



FACULTY OF BUSINESS
BACHELOR OF MANAGEMENT
LEARNING MODULE OUTLINE

Academic Year	2024/2025	Semester	2
Module Code	COMM3120-321		
Learning Module	Business Communication		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45 hrs
Instructor	Raymond W. Pang	Email	t0600@mpu.edu.mo
Office	B110, Chi Un Building	Office Phone	---

MODULE DESCRIPTION

This course focuses on advanced writing and oral skills in business communications. It covers audience analysis, purpose, message, and gives students plenty of opportunities to compose memos, letters, and formal reports for a variety of work situations. It also aims to develop students' confidence in formal business settings with effective presentation skills.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

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

M1.	explain basic terms, concepts and principles of competent business and professional communication;
M2.	analyse the different choices that communicators have with different audiences in different contexts;
M3.	select appropriate organisational approaches and language in different contexts;
M4.	apply communication principles and theory in effective communication, distinguishing effective from less effective responses;
M5.	plan and conduct, in groups as well as individually, meetings and prepare and present appropriate messages and reports.



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

Alignment of Programme Intended Learning Outcomes (PILOs) and Module Intended Learning Outcomes (ILOs):

Bachelor of Management

PILOs	ILOs					
	1	2	3	4	5	
1. Integrate contemporary Management theories and business disciplines relevant to general business practices.						
2. Apply critical thinking and logical analysis skills and techniques to resolve management issues.						
3. Utilize appropriate written and spoken forms to communicate effectively and professionally with stakeholders in various cultural environments.	✓	✓	✓	✓	✓	
4. Demonstrate leadership in a team and respecting the rights of others irrespective of their cultural background, race or gender in order to solve unpredictable problems in the field.						
5. With the help of mathematical and statistical skills, utilize the latest empirical findings and academic studies to support the recommendation of business projects or reports.						
6. Recommend an appropriate course of action by ethically examining economic, environmental, political, legal and regulatory contexts of global business practices.						
7. Interpret and utilize Management information or business software for internal control, planning, performance evaluation, and coordination to improve efficiency and effectiveness in the business process.						

Module Schedule, Coverage and Study Load

Content Coverage	Contact Hours
Unit 1 Workplace Communication Today 1. Communication Skills as Career Filters	1.5



Unit 2 The Business Writing Process 2. Planning Business Messages 3. Composing business Messages 4. Revising Business Messages	6.0
Unit 3 Communicating at Work 5. Electronic Messages and Digital Media 6. Positive Messages 7. Negative Messages 8. Persuasive Messages	12.0
Unit 4 Reports and Proposals 9. Business Plans and Proposals 10. Informal Reports 11. Writing Formal Business Reports Mid-term Assessment	7.5
UNIT 5 Professionalism, Teamwork, Meetings and Speaking Skills 12. Professionalism at Work: Business Etiquette, Ethics, Teamwork and Meetings 13. Business Presentations	6.0
UNIT 6 Employment Communication 14. The Job Search, Résumés and Cover Letters 15. Interviewing and Following Up	6.0
UNIT 7 Analyzing Ethical Situations in Business Communication 16. Ethics in Business Communication	3.0
Group Work and Revision	3.0



Total	45.0
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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
T1. Interactive Lectures	✓	✓	✓	✓	✓
T2. In-class Discussions	✓	✓	✓	✓	✓
T3. Assignments	✓	✓	✓	✓	✓
T4. Group Work and Presentations	✓	✓	✓	✓	✓
T5. Mid-Term Assessment	✓	✓	✓	✓	✓
T6. Final Assessment	✓	✓	✓	✓	✓

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	Description	Weighting (%)	ILOs to be Assessed				
				M1	M2	M3	M4	M5
A1.	Mid-term Assessment	Knowledge assessment	40%	✓	✓	✓	✓	✓
A2.	Individual / Pair Work Assignments	Oral & Written Communication Tasks	30%	✓	✓	✓	✓	✓
A3.	Group Work	Group Presentation & Report	30%	✓	✓	✓	✓	✓

Total Percentage: 100%



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

	Assessment Tasks	Criteria	Excellent (A, A-)	Very Good, Good (B+, B, B-)	Satisfactory (C+, C, C-)	Pass (D+, D)	Fail (F)
			88-100	73 - 87	58 - 72	50 - 57	0 – 49
1.	Class Learning Activities	Demonstrate the understanding of the subjects covered in classes and show active learning attitude	High	Significant	Moderate	Basic	Not even reaching marginal levels
2.	Assignments	Demonstrate the ability to answer questions on topics covered in the outline	High	Significant	Moderate	Basic	Not even reaching marginal levels
3.	(Group) Project	Demonstrate the understanding of the subject and the arguments are articulated and organized in terms of verbal presentation and report writing	High	Significant	Moderate	Basic	Not even reaching marginal levels
4.	Mid-term examination	Demonstrate the ability to identify and apply appropriate concepts, methods and techniques	High	Significant	Moderate	Basic	Not even reaching marginal levels
5.	Others	Others	High	Significant	Moderate	Basic	Not even reaching marginal levels



TEXTBOOK

Guffey, M. E. Du-Babcock, B. and Loewy, D. (2016). *Essentials of Business Communication: An Asia Edition*, 3rd edition. Cengage Learning.

REFERENCES

Bovée, C.L. and Thill, J.V. (2018). *Business Communication Today*, 15th Global. Pearson Education.

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

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Office	B110, Chi Un Building	Office Phone	---

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Group Work and Revision	3.0
Total	45.0

TEACHING AND LEARNING ACTIVITIES

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Teaching and Learning Activities	M1	M2	M3	M4	M5
T1. Lectures	✓	✓	✓	✓	✓
T2. Class / group discussion		✓	✓	✓	✓
T3. Case studies				✓	✓
T4. Presentations		✓	✓	✓	✓

ATTENDANCE

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