



**FACULTY OF BUSINESS**  
**BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING**

**LEARNING MODULE OUTLINE**

Academic Year	2023/2024	Semester	1
Module Code	ENGL2101-21H		
Learning Module	English III		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45
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**MODULE DESCRIPTION**

This is the first of the two intermediate English learning modules. The learning module aims to provide students with the grounding in English necessary in business environments, both social and workplace settings. It will further develop students' use of the four language skills (speaking, listening, reading, and writing) with substantial emphasis being placed on reading and writing skills for business correspondence. The integration of authentic materials also enhances the usefulness of the learning module. Language skills include: describing trends, writing emails and summaries, etc..

**MODULE INTENDED LEARNING OUTCOMES (ILOS)**

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

M1.	understand spoken English on business topics covered in the syllabus (in a variety of relatively standard accents) sufficiently and answer factual questions accurately on what they have heard;
M2.	speak spontaneously, fluently and grammatically for about two minutes and answer simple questions on business topics covered in the syllabus;
M3.	read texts with various skills such as skimming and scanning on business topics covered in the syllabus, and accurately answer questions on what they have read;
M4.	use grammar and vocabulary which are reviewed and practised in both spoken and written business contexts covered in the syllabus; and
M5.	write up grammatically business topics covered in the syllabus using e-mail and formal memo formats.



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

PILOs Bachelor of Business Administration in Marketing	M1	M2	M3	M4	M5
P1. Explain the core concepts, values and skills Students are able to apply the marketing principles, concepts, theories in analyzing the changing business environment.					
P2. Apply appropriate tools and technologies Students are able to demonstrate using related tools, technology and skills to generate proposals and solutions.	✓				✓
P3. Proceed lifelong learning Students are able to apply self and independent learning to leverage learned knowledge in practical life.	✓	✓	✓	✓	✓
P4. Adopt leadership approaches Students are able to develop collaborative groups, synergy teams in achieving objectives and shared goals.	✓				
P5. Demonstrate and practice legal and ethical values Students are able to identify professional ethics from broad business practices.					
P6. Effective communication skills Students are able to communicate and present ideas effectively.	✓	✓	✓	✓	✓
P7. Critical thinking Students are able to apply self understanding and analysis of critical perspectives to issues in broad conditions for problem solving.	✓	✓	✓	✓	✓
P8. Intercultural competence Students are competent to associate in a diversified social and global community.					

#### MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1-3	<b>Module introduction and warm-up activities</b> <b>1. Companies (Unit 1)</b> 1.1 Module introduction and warm-up activities 1.2 Keynotes: Survival of the fittest 1.3 Preview: Types of company 1.4 Reading & Vocabulary: Company structure: <i>A matter of choice</i> 1.5 Language check: Present simple and continuous 1.6 Vocabulary: Companies and careers 1.7 Career Skills & Listening: Talking about your job 1.8 Dilemma & Decision: The virtue of necessity <b>1.9 Writing Workshop 1: E-mail</b> <b>1.10 Writing Assignment 1: E-mail (Textbook p.14; Style Guide p.18-19)</b> <b>(Deadline: Tue 26 Sep)</b>	7.5
3-4	<b>2. Leadership (Unit 2)</b> 2.1 Keynotes: Terrorising the talent 2.2 Preview: Management style	4.5



