



FACULTY OF BUSINESS
BACHELOR OF E-COMMERCE
LEARNING MODULE OUTLINE

Academic Year	2023 / 2024	Semester	1
Module Code	ENGL3101-31A		
Learning Module	English V		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45 hours
Instructor	Raymond W. Pang	Email	t0600@mpu.edu.mo
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MODULE DESCRIPTION

This is the first of the two upper-intermediate English modules. The module aims to improve students' use of the four language skills (speaking, listening, reading, and writing), as well as to develop their knowledge of grammar and vocabulary, at the internationally accepted standard of upper intermediate. It focuses on the accurate communication of information in a business environment. The integration of authentic materials also enhances the usefulness of the module. Communication skills include: dealing with communication breakdown; negotiating; handling difficult situations; reaching agreements and presentations, etc.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

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

M1.	Formulate active listening tactics to understand spoken English in business talks/meetings, and to understand business news/interviews by answering upper-intermediate level questions
M2.	Prepare and have informal business talks/meetings in class and deliver visual-aided formal business presentations with appropriate responses in Q & A sessions
M3.	Use appropriate reading strategies to convey meaning of authentic business articles
M4.	Show the ability to use accurate tenses, articles, modal forms, question forms, relative clauses, gerunds and infinitives in business contexts
M5.	Demonstrate the ability to use appropriate vocabulary in definitions, metaphors, synonyms, collocations, multi-part verbs, and compound nouns
M6.	Compose memos and press releases using standard formats



MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1-3	1 Alliances (Unit 1) 1.1 Module introduction and warm-up activities 1.2 Keynotes – Company bosses on the prowl 1.3 Preview & Listening – Mega mergers 1.4 Reading – Mergers and acquisitions: <i>Spring in their steps</i> Vocabulary – Meanings & metaphors 1.5 Language Check – Review of tenses 1.6 Listening – Speech of a CEO 1.7 Career Skills & Speaking – Building relationships 1.8 Dilemma & Decision – Breaking the ice 1.9 Writing Workshop 1: Business memo 1.10 Writing Assignment 1: Business memo (Textbook p.14; Style Guide p.24-25) (Submission Deadline: Sep 22 Fri)	7.5 hours
3-5	2 Projects (Unit 2) 2.1 Keynotes – Mission to accomplish 2.2 Preview & Listening: Project planning 2.3 Reading & Speaking – Managing a project: <i>Up, up and away</i> 2.4 Vocabulary – Synonyms & expressions with ‘take’ 2.5 Language Check – Articles 2.6 Career Skills & Speaking – Setting goals 2.7 Dilemma & Decision – Test crisis 2.8 In-class Reading Test 1 (Sep 22 Fri)	6 hours
5-7	3 Teamworking (Unit 3) 3.1 Keynotes – The stuff teams are made of 3.2 Preview & Speaking – Team meetings 3.3 Reading – Meeting techniques: <i>Think before you meet</i> 3.4 Vocabulary – Collocations & multi-part verbs 3.5 Reading – Team roles: <i>Team roles are specific and interdependent</i> 3.6 Language Check – Modal forms 3.7 Career Skills, Listening & speaking – Team building & team players 3.8 Dilemma & Decision – Leading the team 3.9 In-class Reading Test 2 (Oct 6 Fri)	6 hours
	Midterm Exam Revision: Units 1-3 (Review 1)	1.5 hours
8	Midterm Exam (Units 1-3) (Session 1: Oct 13 Fri)	1.5 hours
8-10	4 Technology (Unit 5) 5.1 Keynotes – The pace of change	6 hours



	5.2 Preview – Unique selling features 5.3 Listening & Speaking – Describing features and functions 5.4 Reading & Speaking –Continuous improvement: <i>The march of the mobiles</i> 5.5 Vocabulary –Meanings & compound nouns 5.6 Language Check – Relative clauses 5.7 Career Skills, Listening& Speaking –Briefing 5.8 Dilemma & Decision – Turning ideas into reality 5.9 Writing Workshop 2: Press release 5.10 Writing Assignment 2: Press release (Textbook p. 48; Style Guide p.30-31) (Submission Deadline: (Nov 10 Fri))	
10-11	5 Information (Unit 4) 4.1 Keynotes – The real-time economy 4.2 Preview, Speaking &Listening – Information flows 4.3 Reading –Automating management: <i>How about now?</i> Vocabulary – Synonyms 4.4 Language Check – Question forms 4.5 Listening – Interview with an intelligence and security consultant 4.6 Career Skills & Listening –Questioning techniques 4.7 Dilemma & Decision – Spying on staff (optional) 4.8 In-class Reading Test 3 (Nov 10 Fri)	4.5 hours
12-13	6 Advertising (Unit 6) 6.1 Keynotes – The power of persuasion 6.2 Preview& Speaking – Advertising media 6.3 Reading – Targeting the audience: <i>The harder hard sell</i> 6.4 Vocabulary – Meanings &Collocations 6.5 Language Check – Gerunds and infinitives 6.6 Speaking& Listening –Talking about adverts 6.7 Career Skills & Listening – Storytelling 6.8 Dilemma & Decision –Danger Zone 6.9 Speaking Workshop: Giving short talks	4.5 hours
	Final Exam Revision: Units 4-6 (Review 2)	1.5 hours
14	Listening Assessment (Session 1: Nov 24 Fri) Speaking Assessment (Session 1 & 2: Nov 24 Fri)	3 hours
15	Final Exam (Units 1-6)	3 hours



