



**FACULTY OF BUSINESS**  
**BACHELOR OF E-COMMERCE**  
**LEARNING MODULE OUTLINE**

Academic Year	2023/2024	Semester	2
Module Code	ENGL1102-12C		
Learning Module	English II		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45 hrs
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**MODULE DESCRIPTION**

This is the second of the two pre-intermediate level English courses. The course aims to enhance 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 building up students' confidence in using English. It also prepares students for Intermediate level courses. Interaction is encouraged through many communicative activities. The integration of authentic materials also enhances the usefulness of the course. Language skills include: dealing with conflict; presenting a product; socializing and entertaining, 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 on business topics covered in the syllabus and answer simple questions;
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 vocabulary and grammar in both spoken and written business contexts on topics covered in the syllabus; and
M5.	write short letters and describe graphs 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;					



**MODULE SCHEDULE, COVERAGE AND STUDY LOAD**

Content Coverage	Contact hours
<p><b>Unit 8 Job-seeking</b></p> <ol style="list-style-type: none"> <li>1. Course introduction and warm-up activities</li> <li>2. Keynotes – A monster success</li> <li>3. Preview; Vocabulary &amp; Listening – Starting a career</li> <li>4. Reading – <i>The online job market (The Economist)</i></li> <li>5. Vocabulary –Activities; The application process; Finding a job</li> <li>6. Language check –The imperative</li> <li>7. Career Skills – Explaining what to do</li> <li>8. Listening –Preparing a CV</li> <li>9. Dilemma &amp; Decision – For love or money?</li> </ol>	6 hours
<p><b>Unit 9 Selling</b></p> <ol style="list-style-type: none"> <li>1. Keynotes – Hard to reach</li> <li>2. Preview &amp; Listening – Promoting the product</li> <li>3. Reading &amp; speaking– <i>Marketing to students</i></li> <li>4. Vocabulary – Word building</li> <li>5. Listening – A product launch</li> <li>6. Language check – Modals of obligation</li> <li>7. Career skills, Listening &amp; speaking – Making suggestions</li> <li>8. Dilemma &amp; Decision – Guerrilla marketing</li> <li>9. <b>In-class Reading Test 1 (Week 4: Jan 29)</b></li> </ol>	6 hours
<p><b>Unit10 Price</b></p> <ol style="list-style-type: none"> <li>1. Keynotes – Pushing down prices</li> <li>2. Preview &amp; Speaking – Price trends</li> <li>3. Reading &amp; Vocabulary – <i>Make it cheaper and cheaper (The Economist)</i></li> <li>4. Vocabulary – Synonyms; Verbs that take an object</li> <li>5. Speaking &amp; Listening – Pricing strategy</li> <li>6. Language check – Present perfect</li> <li>7. Career skills &amp; Listening – Describing a graph</li> <li>8. Dilemma &amp; Decision – Stock market challenge</li> <li>9. <b>Writing Workshop 1: Graph Description</b> <b>Submission date of Writing Assignment 1: (Week 7: Feb 26)</b></li> <li>10. <b>In-class Reading Test 2 (Week 7: Feb 26)</b></li> </ol>	6 hours
<p><b>Revision for midterm exam (Units 8-10, Review 3 )</b></p>	1.5 hours
<p><b>Midterm Exam (Units 8-10) (First Session, Week 9 Mar 11)</b></p>	1.5 hours
<p><b>Unit 11 Insurance</b></p> <ol style="list-style-type: none"> <li>1. Keynotes – Honesty is the best policy</li> <li>2. Preview &amp; Reading – Poll Insurance</li> <li>3. Vocabulary – Problems; Insurance; Insurance fraud</li> <li>4. Listening – Insurance company</li> <li>5. Reading &amp; Vocabulary – <i>Fighting fraud</i></li> <li>6. Speaking: Honesty quiz</li> <li>7. Language check – Passives</li> </ol>	6 hours



<ul style="list-style-type: none"> <li>8. Career skills &amp; Listening – Expressing arguments</li> <li>9. Dilemma &amp; Decision – A fair decision?</li> <li>10. <b>Writing Workshop 2: Writing business letters</b> (Textbook p. 100; Style Guide p.10-12)</li> </ul>	
<p><b>Unit 12 Service</b></p> <ul style="list-style-type: none"> <li>1. Keynotes – A complaint is a gift</li> <li>2. Preview – Complaining</li> <li>3. Reading – <i>Getting better service (The Economist)</i></li> <li>4. Vocabulary – Feedback on service; Dealing with complaints; Synonyms; Collocations</li> <li>5. Listening – Customer service</li> <li>6. Language check--Conditional 1</li> <li>7. Career skills, Listening &amp; Speaking – Dealing with problems</li> <li>8. Dilemma &amp; Decision – Service not included</li> </ul>	6 hours
<p><b>Unit 13 Productivity</b></p> <ul style="list-style-type: none"> <li>1. Keynotes – Fighting back</li> <li>2. Preview &amp; Listening – Increasing productivity</li> <li>3. Reading – <i>Revolution in the car industry (The Economist)</i></li> <li>4. Vocabulary – Design to delivery; Just-in-time production; Word building; Efficient stock control</li> <li>5. Listening – Improving productivity</li> <li>6. Language check – Adjectives and adverbs</li> <li>7. Career skills &amp; Listening – Managing time</li> <li>8. Dilemma &amp; Decision – Bonus or bust?</li> <li>9. <b>Submission deadline of Writing Assignment 2: (Week 10: Mar 18)</b></li> <li>10. <b>In-class Reading Test 3 (Week 13: April 8)</b></li> </ul>	6 hours
<b>Listening Assessment (Last lesson)</b>	1.5 hours
<b>Speaking Assessment (Last lesson)</b>	1.5 hours
<b>Final Exam: Units 8-13</b>	3.0 hours
<b>TOTAL:</b>	<b>45 hours</b>

### 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
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T1. Lectures, , multimedia instruction



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T3. Reading and listening comprehension tasks



		active learning attitude					
2	Writing assignments	Demonstrate the ability to fulfill 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

## REQUIRED READINGS

### 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

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/](http://www.mpu.edu.mo/student_handbook/).