



FACULTY OF BUSINESS
BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

LEARNING MODULE OUTLINE

Academic Year	23/24	Semester	1
Module Code	ENGL1101-11E		
Learning Module	English I		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45
Instructor	Baby Wina Umacob Alegre	Email	t1744@mpu.edu.mo
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MODULE DESCRIPTION

This is the first of the two pre-intermediate level English modules. The module aims to increase students' skills and competence in using English in general business situations. It will develop students' use of the four language skills (speaking, listening, reading, and writing) with substantial emphasis being placed on oral and listening skills in class. Interaction is encouraged through many communicative activities. The integration of authentic materials also enhances the usefulness of the module. Language skills include: skimming and scanning techniques; telephoning; participating in discussions; greetings and small talk, etc.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

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

M1.	use listening skills to understand spoken business English and answer factual questions accurately on what they have heard
M2.	speak spontaneously, fluently and grammatically for at least one minute and answer simple questions on business topics for which vocabulary and grammar have been introduced
M3.	use various reading skills such as skimming and scanning to understand business topics covered in the syllabus and accurately answer questions about the texts read
M4.	demonstrate the ability to use appropriate grammar and vocabulary reviewed and practiced in both spoken and written business contexts covered in the syllabus
M5.	write up emails and memos on business topics covered in the syllabus using standard formats



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

Bachelor of Business Administration in Marketing

PILOs	ILOs				
	1	2	3	4	5
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.					

MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Content Coverage	Contact Hours
1. Activities (Unit 1) 1.1 Module introduction and warm-up activities 1.2 Keynotes: Playing the game 1.3 Preview: Business activities 1.4 Reading: <i>Move over game boys</i> 1.5 Vocabulary: Roles and activities; Word building 1.6 Language Check & Practice: Present simple and continuous 1.7 Listening: How to write emails 1.8 Career Skills & Listening: Explaining your job 1.9 Dilemma & Decision: Exporting to Mexico	6.0 hours



1.10 Writing Workshop: Writing business emails (Textbook p.14; Style Guide p.6-8) 1.11 Writing Assignment 1: Business email - (Deadline: Week 4 Mon 18 Sep.)		
2. Data (Unit 2) 2.1 Keynotes: No privacy 2.2 Preview, Listening & Speaking: Collecting and managing data 2.3 Reading: <i>No hiding place</i> 2.4 Vocabulary: Using the internet; Quantity and number 2.5 Listening: Numbers 2.6 Language Check & Practice: Countable and uncountable 2.7 Career Skills & Listening: Checking information 2.8 Dilemma & Decision: Buy it now! 2.9 Reading Test 1- (Week 4: Mon 18 Sep)		6.0 hours
3. Etiquette (Unit 3) 3.1 Keynotes: Bad manners at work 3.2 Preview & Listening: Politeness at work 3.3 Reading & Vocabulary: <i>Office workers 'admit being rude'</i> 3.4 Vocabulary: Synonyms; Prefixes 3.5 Listening & Speaking: Business etiquette in other cultures 3.6 Language Check & Practice: Offers and requests 3.7 Career Skills, Listening & Speaking: Being polite 3.8 Dilemma & Decision: A workplace bully Reading Test 2 - (Week 8 Mon 16 Oct)		6.0 hours
4. Image (Unit 4) 4.1 Keynotes: Creating a buzz 4.2 Preview & Vocabulary: Brands 4.3 Reading: <i>Fashion's favourite</i> 4.4 Vocabulary: The fashion industry; Word building 4.5 Listening: Promoting the image 4.6 Language Check & Practice: Comparatives and superlatives 4.7 Career Skills, Listening & Speaking: Describing products 4.8 Dilemma & Decision: Volkswagen bugs		6.0 hours
Midterm Exam Revision: Units 1-3 (Review 1 & 2)		1.5 hours
Midterm Exam: Units 1-3 (Week 9/10 first session- Mon / 30 Oct)		1.5 hours
5. Success (Unit 5) 5.1 Keynotes: Passion into profit 5.2 Preview, Vocabulary & Listening: What is success? 5.3 Reading & Speaking: <i>Passion into profit</i> 5.4 Vocabulary: Opposites; Business failure; Collocations 5.5 Listening: Setting up a new business 5.6 Language Check & Practice: Past simple 5.7 Career Skills & Listening: Telling a story 5.8 Dilemma & Decision: Organic growth 5.9 Writing Workshop: Writing business memos (Textbook p.48; Style Guide p.16-17) 5.10 Writing Assignment 2: Business memo (Submission deadline: Week 12 Mon 13 Nov)		6.0 hours



7. Location (Unit 7) 7.1 Keynotes: Field of dreams 7.2 Preview & Vocabulary: A good location 7.3 Reading: <i>Arabia's field of dreams</i> 7.4 Vocabulary: Collocations; Multi-part verbs 7.5 Listening: An office abroad 7.6 Language Check & Practice: Future plans and intentions 7.7 Career Skills: Making an appointment 7.8 Dilemma & Decision: A new location 7.9 Reading Test 3 (Week 12- Mon 13 Nov)	6.0 hours
Listening Assessment Speaking Assessment	3.0 hours
Final Exam: Units 1–5 and Unit 7	3.0 hours
TOTAL:	45.0 hours

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. Lectures, , multimedia instruction	✓	✓	✓	✓	✓
T2. Writing and speaking workshops,		✓			✓
T3. Reading and listening comprehension tasks	✓		✓		
T4. Group and pair discussions	✓	✓		✓	
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				
		M1	M2	M3	M4	M5
A1. Class participation	10%	✓	✓	✓	✓	



A2. Writing assignments	10%					✓
A3. Online quizzes	5%	✓	✓	✓	✓	
A4. Reading tests	5%			✓		
A5. Listening assessment	5%	✓				
A6. Speaking assessment	5%		✓		✓	
A7. Midterm Exam	20%	✓	✓	✓	✓	
A8. Final Exam	40%			✓	✓	✓
Total:		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 / Online 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.	Writing assignments	Demonstrate the ability to fulfil the writing requirements covered in the outline	High	Significant	Moderate	Basic	Not even reaching marginal levels
3.	Speaking assessment	Demonstrate the understanding of the subject and the arguments are articulated and organized in terms of verbal presentation	High	Significant	Moderate	Basic	Not even reaching marginal levels
4.	Listening assessment	Apply listening skills to understand spoken business English and answer factual questions accurately on what they have heard	High	Significant	Moderate	Basic	Not even reaching marginal levels



5.	Mid-term test and Final examination	Demonstrate the ability to identify and apply appropriate concepts, methods and techniques	High	Significant	Moderate	Basic	Not even reaching marginal levels
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TEXTBOOK

Johnson, C. (2015). *Intelligent Business Coursebook: Pre-Intermediate Business English (with Audio CD)*. Pearson.

REFERENCES

-Module website (with Turnitin): ENGL1101 2020/21. <https://canvas.ipm.edu.mo/>

-The Economist: <https://www.economist.com/>

-Macmillan Dictionary (with pronunciation): <https://www.macmillandictionary.com/>

-Cambridge English Dictionary: <https://dictionary.cambridge.org/dictionary/english/>

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/.