

**Macao Polytechnic Institute**  
**School of Business**  
**Bachelor of Management / Bachelor of Accounting**  
**Bachelor of E-Commerce / Bachelor of Business of Administrative in Marketing**

**Module Outline**  
**Academic Year 2021 / 2022 Semester 1**

<b>Learning Module</b>	Introduction to Sociology		<b>Class Code</b>	SOC1130-211,212, 213, 315	
<b>Pre-requisite(s)</b>	Nil				
<b>Medium of Instruction</b>	English			<b>Credit</b>	3
<b>Lecture Hours</b>	45	<b>Lab/Practice Hours</b>	0 hrs	<b>Total Hours</b>	45 hrs
<b>Instructor</b>	Quinton, Tang Chi Kin		<b>E-mail</b>	t1296@ipm.edu.mo	
<b>Office</b>	Chi Un Building, room B110		<b>Telephone</b>	Nil	

**Description:**

This course is an introduction to the central concepts and applications of sociology today with an emphasis on the development of a sociological perspective will be provided. Topics include: Types of society; culture, socialization, and identity; social interaction and everyday life; the body; gender, sexuality, and inequality; ethnicity and race; social stratification and class structure; marriage, family, and personal life.

**Learning Outcomes:**

Upon completion of this course, students are expected to:

1. Examine sociological concepts and theories;
2. Critique various social phenomena;
3. Conduct preliminary social research;
4. Combine sociological perspectives into other academic fields such as economics, cultural studies, business management as well as public relations; and
5. Appraise how sociology help them understand their social life.

## **Content:**

<b>Topics</b>	<b>Duration</b>
Chapter 1: Sociology: An Introduction	3 hrs
Chapter 2: Culture Chapter 3: Societies and Nations Chapter 4: The Tools of Sociology	3 hrs
Chapter 5: Socialization Chapter 6: Interaction in Groups	3 hrs
Chapter 7: Sexuality Chapter 8: Deviance and Social Control	3 hrs
Chapter 9: Collective Behavior, Social Movements, and Mass Publics Chapter 10: Stratification and Global Inequality	3 hrs
Chapter 11: Social Class (in the United States) Chapter 12: Race and Ethnicity	3 hrs
Chapter 13: Gender Chapter 14: Youth and Age	3 hrs
<b>Midterm Test</b>	3 hrs
Chapter 15: Families Chapter 16: Religion	3 hrs
Chapter 17: Education Chapter 18: Economy Institutions	3 hrs
Chapter 19: Politics and Political Institutions Chapter 20: Health and Medicine	3 hrs
Chapter 21: Population, Urbanization, and the Environment Chapter 22: Global Social Change	3 hrs
Seminars for presentations	3 hrs
Review for the final exam	3 hrs
<b>Final Assessment</b>	3 hrs
Total	45 hrs

## **Teaching Method:**

Lectures, discussions, and group projects, etc.

## **Attendance:**

Attendance requirements are governed by the “Academic Regulations Governing Bachelor’s Degree Programmes of Macao Polytechnic Institute”.

## **Assessment:**

1. In-class Participation	10%
2. Midterm Assessment	25%
3. Group Project	30%
4. Final Assessment	35%

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Total: 100%

## **Plagiarism Policy**

When a student submits an assignment, s/he has a duty to ensure that her/his assignment has been checked by Turnitin software, and the similarity score given by Turnitin software cannot be higher than 30%. However, a special case can be determined by the instructor.

## **Teaching Materials:**

**Textbook:** William Kornblum. *Sociology in a Changing World*, 9<sup>th</sup> edition. Singapore & United States: Wadsworth (Cengage Learning), 2012. ISBN-10: 1111350213; 13: 9781111350215.

