澳門理工大學
Universidade Politécnica de Macau
Macao Polytechnic University

FACULTY OF BUSINESS

BACHELOR OF E-COMMERCE

LEARNING MODULE OUTLINE

Academic Year	2024 / 2025	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	Email	francinepang@mpu.edu.mo
Office	M545, Meng Tak Building	Office Phone	8599-3289

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. The integration of authentic materials also enhances the usefulness of the learning module.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

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

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

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MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1-3	**1 Resources (Unit 7)** 1.1 Module introduction and warm-up activities 1.2 Keynotes: Vital assets 1.3 Preview: Resources quiz 1.4 Reading: Water and business – *Running dry (The Economist)* 1.5 Vocabulary: Adverb-adjective collocations 1.6 Usage: Use of 'like' and 'as' 1.7 Listening: Alternative energies 1.8 Language Check & Practice: Future perfect 1.9 Career Skills, Listening & Speaking: Debating 1.10 Dilemma & Decision: The nuclear debate (optional) 1.11 ***In-class Reading Test 1: Unit 7*** *(Jan 24 Fri)*	7.5 hours
3	**2 Writing Workshop: CV and cover letter writing** 2.1 CV & cover letter features 2.2 Job application procedures 2.3 CV: Purpose, content, layout and language style 2.4 Cover letters: Purpose, content, layout and language style 2.5 **Writing Assignment 1: CV** (Style Guide pp.30-31) (Submission Deadline: Feb 21 Fri)	1.5 hours
4-5	**2 Power (Unit 8)** 3.1 Keynotes: Leadership & power 3.2 Preview: Power bases 3.3 Reading: The trappings of power – *Sympathy for the boss* (*The Economist*) 3.4 Vocabulary: Word partnerships & phrasal verbs with 'put' 3.5 Usage: Proverbs 3.6 Listening: Power politics 3.7 Language Check & Practice: Active and passive 3.8 Career Skills & Speaking: Influencing 3.9 Dilemma & Decision: Winning the rivalry game (optional)	6 hours
6-7	**4 E-marketing (Unit 9)** 4.1 Keynotes: E-marketing 4.2 Preview: Talking to customers online 4.3 Reading: Conversational marketing – *Word of 'mouse' (The Economist)* 4.4 Vocabulary: Word clusters 4.5 Usage: Puns 4.6 Listening: Google clicks 4.7 Language Check & Practice: Word order – adverbs 4.8 Career Skills, Speaking & Listening: Decision making 4.9 Dilemma & Decision: Creative showcase (optional) 4.10 ***In-class Reading Test 2: Unit 9*** *(Feb 21 Fri)*	6 hours

8	**Revision for midterm exam (Units 7-9, Review 3)**	1.5 hours
9	**Midterm Exam (Units 7-9) <mark>(Session 1:</mark> Mar 14 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 – *The perils of prediction* (*The Economist*) 　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) <mark>(Submission Deadline: Mar 21 Fri)</mark>	6 hours
11-12	**6　Development (Unit 12)** 　6.1　Keynotes: Lifelong learning 　6.2　Preview: Learning styles 　6.3　Reading: Business education – *First, do no harm* (*The Economist*) 　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* <mark>(Session 1: Apr 11 Fri)</mark> *Speaking Assessment* <mark>(Session 1 & 2: Apr 11 Fri)</mark>	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/.