



FACULTY OF BUSINESS
BACHELOR OF E-COMMERCE
LEARNING MODULE OUTLINE

Academic Year	2023 / 2024	Semester	1
Module Code	ENGL4101-417		
Learning Module	English VII		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45 hours
Instructor	Dr. FRANCINE PANG SOI MENG	Email	francinepang@mpu.edu.mo
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MODULE DESCRIPTION

This is the first of the two advanced level English modules. The module aims to develop the communication skills (speaking, listening, reading, writing) students need to succeed in a professional environment, as well as to broaden their knowledge of the business world. It focuses on developing students' fluency and confidence in using the language of business in a variety of contexts. Special emphasis is also placed on presentations and official correspondence such as composing administrative documents of a technical nature. The integration of authentic materials also enhances the usefulness of the module. Business skills include: networking; telephoning strategies; negotiating: being vague and precise; problem-solving; ethical problem-solving.

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 advanced-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 contrast and similarity, determiners, continuous forms, paired structures, and third conditional in more challenging language contexts
M5.	Demonstrate the ability to use vocabulary skills in the idiomatic usage of collocations, coined expressions, metaphors, similes, verbs with prefixes and prepositions, idioms, compound nouns, and synonyms
M6.	Write business proposals and summarise published sources effectively to avoid plagiarism



MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1-3	1 HR (Unit 1) 1.1 Module introduction and warm-up activities 1.2 Keynotes: People power 1.3 Preview & Listening: Choosing who to work for 1.4 Reading & Vocabulary: Talent management – <i>Winning the war for talent</i> 1.5 Vocabulary Usage: Collocations with ‘set’ 1.6 Language Check & Practice: Contrast and similarity – single & connected sentences 1.7 Listening: High-potential staff 1.8 Career Skills, Listening & Speaking: Managing appraisals (optional) 1.9 Dilemma & Decision: Getting back on track (optional) 1.10 In-class Reading Test 1 (Sep 15 Fri)	7.5 hours
3	2 Writing Workshop: How to avoid plagiarism? 2.1 What is plagiarism? 2.2 Forms of plagiarism 2.3 Internet plagiarism 2.4 Safe practice: Quoting; Paragraphing; Summarising 2.5 Citing published sources in assignments & graduation reports 2.6 Writing Assignment 1: Summarising published sources (Submission Deadline: Oct 6 Fri)	1.5 hours
4-5	3 Organisations (Unit 2) 3.1 Keynotes: More like orchestras than armies 3.2 Preview & Listening: The deskless CEO 3.3 Reading & Vocabulary: The business model for the 21st century – <i>Making Music</i> 3.4 Vocabulary & Usage: Coined expressions; Metaphors and similes 3.5 Language Check & Practice: Determiners 3.6 Career Skills, Listening & Speaking: Team building 3.7 Dilemma & Decision: Bullies on the team (optional) 3.8 In-class Reading Test 2 (Oct 6 Fri)	6 hours
6-7	4 Change (Unit 3) 4.1 Keynotes: Meeting the change challenge 4.2 Preview & Listening: How do you react to change? 4.3 Reading & Vocabulary: Italian change champions – <i>A sweet success</i> 4.4 Vocabulary & Usage: Prefixes with verbs; Idioms with ‘track’ 4.5 Listening: A framework for change 4.6 Language Check & Practice: Continuous forms 4.7 Career Skills & Listening: Managing resistance to change 4.8 Dilemma & Decision: The disorganised organisation (optional)	6 hours



8	Revision for midterm exam (Units 1-3, Review 1)	1.5 hours
9	Midterm Exam (Units 1-3) (Session 1: Oct 20 Fri)	1.5 hours
8-10	5 Start-ups (Unit 6) 5.1 Keynotes: Going into business 5.2 Preview: New ideas 5.3 Reading& Vocabulary: Setting up – <i>Spreading the word</i> 5.4 Vocabulary & Usage: Verbs with prepositions; Expressions with 'and' 5.5 Listening: The birth of a business 5.6 Language Check & Practice: Third conditional 5.7 Career Skills, Listening & Speaking: Pitching– presenting business ideas 5.8 Dilemma & Decision: Finding the funds 5.9 Writing Workshop: Proposing business ideas 5.10 Writing Assignment 2: Proposing business ideas (Textbook p. 68) (Submission Deadline: Nov 10 Fri)	6 hours
11-12	6 Responsibility (Unit 4) 6.1 Keynotes: Better business 6.2 Preview & Listening: Business and the community 6.3 Reading & Vocabulary: Business principles – <i>Just good business</i> 6.4 Vocabulary & Usage: Compound nouns; Synonyms 6.5 Listening: Making the commitment 6.6 Language Check & Practice: Paired structures; Paired comparatives 6.7 Career Skills, Listening & Speaking: Taking responsibility (optional) 6.8 Dilemma & Decision: Called to account (optional) 6.9 In-class Reading Test 3 (Nov 10 Fri)	6 hours
13	7 Speaking Workshop: Business presentations using visuals with Q & A 7.1 Effective presentation: Using signpost language and non-verbal language 7.2 Visuals: design and effective use 7.3 Q & A sessions: Professional practice 7.4 Practice of business presentations using presentation structure	1.5 hours
	Revision for final exam (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 1-4, 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 A8. Final Exam	Demonstrate ability to answer questions on topics covered in the outline	Excellent	Very good	Good	Satisfactory	Pass	Fail

REQUIRED READINGS

Textbook Trappe, T. & Tullis, G. (2016). *Intelligent Business: Advanced Business English Coursebook (with CD Pack)*, Pearson Education Ltd.

REFERENCES

Reference books

- Gallo, C. (2010). *The presentation secrets of Steve Jobs [electronic resource]*. New York: McGraw-Hill.
- Purdue OWL: Avoiding plagiarism. <http://owl.english.purdue.edu/owl/resource/589/01/>
- Neville, C. (2010). *The complete guide to referencing and avoiding plagiarism (2nd ed.)*. Maidenhead: Open University Press.

Websites

- Module website (integrated with Turnitin): ENGL4101 (<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/.