**Reference:** Diana Kendall. *Sociology in Our Times: The Essentials*, 8<sup>th</sup> edition. Singapore & United States: Wadsworth (Cengage Learning), 2014. ISBN-10: 1111305528; 13: 9781111305529

Textbook companion web site (URL):

- 1) [http://www.wadsworth.com/cgi-wadsworth/course\\_products\\_wp.pl?fid=M20bI&flag=instructor&product\\_isbn\\_issn=9781111350215&disciplinenum=3093&template=ASIA](http://www.wadsworth.com/cgi-wadsworth/course_products_wp.pl?fid=M20bI&flag=instructor&product_isbn_issn=9781111350215&disciplinenum=3093&template=ASIA)
- 2) [http://www.cengage.com/cgi-wadsworth/course\\_products\\_wp.pl?fid=M20bI&product\\_isbn\\_issn=9781111301576](http://www.cengage.com/cgi-wadsworth/course_products_wp.pl?fid=M20bI&product_isbn_issn=9781111301576)

Teaching websites:

<http://elearning.ipm.edu.mo/webct/entryPageIns.dowebct>

Other websites:

<http://www.ucm.es/info/isa>;

<http://www.sachina.edu.cn>;

<http://socserv2.mcmaster.ca/w3virtsoclib/>

## Bachelor of Accounting

<b>Bachelor of Accounting, Programme Intended Learning Outcomes (PILOs) (w.e.f. 4/11/2016)</b>	<b>CILO 1</b>	<b>CILO 2</b>	<b>CILO 3</b>	<b>CILO 4</b>	<b>CILO 5</b>
1. Integrate the contemporary theories, principles of accounting and business disciplines relevant to general business practice.	✓				
2. Assess general business scenarios with mathematical and statistical skills.					
3. Apply critical thinking and logical analysis skills and techniques to solve business problems.		✓			
4. Interpret and analyze accounting information for internal control, planning, performance evaluation, and coordination to continuously improve business process.					
5. Apply accounting or business software for business analysis.					
6. Develop queries to assess management information from database to improve efficiency and effectiveness.					
7. Synthesize the latest requirement of international accounting and auditing standards in preparing financial statements and auditing reports.					
8. Utilize appropriate written and spoken forms to communicate effectively with stakeholders in various cultural environment.					✓
9. Recommend an appropriate course of action by ethically examining the economic, environmental, political, legal and regulatory contexts of global business practice.					✓
10. Utilize the latest empirical findings and academic studies to support the recommendation of business projects.			✓	✓	

## **Bachelor of Management**

<b>Bachelor of Management, Programme Intended Learning Outcomes (PILOs)</b>	<b>CILO 1</b>	<b>CILO 2</b>	<b>CILO 3</b>	<b>CILO 4</b>	<b>CILO 5</b>
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.					

## **Bachelor of Business Administration in Marketing**

<b>Bachelor of Business Administration in Marketing, Programme Intended Learning Outcomes (PILOs)</b>	<b>CILO 1</b>	<b>CILO 2</b>	<b>CILO 3</b>	<b>CILO 4</b>	<b>CILO 5</b>
1. Explain the core concepts, values and Skills - Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment.	✓		✓		
2. Apply appropriate Tools and technologies - Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions.					
3. Proceed Lifelong learning - Students are able to apply self and independent learning to leverage learned knowledge in practical life.					✓
4. Adopt Leadership approaches - Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals.					
5. Demonstrate and practice Legal and Ethical Values - Students are able to identify professional ethics from broad business practices.					
6. Effective Communication Skills - Students are able to communicate and present ideas effectively.					✓
7. Critical Thinking - Students are able to apply self understanding and analysis of critical perspectives to issues in broad conditions for problem solving.		✓			
8. Intercultural Competence - Students are competent to associate in a diversified social and global community.				✓	

## **Bachelor of E-Commerce**

<b>Bachelor of E-Commerce, Programme Intended Learning Outcomes (PILOs)</b>	<b>CILO 1</b>	<b>CILO 2</b>	<b>CILO 3</b>	<b>CILO 4</b>	<b>CILO 5</b>
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;					✓
7. 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;					
8. Cope with and manage contemporary advancement related to electronic commerce development and demonstrate lifelong learning attitudes and abilities;					✓
9. Conduct research and devise innovative electronic commerce models to exploit business opportunities; and			✓		
10. Reflect on professional responsibilities and keep up with the latest electronic commerce issues on legal, environmental, ethical, and societal considerations to benefit society comprehensively.				✓	