



FACULTY OF BUSINESS
BACHELOR OF E-COMMERCE

LEARNING MODULE OUTLINE

Academic Year	23/24	Semester	1
Module Code	ENGL1101-11D		
Learning Module	English I		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45
Instructor	Dr. SARAH IP WAI SA	Email	wsip@mpu.edu.mo
Office	Room M527, Meng Tak Building	Office Phone	8599-3291

MODULE DESCRIPTION

This is the first of the two pre-intermediate level English modules. The module aims to increase students' skills and competence in using English in general business situations. It will develop students' use of the four language skills (speaking, listening, reading, and writing) with substantial emphasis being placed on oral and listening skills in class. Interaction is encouraged through many communicative activities. The integration of authentic materials also enhances the usefulness of the module. Language skills include: skimming and scanning techniques; telephoning; participating in discussions; greetings and small talk, etc.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

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

M1.	use listening skills to understand spoken business English and answer factual questions accurately on what they have heard
M2.	speak spontaneously, fluently and grammatically for at least one minute and answer simple questions on business topics for which vocabulary and grammar have been introduced
M3.	use various reading skills such as skimming and scanning to understand business topics covered in the syllabus and accurately answer questions about the texts read
M4.	demonstrate the ability to use appropriate grammar and vocabulary reviewed and practised in both spoken and written business contexts covered in the syllabus
M5.	write up emails and memos on business topics covered in the syllabus using standard formats



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

Bachelor of E-Commerce

PILOs	ILOs				
	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;					
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.					

MODULE SCHEDULE, COVERAGE AND STUDY LOAD



Content Coverage	Contact Hours
1. Activities (Unit 1) 1.1 Module introduction and warm-up activities 1.2 Keynotes: Playing the game 1.3 Preview: Business activities 1.4 Reading: <i>Move over game boys</i> 1.5 Vocabulary: Roles and activities; Word building 1.6 Language Check & Practice: Present simple and continuous 1.7 Listening: How to write emails 1.8 Career Skills & Listening: Explaining your job 1.9 Dilemma & Decision: Exporting to Mexico 1.10 Writing Workshop: Writing business emails (Textbook p.14; Style Guide p.6-8) 1.11 Writing Assignment 1: Business email (Deadline: Week 4 Thu 21Sep)	6.0 hours
2. Data (Unit 2) 2.1 Keynotes: No privacy 2.2 Preview, Listening & Speaking: Collecting and managing data 2.3 Reading: <i>No hiding place</i> 2.4 Vocabulary: Using the internet; Quantity and number 2.5 Listening: Numbers 2.6 Language Check & Practice: Countable and uncountable 2.7 Career Skills & Listening: Checking information 2.8 Dilemma & Decision: Buy it now! 2.9 Reading Test 1 (Week 4: Thu 21Sep)	6.0 hours
3. Etiquette (Unit 3) 3.1 Keynotes: Bad manners at work 3.2 Preview & Listening: Politeness at work 3.3 Reading & Vocabulary: <i>Office workers 'admit being rude'</i> 3.4 Vocabulary: Synonyms; Prefixes 3.5 Listening & Speaking: Business etiquette in other cultures 3.6 Language Check & Practice: Offers and requests 3.7 Career Skills, Listening & Speaking: Being polite 3.8 Dilemma & Decision: A workplace bully Reading Test 2 (Week 8 Thu 19 Oct)	6.0 hours
4. Image (Unit 4) 4.1 Keynotes: Creating a buzz 4.2 Preview & Vocabulary: Brands 4.3 Reading: <i>Fashion's favourite</i> 4.4 Vocabulary: The fashion industry; Word building 4.5 Listening: Promoting the image 4.6 Language Check & Practice: Comparatives and superlatives 4.7 Career Skills, Listening & Speaking: Describing products 4.8 Dilemma & Decision: Volkswagen bugs	6.0 hours
Midterm Exam Revision: Units 1-3 (Review 1 & 2)	1.5 hours