	<p>2.3 Reading, Vocabulary &amp; Speaking: Fear and management: <i>When to terrorize talent</i></p> <p>2.4 Vocabulary: Synonyms; Collocations</p> <p>2.5 Listening &amp; Speaking: HR manager talk</p> <p>2.6 Language focus: Articles</p> <p>2.7 Career skills &amp; Listening: Getting things done</p> <p>2.8 Dilemma &amp; Decision: Mission: Impossible? (<i>optional</i>)</p> <p><b>2.9 In-class Reading Test 1: Unit 2</b> (Tue 26 Sep)</p>	
5-6	<p><b>3. Strategy (Unit 3)</b></p> <p>3.1 Keynotes: The big picture</p> <p>3.2 Preview &amp; Listening: Choosing a strategy</p> <p>3.3 Reading &amp; Vocabulary: The Nike strategy: <i>Nike's Goddess</i></p> <p>3.4 Vocabulary: Suffixes</p> <p>3.5 Language check &amp; Listening: Future forms</p> <p>3.6 Career skills: Short presentation</p> <p>3.7 Dilemma &amp; Decision: Harley's Angels (<i>optional</i>)</p> <p><b>3.8 In-class Reading Test 2: Unit 3</b> (Tue 10 Oct)</p>	4.5
6	<b>Review 1: Units 1-3</b>	1.5
7	<p><b>Midterm Exam: Units 1-3</b> (Tue 17 Oct, first session)</p>	1.5
7-9	<p><b>4. Pay (Unit 4)</b></p> <p>4.1 Keynotes: Because I'm worth it</p> <p>4.2 Preview &amp; Speaking: The new millionaires</p> <p>4.3 Reading &amp; Vocabulary: Executive pay: <i>The rewards of failure</i></p> <p>4.4 Vocabulary: Multi-part verbs</p> <p>4.5 Listening: Financial analyst talk</p> <p>4.6 Language check: Present perfect and past simple</p> <p>4.7 Career skills &amp; Listening: Evaluating performance</p> <p>4.8 Dilemma &amp; Decision: Success at what price?</p> <p><b>4.9 Writing Workshop 2: Formal Memo</b></p> <p><b>4.10 Writing Assignment 2: Formal Memo</b> (Textbook p.40; Style Guide p.22-23) (Deadline: Tue 14 Nov)</p>	7.5
10-11	<p><b>5. Development (Unit 5)</b></p> <p>5.1 Keynotes: Prosperity or preservation?</p> <p>5.2 Preview &amp; Listening: Economic development</p> <p>5.3 Reading &amp; Speaking: Development and the environment: <i>Gas for Peru v green imperialism</i></p> <p>5.4 Vocabulary: Word Form; Development and environment</p> <p>5.5 Language check: Modal verbs of likelihood</p> <p>5.6 Career skills &amp; Listening: Showing cause and effect</p> <p>5.7 Dilemma &amp; Decision: Striking a balance (<i>optional</i>)</p> <p><b>5.8 In-class Reading Test 3: Unit 5</b> (Tue 14 Nov)</p>	4.5
11-12	<p><b>6. Marketing (Unit 6)</b></p> <p>6.1 Keynotes: Seducing the masses</p> <p>6.2 Preview: Brands</p>	4.5



	6.3 Reading, Speaking & Vocabulary: Marketing brands: <i>Money can buy you love</i> 6.4 Language check: Comparatives and superlatives 6.5 Listening & Speaking: The importance of brands 6.6 Career skills, Listening & Speaking: Considering alternatives 6.7 Dilemma & Decision: A scent of risk ( <i>optional</i> )	
13	<b>Speaking Workshop: Giving short talks</b> <b>Review 2:</b> Units 4-6	3.0
14	<b>Listening Assessment:</b> Comprehension test on unheard business talks <b>Speaking Assessment:</b> Individual/ pair short talk on a selected topic (Tue 28 Nov Last Lesson)	3.0
	<b>Final Exam:</b> Units 1-6	3.0
<b>TOTAL</b>		<b>45.0</b>

### 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
<b>T1. Lectures</b> Students actively participate in interactive lectures that introduce, model and illustrate contents of various English use covered in the syllabus.	✓	✓	✓	✓	✓
<b>T2. In-class and online English tasks</b> Students practise a variety of collaborative and group activities in class, and apply the skills they have learned in individual homework assignments and online tasks to consolidate their knowledge.	✓	✓	✓	✓	✓
<b>T3. Feedback on writing and speaking</b> Students receive feedback from teacher and their peers on writing and speaking assignments through in-class review activities for future improvement.		✓		✓	✓
<b>T4. Reviews</b> Students reflect on their learning progress and set goals for their English learning success through review and self-assessment tasks in the middle and at the end of the semester.	✓	✓	✓	✓	✓

### 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. <b>Writing Assignments</b> Business email and memo writing	10	M4, M5
A2. <b>Class Participation</b> Active participation in lectures, discussions, writing and speaking workshops, and various language tasks	10	M1, M2, M3, M4, M5
A3. <b>Online Quizzes</b> 6 x auto-assessed online quizzes	5	M3, M4, M5
A4. <b>In-class Reading Tests</b> 3 x in-class reading comprehension tests	5	M3, M4
A5. <b>Listening Assessment</b> Listening comprehension test on unheard business talks/ interviews/ news stories	5	M1
A6. <b>Speaking Assessment</b> Individual/ pair short talk on business topics covered in the syllabus	5	M2
A7. <b>Midterm Exam</b> 1.5-hour exam on reading, vocabulary, grammar, and listening (topics covered in Units 1-3)	20	M1, M3, M4
A8. <b>Final Exam</b> 3-hour exam on reading, vocabulary, grammar, and writing (topics covered in Units 1-6)	40	M3, M4, M5
<b>TOTAL:</b>	<b>100</b>	