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

PILOs (Bachelor of E-Commerce)	M1	M2	M3	M4	M5	M6
P1. Demonstrate an understanding of the business processes and operations and the skillful realization of information technologies required to practice electronic commerce						
P2. Apply knowledge in business, mathematics, programming, computing, web development, and database to address complex problems in the context of electronic commerce						
P3. Analyze critically the effect of web technology use on organizational performance and develop electronic commerce strategies that fit organizational objectives						
P4. 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						
P5. Develop relationships, motivate others, manage conflicts, lead changes, and work across differences in multi-disciplinary electronic commerce projects						
P6. 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	✓	✓	✓	✓	✓	✓
P7. 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	✓	✓	✓	✓	✓	✓
P8. Cope with and manage contemporary advancement related to electronic commerce development and demonstrate lifelong learning attitudes and abilities						
P9. Conduct research and devise innovative electronic commerce models to exploit business opportunities						
P10. Reflect on professional responsibilities and keep up with the latest electronic commerce issues on legal, environmental, ethical, and societal considerations to benefit society comprehensively						

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	✓	✓	✓	✓	✓	✓
T2. Writing and speaking workshops		✓				✓
T3. Group and pair discussions	✓	✓				
T4. In-class reading and listening	✓		✓			
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
A1. Class participation	10 %	M1, M3, M4, M5
A2. Writing assignments	10 %	M6
A3. Online quizzes	5 %	M4, M5
A4. Reading tests	5 %	M3
A5. Listening Assessment	5 %	M1
A6. Speaking Assessment	5 %	M2
A7. Midterm Exam	20 %	M1, M3, M4, M5
A8. Final Exam	40 %	M3, M4, M5, 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

The MPU Assessment Criteria and Grading is adopted for this module. Students are assessed against the following Assessment Activities (A1-A8) and criteria of what students need to do and how well they do it to merit a particular grade.

Assessment Activities	Criteria	A (93-100) A- (88-92)	B+ (83-87)	B (78-82) B- (73-77)	C+ (68-72) C (63-67) C- (58-62)	D+ (53-57) D (50-52)	F (0-49)
A1. Class participation	Punctuality, discipline, active participation in oral tasks/short presentations/ various in-class tasks	Excellent	Very good	Good	Satisfactory	Pass	Fail
A2. Writing assignments	Demonstrate ability to write business writings: memo & press release	Excellent	Very good	Good	Satisfactory	Pass	Fail
A3. Online quizzes	Demonstrate ability to answer questions in six online quizzes	Excellent	Very good	Good	Satisfactory	Pass	Fail
A4. Reading tests	Demonstrate ability to answer questions in three in-class reading tests	Excellent	Very good	Good	Satisfactory	Pass	Fail
A5. Listening Assessment	Demonstrate ability to answer questions in listening test on unheard business talk/interview	Excellent	Very good	Good	Satisfactory	Pass	Fail
A6. Speaking Assessment	Demonstrate ability to give individual presentation using visual aids	Excellent	Very good	Good	Satisfactory	Pass	Fail



A7. Midterm Exam	Demonstrate ability to answer questions on topics covered in the outline	Excellent	Very good	Good	Satisfactory	Pass	Fail
A8. Final Exam							

REQUIRED READINGS

Textbook Trappe, T. & Tullis, G. (2015). *Intelligent Business Coursebook: Upper Intermediate Business English (with Audio CD)*. Pearson.

REFERENCES

Websites

- Module website (integrated with Turnitin): ENGL3101 (<http://canvas.mpu.edu.mo/>)
- Textbook companion website: *Intelligent Business*. <http://www.intelligent-business.org/>
- *The Economist*: <http://www.economist.com/>
- *Cambridge English Dictionary*: <https://dictionary.cambridge.org/dictionary/english/>
- *Macmillan Dictionary* (with pronunciation): <http://www.macmillandictionary.com>

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/.