



FACULTY OF LANGUAGES AND TRANSLATION
BACHELOR OF ARTS IN INTERNATIONAL CHINESE LANGUAGE EDUCATION
(APPLICABLE TO NATIVE SPEAKERS OF CHINESE)
LEARNING MODULE OUTLINE

Academic Year	2023/2024	Semester	1
Module Code	ENGL2115-211		
Learning Module	APPLIED ENGLISH WRITING		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	2	Contact Hours	30
Instructor	Dr. Mark Feng Teng	Email	markteng@mpu.edu.mo
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MODULE DESCRIPTION

This module is designed to improve students' practical writing skills in English for academic and business purposes (i.e., EAP, ESP). It includes two broad parts. The first part covers the fundamental knowledge and understanding of written language (as opposed to spoken language) and the writing approach of academic writing. The second part focuses on specific types of writing in a business context, such as business letters, job applications, emails and memos, circulars, notices, announcements, business reports, meeting minutes, etc.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

On completion of this learning module, students will be able to:

M1.	Understand the necessary aspects of written English (as opposed to spoken English);
M2.	Select appropriate words, construct correct sentences, compose coherent paragraphs for effective writing in English for Academic Purposes (EAP);
M3.	Use appropriate formats and/or layouts as well as professional (formal) language and style to write different genres in the academic and professional contexts (ESP), such as business letters, memos and reports.
M4.	Understand the needs of academic writing
M5.	Understand the needs of business writing
M6.	Compare different writing genres for effective communication



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

PILOs	M1	M2	M3	M4	M5	M6
P1. Effectively apply Chinese, English and Portuguese language skills to real practice.	✓	✓	✓	✓	✓	✓
P2. Acquire adequate knowledge in Chinese language, literature, history, etc.						
P3. Acquire general knowledge in English and Portuguese language, literature, culture, etc.	✓	✓	✓	✓	✓	✓
P4. Effectively apply translation skills and techniques to real practice.	✓	✓	✓	✓	✓	✓
P5. Be equipped with adequate written, oral communicative and interpersonal abilities.						
P6. Acquire essential abilities to do academic researches.						
P7. Obtain a global vision and cross-cultural competence in response to the needs posed by the development of Macao, Portuguese-speaking countries and the international community.						
P8. Build the awareness of professionalism and teamwork.						
P9. Build the capacity and desire to learn new or higher level subjects.	✓	✓	✓	✓	✓	✓
P10. Build the capacity and desire for lifelong learning.	✓	✓	✓	✓	✓	✓

MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1	Features of English practical writing	2
2	Academic writing I	2
3	Academic writing II	2
4	Academic writing III	2
5	Principles of effective communication	2
6	Interviews	2
7	Application letters	2
8	Sales correspondence & letters	2
9	Letters of complaint	2
10	Letters of adjustment	2
11	Proposal	2
12	Reports	2
13	Agendas and Meeting Minutes	2
14	Minutes & simulated meetings	2



15	Exam	2
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TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

Teaching and Learning Activities	M1	M2	M3	M4	M5	M6
T1. Lectures and group discussions	✓	✓	✓	✓	✓	✓
T2. In-class and out-of-class practice and workshops	✓	✓	✓	✓		
T3. Knowledge- and practice- based assignments and tests	✓	✓	✓	✓		✓

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

In this learning module, students are required to complete the following assessment activities:

Assessment Activities	Weighting (%)	ILOs to be Assessed
A1. Class participation and performance	10%	M1-M6
A2. Simulated meetings	20%	M1-M6
A3. Assignment	30%	M1-M6
A4. Final exam	40%	M1-M6

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.

MARKING SCHEME

Excellent: Strong evidence of original thinking; good organisation, capacity to analyse and systemise; superior grasps of subject matter; strong evidence of extensive knowledge base.

Very Good: Evidence of grasps of subject; strong evidence of critical capacity and analytical ability; good understanding of issues; evidence of familiarity with literature.

Good: Evidence of grasp of subject; some evidence of critical capacity and analytical ability; reasonable understanding of issues; evidence of familiarity with literature.



Satisfactory: Profiting from the study experience; understanding of the subject; ability to develop solutions to simple problems in the material.

Pass: Sufficient familiarity with the subject matter to enable the student to progress without repeating the learning module.

Fail: Little evidence of familiarity with the subject matter; weak in critical and analytical skills; limited, or irrelevant use of literature.

REQUIRED READINGS

John M. Swales & Christine B. Feak (2012). *Academic Writing for Graduate Students*, 3rd Edition: Essential Skills and Tasks. Michigan ELT.

REFERENCES

单胜江 王群 (编著) (2011) *Practical Handbook of English for ESL Students—A Guide to English Writing* 实用英语写作指导手册. 杭州: 浙江大学出版社.

鲁瑛 (编著) (2007) *英语应用文写作教程*. 北京: 对外经济贸易大学出版社.

Doherty, Michael, Knapp Lee, and Susan Swift. (1987). *Write for Business*. Harlow: Longman.

King, Graham. (2009). *Collins Complete Writing Guide*. Glasgow: HarperCollins.

Seely, John. (2013). *The Oxford Guide to Effective Writing and Speaking*. Third ed. Oxford: Oxford University Press.

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/.