Macao Polytechnic Institute

School of Business

Bachelor of E-Commerce

Module Outline

Learning Module	Communication			Class Code	COMM0110
Pre-requisite(s)	Nil				
Medium of Instruction	English			Credit	3
Lecture Hours	45 hrs	Lab/Practice Hours	---	Total Hours	45 hrs

Description

This course offers general principles of written and oral communication. Emphasis is placed on effective organization techniques, presentation and formats. Clarity and precision in both oral and written communication are stressed. Topics include: Letter; Résumé; memo; long reports; interviewing techniques.

Learning Outcomes

After completing this course, 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
Unit 3 Communicating at Work 5. Electronic Messages and Digital Media 6. Positive Messages 7. Negative Messages 8. Persuasive Messages	12
Unit 4 Reports and Proposals 9. Business Plans and Proposals 10. Informal Reports 11. Writing Formal Business Reports **Mid-term Assessment**	7.5
UNIT 5 Professionalism, Teamwork, Meetings and Speaking Skills 12. Professionalism at Work: Business Etiquette, Ethics, Teamwork and Meetings 13. Business Presentations	6
UNIT 6 Employment Communication 14. The Job Search, Résumés and Cover Letters 15. Interviewing and Following Up	6
UNIT 7 Analyzing Ethical Situations in Business Communication 16. Ethics in Business Communication	3
Group Work and Revision	3
Total	**45**

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 Institute".

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

It is student's responsibility 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 Material(s)

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 and Module Intended Learning Outcomes:

Programme Intended Learning Outcomes	MILOs
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;	1, 2, 3, 4, 5
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.	