala de aula.</i> | 9 hrs |
| Nome, idade e estado civil <ul style="list-style-type: none">• <i>Nome próprio</i>• <i>Apelido</i>• <i>Idade</i>• <i>Estado civil</i> | 6 hrs |
| Nacionalidade, naturalidade e línguas <ul style="list-style-type: none">• <i>Nomes de países</i>• <i>Nacionalidades</i>• <i>Nomes de cidades</i>• <i>Designação das línguas</i> | 6 hrs |
| Morada, profissão e número de telefone <ul style="list-style-type: none">• <i>Logradouros Públicos</i>• <i>Profissões</i>• <i>Nomes de locais de trabalho</i>• <i>Nomes de instituições de ensino</i> | 6 hrs |
| Formas de tratamento <ul style="list-style-type: none">• <i>Formas de saudação</i>• <i>Cumprimentos</i>• <i>Formas de despedida</i>• <i>Formas de apresentação</i>• <i>Formas para responder a um cumprimento</i> | 6 hrs |



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| Descrição de características físicas/psicológicas e estados físicos e sentimentos <ul style="list-style-type: none">• <i>Partes do corpo</i>• <i>Vestuário e acessórios</i>• <i>Cores</i>• <i>Adjetivos</i>• <i>Caráter</i>• <i>Estados físicos</i>• <i>Sentimentos</i> | 3 hrs |
| <ul style="list-style-type: none">• Revisão e teste oral | 3 hrs |
| <ul style="list-style-type: none">• Exame final | 3 hrs |
| Total: | 45 hrs |

TEACHING AND LEARNING ACTIVITIES

This course is delivered through a series of lectures which provide a detailed description of all the topics. A communicative approach (such as in-class dialogue) is employed to engage students to practice their oral skills in Portuguese.

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. | Participation | active participation in lectures, oral practices, and various in-class tasks and home assignments | 30% |
| 2. | Oral Test | oral test aiming to evaluate students' oral performance | 30% |
| 3. | Final Examination | 3-hour examination aiming to evaluate students' comprehensive understanding and application of the language taught | 40% |
| Total Percentage: | | | 100 % |



PLAGIARISM POLICY

It is student's responsibility to ensure that his/her 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.

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.

TEACHING MATERIAL(S)

Required Textbook

Santos et al. (2017). *Passo a Passo...em Português, Modulo I*. Macau: IPOR.

References

Coimbra, Isabel & Coimbra, Olga (2016). *Gramática Ativa I*. Lisboa: Lidel.

DSEDJ. *Compreender o Português I*. Macau: Direcção dos Serviços de Educação e de Desenvolvimento da Juventude.

Oliveira, Carla & Coelho, Luísa (2011). *Português Global I*. Macau: Instituto Politécnico de Macau.

Ye, Zhiliang (2009). *Português para Ensino Universitário*. Beijing: Foreign Language Teaching and Research Press.

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

Bachelor of Accounting

| PILOs | CILOs | | | | |
|--|-------|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| 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 | | | | | |



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| 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

| PILOs | CILOs | | | | |
|---|-------|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| 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; | | | | | |



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| 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. | | | | | |

Bachelor of Management

| PILOs | CILOs | | | | |
|--|-------|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| 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 Business Administration in Marketing

| PILOs | CILOs | | | | |
|--|-------|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| 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 | | | | | |



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| 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. | ✓ | ✓ | ✓ | ✓ | ✓ |

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/.