



**FACULTY OF LANGUAGES AND TRANSLATION**  
**BACHELOR OF ARTS IN CHINESE-ENGLISH TRANSLATION AND INTERPRETATION**  
**LEARNING MODULE OUTLINE**

Academic Year	2023/2024	Semester	1
Module Code	TRAN3103-311/312/313		
Learning Module	Commercial Translation I		
Pre-requisite(s)	Nil		
Medium of Instruction	English and Chinese		
Credits	2	Contact Hours	30 hrs
Instructor	Dr. Kong Hao	Email	johnkong@mpu.edu.mo
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**MODULE DESCRIPTION**

This module focuses on commercial translation between English and Chinese, covering a wide range of commercial content including business correspondence, contracts, advertisements, brochures, corporate reports, and financial documents. Through theoretical instruction, practical exercises, and case studies, students will develop a strong foundation in commercial translation, preparing them for specialization and professional opportunities in the field.

**MODULE INTENDED LEARNING OUTCOMES (ILOS)**

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

M1.	Demonstrate awareness of the unique challenges and considerations in translating commercial texts, including cultural, linguistic, and contextual factors;
M2.	Apply linguistic competence and translation techniques to accurately and effectively translate commercial texts, analyzing and interpreting commercial discourse;
M3.	Understand the expectations, quality assurance processes, and effective communication with clients and stakeholders in practical commercial translation scenarios;
M4.	Utilize translation tools and resources commonly employed in commercial translation work.

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

PILOs	M1	M2	M3	M4
P1. Knowledge and skills of translation and interpreting in the areas of public administration, tourism, commerce and mass media;	✓	✓	✓	✓
P2. Knowledge of translation theories, critical understanding of translation and interpreting;	✓	✓	✓	✓



P3. Knowledge and skills of both Chinese and English as language professionals;	✓	✓	✓	✓
P4. Knowledge of cross-cultural communication;	✓		✓	✓
P5. Master Chinese-English translation and interpreting skills, strategies and technologies;	✓	✓	✓	✓
P6. Apply Chinese and English writing competence into translation practices;	✓	✓	✓	✓
P7. Apply knowledge of languages and translation studies into bi-lateral translation practices between English and Chinese;	✓	✓	✓	✓
P8. Apply strategies and techniques in public speaking, consecutive and simultaneous interpreting;				✓
P9. Gain cross-cultural awareness in translation and interpreting practices;		✓	✓	✓
P10. Obtain basic research abilities.	✓	✓		

#### MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1	Introduction (1hr) 1.1. Introduction of module 1.2 Essential knowledge of business English Practice. In-class translation exercises (1hr)	2
2	Essential knowledge about English contract (1hr) 2.1 Definition and classification of contracts 2.2 Linguistic features of English contract: a) lexical; b) syntactic; c) pragmatic Practice. In-class translation exercises (1hr)	2
3	Lexical features of English contract and translation strategies (1hr) Practice. In-class translation exercises (1hr)	2
4	Syntactic features of English contract and translation strategies (1hr) Practice. In-class translation exercises (1hr)	2
5	Commonly used expressions in English contract and translation thereof (1hr) Practice. In-class translation exercises (1hr) Assignment for translation contract	2
6	Commonly used sentence patterns in English contract and translation thereof (1hr) Quiz 1 (1hr)	2
7	Essential knowledge about English advertisement and translation strategies (1hr) 7.1 Definition and functions of advertisement; 7.2 Classifications of advertisement 7.3 Principles of translating advertisement Practice. In-class translation exercises (1hr)	2
8	Lexical features of English advertisement and translation strategies (1hr) Practice. In-class translation exercises (1hr)	2
9	Syntactic features of English advertisement and translation strategies (1hr) Practice. In-class translation exercises (1hr)	2



10	Syntactic features of English advertisement and translation strategies (1hr) Practice. In-class translation exercises (1hr) Assignment for advertisement translation	2
11	Essential knowledge about trademarks and translation strategies (1hr) Quiz 2 (1hr)	2
12	Essential features of company profile and translation strategies (1hr) Practice. In-class translation exercises (1hr)	2
13	Essential features of product description and translation strategies (1hr) Practice. In-class translation exercises (1hr)	2
14	Student Presentation (2hrs) Suggested topics for discussion: 1) How to overcome cultural barriers in translating advertisement and trademarks; 2) Functionalist theories and their implications for Translation of various company profiles.	2
15	Review +Final exam	2

### 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
T1. Lectures and group discussions	✓	✓	✓	✓
T2. In-class and out-of-class practice and workshops	✓	✓	✓	✓
T3. Knowledge- and practice- based assignments and tests	✓	✓	✓	✓

### 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 and performance	10%	M1-M4
A2. Presentation	20%	M1-M4
A3. Quizzes and Assignments	30%	M1-M4
A4. Final exam	40%	M1-M4



The assessment will be conducted following the University's Assessment Strategy (see [www.mpu.edu.mo/teaching\\_learning/en/assessment\\_strategy.php](http://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

**Excellent:** Strong evidence of original thinking; good organisation, capacity to analyse and systemise; superior grasps of subject matter; strong evidence of extensive knowledge base.

**Very Good:** Evidence of grasps of subject; strong evidence of critical capacity and analytical ability; good understanding of issues; evidence of familiarity with literature.

**Good:** Evidence of grasp of subject; some evidence of critical capacity and analytical ability; reasonable understanding of issues; evidence of familiarity with literature.

**Satisfactory:** Profiting from the study experience; understanding of the subject; ability to develop solutions to simple problems in the material.

**Pass:** Sufficient familiarity with the subject matter to enable the student to progress without repeating the learning module.

**Fail:** Little evidence of familiarity with the subject matter; weak in critical and analytical skills; limited, or irrelevant use of literature.

## REQUIRED READINGS

Teaching materials for this module will be sourced from a diverse range of publications in the field of business and commerce. No single textbook will be used.

## REFERENCES

Adam, J. H. (1997). *Longman English-Chinese Dictionary of Business English*, 2<sup>nd</sup> edition. London: Longman.

Chan, Sin-wai and David Pollard (eds). (1995). *An Encyclopedia of Translation*. Hong Kong: Chinese University Press.

段雲禮(2005)，《新編商務英語翻譯教程》，天津：南開大學出版社。

胡壯麟(2001)，《商務英語翻譯（修訂版）》，北京：北京大學出版社。

李朝（2003），《實用商務英語翻譯教程》，上海：復旦大學出版社。

沈達信、鄧彥龍（2006），《中英應用文大全（第二版）》，香港：世界出版社。

張新紅、李明(2003)，《商務英語翻譯》，北京：高等教育出版社。

## 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



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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/).