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

Grade (%) Assessment Activities	A (93-100), A- (88-92) Excellent	B+ (83-87) Very Good	B (78-82), B- (73-77) Good	C+ (68-72), C (63-67), C- (58-62) Satisfactory	D+ (53-57), D (50-52) Pass	F (0-49) Fail
<b>A1. Writing Assignments</b>	Strong evidence of a command of the text type; original thinking; correct tone and register; error free sentences	Evidence of a command of the text type; original thinking; occasional spelling or grammar errors	Evidence of some original thinking; some relevant contents; may have errors in text type, organisation, spelling or grammar	Task achieved overall; may have some errors in text type, structure, spelling or grammar; contents might not be original	Task achieved at the basic level; errors in text type, grammar, spelling, paragraphing; plagiarised or irrelevant contents	Task not understood or achieved; totally irrelevant or plagiarised contents
<b>A2. Class Participation</b>	Attend all classes on time. Active participation takes place in all in-class activities	Attend almost all classes and be punctual. Participation takes place in almost all in-class activities	Attend classes, but not always punctual. Participation takes place in most in-class activities	Attend about 80% of classes, not punctual. Participation takes place in some in-class activities	Attend 70% of classes but not punctual. Participate in some in-class activities	Attend less than 70% of classes. Not punctual. Not take part in in-class activities
<b>A3. Online Quizzes</b>	Task fully achieved;	Task mostly achieved; good knowledge base	Task achieved overall; fairly good	Task understood; basic	Task achieved at the basic level; lack	Task missed or incomplete



	excellent knowledge base		knowledge of the subject	knowledge of the subject	knowledge of the subject	
<b>A4. In-class Reading Tests</b>	Strong comprehension of the text; task fully achieved	Good comprehension of the text; task mostly achieved	Comprehension of the text; task achieved overall	Text read but not fully comprehended; task understood	Text not fully comprehended; task achieved at the basic level	Task missed, incomplete or misunderstood
<b>A5. Listening Assessment</b>	Strong evidence of ability to extract main points of speakers	Good evidence of ability to extract main points of speakers	Some evidence of ability to extract main points of speakers	Task understood; may not use listening skills to extract main points	Task achieved at the basic level; may lack listening skills	Task missed, incomplete or misunderstood. Little evidence of listening comprehension
<b>A6. Speaking Assessment</b>	Fluent, cohesive, easy to follow talk; relevant to the topic; well-organised original ideas; fluent and accurate; excellent collaboration	Mostly error-free speech; minor problems with relevance, organisation, fluency or accuracy; good collaboration	Occasional errors with relevance, organisation, fluency or accuracy; minor problems with speech delivery skills/ peer collaboration	Some errors with relevance, organisation or accuracy; clear hesitation or pauses; collaboration problems	Off topic; errors with relevance, organisation, fluency or accuracy that cause strain on listeners; clear hesitation/ pauses; lack collaboration	Task missed/ off topic; unorganised speech with long pauses or hesitation
<b>A7. Midterm Exam</b>	Strong evidence of reading/ listening comprehension; excellent knowledge of vocabulary/ grammar	Good evidence of reading/ listening comprehension; good knowledge of vocabulary/ grammar	Evidence of reading/ listening comprehension; some knowledge of vocabulary/ grammar;	Inadequate reading/ listening comprehension skills; some vocabulary/ grammar knowledge;	Lack skills in reading/ listening comprehension; poor knowledge of vocabulary/ grammar	Task missed/ little evidence of familiarity with the subject matter
<b>A8. Final Exam</b>	Strong evidence of reading comprehension, vocabulary and grammar use; high ability to write business English in standard format	Good evidence of reading comprehension, vocabulary and grammar use; ability to write business English in standard format	Some evidence of reading comprehension, vocabulary and grammar use; ability to write business English in standard format	Inadequate knowledge of reading comprehension, vocabulary, grammar use or business English writing	Basic knowledge of reading comprehension, vocabulary, grammar use or business English writing	Task missed/ little evidence of familiarity with the subject matter

## REQUIRED READINGS

Trappe, T. & Tullis, G. (2018). *Intelligent Business Coursebook with CD-ROM: Intermediate Business English*, Pearson.

## REFERENCES

- Module website (integrated with **Turnitin**): <http://canvas.mpu.edu.mo/>
- The Economist. <http://www.economist.com/>
- Cambridge Dictionary (with Chinese explanations). <http://www.dictionary.cambridge.org/>
- Longman English Dictionary. <http://www.ldoceonline.com/>
- 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



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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/).