Midterm Exam: Units 1-3 (Week 9/10 first session Thu 26 Oct)	1.5 hours
5. Success (Unit 5) 5.1 Keynotes: Passion into profit 5.2 Preview, Vocabulary & Listening: What is success? 5.3 Reading & Speaking: <i>Passion into profit</i> 5.4 Vocabulary: Opposites; Business failure; Collocations 5.5 Listening: Setting up a new business 5.6 Language Check & Practice: Past simple 5.7 Career Skills & Listening: Telling a story 5.8 Dilemma & Decision: Organic growth 5.9 Writing Workshop: Writing business memos (Textbook p.48; Style Guide p.16-17) 5.10 Writing Assignment 2: Business memo (Submission deadline: Week 12 Thu 16 Nov)	6.0 hours
7. Location (Unit 7) 7.1 Keynotes: Field of dreams 7.2 Preview & Vocabulary: A good location 7.3 Reading: <i>Arabia's field of dreams</i> 7.4 Vocabulary: Collocations; Multi-part verbs 7.5 Listening: An office abroad 7.6 Language Check & Practice: Future plans and intentions 7.7 Career Skills: Making an appointment 7.8 Dilemma & Decision: A new location 7.9 Reading Test 3 (Week 12 Thu 16 Nov)	6.0 hours
Listening Assessment Speaking Assessment (Last lesson)	3.0 hours
Final Exam: Units 1–5 and Unit 7	3.0 hours
TOTAL:	45.0 hours

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
T1. Lectures, , multimedia instruction	✓	✓	✓	✓	✓
T2. Writing and speaking workshops,		✓			✓
T3. Reading and listening comprehension tasks	✓		✓		



T4. Group and pair discussions	✓	✓		✓	
T5. Self-accessed online learning of grammar and vocabulary.				✓	

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				
		M1	M2	M3	M4	M5
A1. Class participation	10%	✓	✓	✓	✓	
A2. Writing assignments	10%					✓
A3. Online quizzes	5%	✓	✓	✓	✓	
A4. Reading tests	5%			✓		
A5. Listening assessment	5%	✓				
A6. Speaking assessment	5%		✓		✓	
A7. Midterm Exam	20%	✓	✓	✓	✓	
A8. Final Exam	40%			✓	✓	✓
Total:		100%				

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

	Assessment Tasks	Criteria	Excellent (A, A-)	Very Good, Good (B+, B, B-)	Satisfactory (C+, C, C-)	Pass (D+, D)	Fail (F)
			88-100	73 - 87	58 - 72	50 - 57	0 – 49
1.	Class / Online Learning Activities	Demonstrate the understanding of the subjects covered in classes and show active learning attitude	High	Significant	Moderate	Basic	Not even reaching marginal levels



2.	Writing assignments	Demonstrate the ability to fulfil the writing requirements covered in the outline	High	Significant	Moderate	Basic	Not even reaching marginal levels
3.	Speaking assessment	Demonstrate the understanding of the subject and the arguments are articulated and organized in terms of verbal presentation	High	Significant	Moderate	Basic	Not even reaching marginal levels
4.	Listening assessment	Apply listening skills to understand spoken business English and answer factual questions accurately on what they have heard	High	Significant	Moderate	Basic	Not even reaching marginal levels
5.	Mid-term test and Final examination	Demonstrate the ability to identify and apply appropriate concepts, methods and techniques	High	Significant	Moderate	Basic	Not even reaching marginal levels

TEXTBOOK

Johnson, C. (2015). *Intelligent Business Coursebook: Pre-Intermediate Business English (with Audio CD)*. Pearson.

REFERENCES

-Module website (with Turnitin): ENGL1101 2020/21. <https://canvas.ipm.edu.mo/>

-The Economist: <https://www.economist.com/>

-Macmillan Dictionary (with pronunciation): <https://www.macmillandictionary.com/>

-Cambridge English Dictionary: <https://dictionary.cambridge.org/dictionary/english/>

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



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