

Macao Polytechnic Institute
School of Applied Sciences
Bachelor of Science in Computing
Module Outline

Learning Module	Communication		Class Code	MSEL101
Pre-requisite(s)	NIL			
Medium of Instruction	English		Credit	3
Lecture Hours	33 hrs	Practice Hours	12 hrs	Total Hours 45 hrs

Description

This course provides the students with a foundation on workplace communication and introduces students to communication process and contemporary issues in intrapersonal, interpersonal, organizational and business communication. It also provides opportunities for student to strengthen their communications skills in their day-to-day lives.

Learning Outcomes

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

1. Develop an understanding of communication challenges faced in business today as they affect the individual, workplace, and society as a whole; (D1p, D2p)
2. Identify and explain the basic characteristics, methods and modes of effective communication in today's global workplace; (D2p, D3p)
3. Develop communication skills including face-to-face, electronic, written and oral presentation and prepare students to effectively communicate in future job settings. (D2p, D3p, D5p)

Content

1. Foundations of Communication (3 hours)
 - 1.1. Workplace Communication Today
 - 1.2. Introduction to the Communication Process
 - 1.3. Listening Skills and Non-verbal Communications
2. Writing Process for Business and Oral Presentation (6 hours)

- 2.1. Planning and Analyzing the Audience
- 2.2. Composing & Revising in Business Writings
- 3. Workplace Correspondence (9 hours)
 - 3.1. Electronic Messages and Digital Media
 - 3.2. Positive Messages
 - 3.3. Bad News/ Negative Messages
 - 3.4. Persuasive and Sales Messages
 - 3.5. Practice 1: Workplace Correspondence Techniques (3 hours)
- 4. Developing Speaking Skills (6 hours)
 - 4.1. Communicating by Telephone, and in Meetings
 - 4.2. Oral presentation skills
 - 4.3. Ethics in Business Communication
 - 4.4. Practice 2: Oral Presentation Skills (6 hours)
- 5. Business Reports (3 hours)
 - 5.1. Informal Reports
 - 5.2. Proposals and Formal Reports
- 6. Employment Communication (6 hours)
 - 6.1. The Job Search, Résumés, and Cover Letters
 - 6.2. Interviewing and Following Up
 - 6.3. Practice 3: Job Interviewing Skills (3 hours)

Teaching Method

Lectures, case studies, group discussion audio-visuals aids and students' presentation will be carried out throughout the course. .

Attendance

Attendance requirements are governed by the “Academic Regulations Governing Bachelor’s Degree Programmes of Macao Polytechnic Institute”. Students who do not meet the attendance requirements for the course will not be permitted to sit for the final and re-sit examination and 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.

Item	Description	AHEP3 LO	Percentage
Assignments	Class and home exercises	D1p, D2p, D3p, D5p	20%
Test	Understanding of class material	D1p, D2p, D3p, D5p	20%
Presentation	Individual presentation	D1p, D2p, D3p, D5p	20%
Examination	3-hour written examination	D1p, D2p, D3p, D5p	40%
Total Percentage:			100%

Students with an overall score of less than 35 in the coursework must take the re-sit examination even if the overall score for the course is 50 or above.

Students with a score of less than 35 in the final examination must take the re-sit examination even if the overall score for the course is 50 or above.

Students with an overall final grade of less than 35 are **NOT** allowed to take the re-sit examination.

Teaching Material(s)

Textbook(s)

1. Guffey, M. E. & Du-Babcock, B. (2010). *Essentials of Business Communication* (2nd Asian ed.). Hong Kong: Cengage Learning Asia.

Reference

Reference book(s)

1. Comfort, J. (1995). *Effective Presentations*. Oxford: Oxford University Press.
2. Guffey, M. E. & Almonte, R. (2010). *Essentials of Business Communication* (6th Canadian ed.). Ontario, Canada: Nelson Education.
3. Guffey, M. E. & Loewy, D. (2013). *Essentials of Business Communication* (9th ed.). Ohio, United States: South-Western College, Cengage Learning.
4. Lesikar, R. V. & Flatley, M. E. (2002). *Basic Business Communication: Skills For Empowering the Internet Generation* (9th ed.). New York: McGraw-Hill.