



FACULTY OF BUSINESS
BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING
LEARNING MODULE OUTLINE

Academic Year	2023/2024	Semester	2
Module Code	ENGL1102-12D		
Learning Module	English II		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45 hrs
Instructor	Baby Wina Umacob Alegre	Email	t1744@mpu.edu.mo
Office	B110, Chi Un Building, Main Campus	Office Phone	8599-3307

MODULE DESCRIPTION

This is the second of the two pre-intermediate level English courses. The course aims to enhance 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 building up students' confidence in using English. It also prepares students for Intermediate level courses. Interaction is encouraged through many communicative activities. The integration of authentic materials also enhances the usefulness of the course. Language skills include: dealing with conflict; presenting a product; socializing and entertaining, 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 on business topics covered in the syllabus and answer simple questions;
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 vocabulary and grammar in both spoken and written business contexts on topics covered in the syllabus; and
M5.	write short letters and describe graphs 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.					



Unit 9 Selling <ol style="list-style-type: none">1. Keynotes – Hard to reach2. Preview & Listening – Promoting the product3. Reading & speaking– <i>Marketing to students</i>4. Vocabulary – Word building5. Listening – A product launch6. Language check – Modals of obligation7. Career skills, Listening & speaking – Making suggestions8. Dilemma & Decision – Guerrilla marketing9. In-class Reading Test 1 (Week 4: Feb. 2)	
Unit10 Price <ol style="list-style-type: none">1. Keynotes – Pushing down prices2. Preview & Speaking – Price trends3. Reading & Vocabulary – <i>Make it cheaper and cheaper (The Economist)</i>4. Vocabulary – Synonyms; Verbs that take an object5. Speaking & Listening – Pricing strategy6. Language check – Present perfect7. Career skills & Listening – Describing a graph8. Dilemma & Decision – Stock market challenge9. Writing Workshop 1: Graph Description Submission date of Writing Assignment 1: (Week 7: Mar 1)10. In-class Reading Test 2 (Week 7: -Mar 1)	6 hours
Revision for midterm exam (Units 8-10, Review 3)	1.5 hours
Midterm Exam (Units 8-10) (First Session, Week 9 Mar 15)	1.5 hours
Unit 11 Insurance <ol style="list-style-type: none">1. Keynotes – Honesty is the best policy2. Preview & Reading – Poll Insurance3. Vocabulary – Problems; Insurance; Insurance fraud4. Listening – Insurance company5. Reading & Vocabulary – <i>Fighting fraud</i>6. Speaking: Honesty quiz7. Language check – Passives8. Career skills & Listening – Expressing arguments9. Dilemma & Decision – A fair decision?10. Writing Workshop 2: Writing business letters (Textbook p. 100; Style Guide p.10-12)	6 hours
Unit 12 Service <ol style="list-style-type: none">1. Keynotes – A complaint is a gift2. Preview – Complaining3. Reading – <i>Getting better service (The Economist)</i>4. Vocabulary – Feedback on service; Dealing with complaints; Synonyms; Collocations5. Listening – Customer service6. Language check--Conditional 17. Career skills, Listening & Speaking – Dealing with problems	6 hours



8. Dilemma & Decision – Service not included	
Unit 13 Productivity 1. Keynotes – Fighting back 2. Preview & Listening – Increasing productivity 3. Reading – <i>Revolution in the car industry (The Economist)</i> 4. Vocabulary – Design to delivery; Just-in-time production; Word building; Efficient stock control 5. Listening – Improving productivity 6. Language check – Adjectives and adverbs 7. Career skills & Listening – Managing time 8. Dilemma & Decision – Bonus or bust? 9. Submission deadline of Writing Assignment 2: (Week 10: -Mar 22) 10. In-class Reading Test 3 (Week 13: April 12)	6 hours
Listening Assessment (Last lesson)	1.5 hours
Speaking Assessment (Last lesson)	1.5 hours
Final Exam: Units 8-13	3.0 hours
TOTAL:	45 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



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%					



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

REQUIRED READINGS

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/.