



FACULTY OF BUSINESS
BACHELOR OF E-COMMERCE
LEARNING MODULE OUTLINE

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|-----------------------|-----------------------------|---------------|-------------------------|
| Academic Year | 2023 / 2024 | Semester | 2 |
| Module Code | ENGL4102-421 | | |
| Learning Module | English VIII | | |
| 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 second of the two advanced level English learning modules. The learning module aims to develop the communication skills (speaking, listening, reading, writing) students need to succeed in a professional environment, as well as to prepare the students for their future careers. It focuses on developing students' fluency and confidence in using the language of business in a variety of contexts. While special emphasis is placed on students' confidence in public speaking and presentation, substantial emphasis is also placed on effective language and organization skills as well as delivery of speech.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

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

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|-----|---|
| M1. | demonstrate the ability to use active listening skills to understand business talks/meetings/interviews, and the ability to answer advanced-level questions |
| M2. | prepare and have informal business talks/meetings in class, and speak effectively in job interview |
| M3. | develop effective strategies in reading and responding to long business texts and news articles |
| M4. | demonstrate the ability to use of future perfect, active and passive, adverbs, probability and possibility, and verb patterns in more challenging language contexts |
| M5. | demonstrate the ability to use vocabulary skills in the usage of adverb-adjective collocation, phrasal verbs, proverbs, word clusters, puns, loanwords, synonyms and antonyms |
| M6. | write clear CVs and cover letters in response to job advertisements |



MODULE SCHEDULE, COVERAGE AND STUDY LOAD

| Week | Content Coverage | Contact Hours |
|------|--|---------------|
| 1-3 | <p>1 Resources (Unit 7)</p> <p>1.1 Module introduction and warm-up activities</p> <p>1.2 Keynotes: Vital assets</p> <p>1.3 Preview: Resources quiz</p> <p>1.4 Reading: Water and business – <i>Running dry (The Economist)</i></p> <p>1.5 Vocabulary: Adverb-adjective collocations</p> <p>1.6 Usage: Use of ‘like’ and ‘as’</p> <p>1.7 Listening: Alternative energies</p> <p>1.8 Language Check & Practice: Future perfect</p> <p>1.9 Career Skills, Listening & Speaking: Debating</p> <p>1.10 Dilemma & Decision: The nuclear debate (optional)</p> <p>1.11 In-class Reading Test 1: Unit 7 (Jan 19 Fri)</p> | 7.5 hours |
| 3 | <p>2 Writing Workshop: CV and cover letter writing</p> <p>2.1 CV & cover letter features</p> <p>2.2 Job application procedures</p> <p>2.3 CV: Purpose, content, layout and language style</p> <p>2.4 Cover letters: Purpose, content, layout and language style</p> <p>2.5 Writing Assignment 1: CV (Style Guide pp.30-31) (Submission Deadline: Mar 1 Fri)</p> | 1.5 hours |
| 4-5 | <p>2 Power (Unit 8)</p> <p>3.1 Keynotes: Leadership & power</p> <p>3.2 Preview: Power bases</p> <p>3.3 Reading: The trappings of power – <i>Sympathy for the boss (The Economist)</i></p> <p>3.4 Vocabulary: Word partnerships & phrasal verbs with ‘put’</p> <p>3.5 Usage: Proverbs</p> <p>3.6 Listening: Power politics</p> <p>3.7 Language Check & Practice: Active and passive</p> <p>3.8 Career Skills & Speaking: Influencing</p> <p>3.9 Dilemma & Decision: Winning the rivalry game (optional)</p> | 6 hours |
| 6-7 | <p>4 E-marketing (Unit 9)</p> <p>4.1 Keynotes: E-marketing</p> <p>4.2 Preview: Talking to customers online</p> <p>4.3 Reading: Conversational marketing – <i>Word of ‘mouse’ (The Economist)</i></p> <p>4.4 Vocabulary: Word clusters</p> <p>4.5 Usage: Puns</p> <p>4.6 Listening: Google clicks</p> <p>4.7 Language Check & Practice: Word order – adverbs</p> <p>4.8 Career Skills, Speaking & Listening: Decision making</p> <p>4.9 Dilemma & Decision: Creative showcase (optional)</p> <p>4.10 In-class Reading Test 2: Unit 9 (Mar 1 Fri)</p> | 6 hours |



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|-------|--|-----------|
| 8 | Revision for midterm exam (Units 7-9, Review 3) | 1.5 hours |
| 9 | Midterm Exam (Units 7-9) (Session 1: Mar 15 Fri) | 1.5 hours |
| 8-10 | 5 Risk (Unit 10) 5.1 Keynotes: Facing the odds 5.2 Preview: Risk profiles 5.3 Reading: Uncertainty – <i>The perils of prediction (The Economist)</i> 5.4 Vocabulary: ‘Chance’ and ‘luck’ 5.5 Usage: Loanwords 5.6 Listening: Risk management 5.7 Language Check: Probability and possibility 5.8 Career Skills, Listening & Speaking: Negotiating 5.9 Dilemma & Decision: Wildcat strike (optional) 5.10 Writing Assignment 2: Cover letter (Style Guide pp.26-27) <u>(Submission Deadline: Mar 22 Fri)</u> | 6 hours |
| 11-12 | 6 Development (Unit 12) 6.1 Keynotes: Lifelong learning 6.2 Preview: Learning styles 6.3 Reading: Business education – <i>First, do no harm (The Economist)</i> 6.4 Vocabulary: Synonyms and antonyms 6.5 Usage: Expressions with ‘go’ 6.6 Speaking & Listening: The MBA 6.7 Language Check & Practice: Verb patterns 6.8 Career Skills & Listening: Coaching 6.9 Dilemma & Decision: Keeping everyone motivated (optional) | 6 hours |
| 13 | 7 Speaking Workshop: Job Interviews 7.1 Preparing for job interview 7.2 Interview techniques 7.3 Job interview procedures 7.4 Job interview questions & practice | 1.5 hours |
| | Revision for final exam (Units 10 & 12, Review 4) | 1.5 hours |
| 14 | Listening Assessment (Session 1: April 19 Fri) Speaking Assessment (Session 1 & 2: April 19 Fri) | 3 hours |
| 15 | Final Exam (Units 7-10, 12) | 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, M2, 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

- Munter, M. & Hamilton, L. (2013). *Guide to managerial communication: Effective business writing and speaking (10th ed.)*, Prentice Hall. [MPU Library]
- Rogers, J. (2011). *Job interview success*. McGraw-Hill Education. [MPU Library EBSCO host eBook Collection]

Websites

- Module website (integrated with Turnitin): ENGL4102 (<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/.