



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

Academic Year	2023/2024	Semester	2
Module Code	ENGL3102-322		
Learning Module	English VI		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45
Instructor	Raymond, Pang Wai Man	Email	t0600@mpu.edu.mo
Office	---	Office Phone	---

**MODULE DESCRIPTION**

This is the second of the two upper-intermediate English courses. The course aims to improve students' use of the four language skills (speaking, listening, reading, and writing), as well as to prepare the students for advanced level courses. It focuses on improving students' ability to communicate in English in a wide range of business situations. The integration of authentic materials also enhances the usefulness of the course. Communication skills include: resolving conflict; asking and answering difficult questions; putting people at ease; summarizing in presentations, writing reports, etc.

**MODULE INTENDED LEARNING OUTCOMES (ILOS)**

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

M1.	utilise active listening strategies to extract the main points and emphases of speakers;
M2.	prepare and deliver formal business presentations using suitable language signals and style;
M3.	formulate reading strategies to convey the meaning of authentic business news and texts;
M4.	demonstrate the ability to use appropriate vocabulary and grammar reviewed and practised in both spoken and written business contexts covered in the syllabus; and
M5.	compose clear and concise business reply letters and short reports 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	CILOs				
	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**

Week	Content Coverage	Contact Hours
1-2	<p><b>Module introduction and warm-up activities</b></p> <p><b>1 Brands (Unit 8)</b></p> <p>1.1 Introduction and warm-up activities</p> <p>1.2 Keynotes – Keeping it exclusive</p> <p>1.3 Preview &amp; Listening: Brand awareness</p> <p>1.4 Reading – The luxury business: <i>Gucci</i></p> <p>1.5 Vocabulary – Synonyms &amp; verb-preposition combinations</p> <p>1.6 Language Check – Adjectives &amp; adverbs</p> <p>1.7 Listening &amp; Speaking – Corporate brands</p> <p>1.8 Career Skills, Listening &amp; Speaking – Dealing with people at work</p> <p>1.9 Dilemma &amp; Decision – The two faces of Burberry (optional)</p> <p>1.10 <b>In-class Reading Test 1: Unit 8 (Tue 23 Jan)</b></p>	4.5



2-4	<p><b>2 Investments (Unit 9)</b></p> <p>2.1 Keynotes – The rewards of risk 2.2 Preview &amp; Speaking – Investor profiles 2.3 Reading – Investor beware: <i>Freud, folly and finance</i> 2.4 Speaking: What kind of risk taker are you? 2.5 Vocabulary: Prefixes 2.6 Language Check &amp; Listening – Emphasis 2.7 Career Skills, Speaking &amp; Listening – Prioritising 2.8 Dilemma &amp; Decision – Your money or your reputation? 2.9 <b>Writing workshop 1: Business reply letter</b> (Style Guide p. 16-18) 2.10 <b>Writing Assignment 1: Business reply letter</b> (Textbook p. 82) <b>(Deadline: Tue 27 Feb)</b></p>	7.5
5-6	<p><b>3 Energy (Unit 10)</b></p> <p>3.1 Keynotes – What if ...? 3.2 Preview &amp; Speaking – The energy quiz 3.3 Reading &amp; Speaking – Resource depletion: <i>Fossil fuel dependency</i> 3.4 Vocabulary: Negative prefixes, collocations 3.5 Listening – Renewable energy 3.6 Language Check: Conditionals 3.7 Career Skills, Listening &amp; Speaking – Problem-solving 3.8 Dilemma &amp; Decision – The power of money <b>3.9 In-class Reading Test 2: Unit 10 (Tue 27 Feb)</b></p>	4.5
6	<b>Review 1:</b> Units 8-10	1.5
7	<b>Midterm Exam:</b> Units 8-10 <b>(Tue 5 Mar, first session)</b>	1.5
7-8	<p><b>4. Going public (Unit 11)</b></p> <p>4.1 Keynotes – Searching for shareholder 4.2 Preview &amp; Speaking – Stock market launches 4.3 Reading, Speaking &amp; Vocabulary – Wall Street wonderboys 4.4 Listening – An analyst’s view 4.5 Vocabulary – Prefixes 4.6 Language Check – Future forms 4.7 Career Skills &amp; Listening – Making a presentation 4.8 Dilemma &amp; Decision – Which way to Wall Street (optional)</p>	4.5
9-11	<p><b>5. Competition (Unit 12)</b></p> <p>5.1 Keynotes – Winner takes all 5.2 Preview &amp; Speaking – Protecting a market 5.3 Reading &amp; Speaking – Competitive advantage: <i>Crunch time for Apple</i> 5.4 Vocabulary &amp; Listening – Expressions with ‘have’, compound nouns 5.5 Language Check – Time clauses 5.6 Career Skills, Listening &amp; Speaking – Handling conflict 5.7 Dilemma &amp; Decision: The cola comeback <b>5.8 Writing Workshop 2: Short Report</b> <b>5.9 Writing Assignment 2: Short Report</b> (Textbook p.108; Style Guide p.28-29) <b>(Deadline: Tue 26 Mar)</b></p>	7.5
11-12	<p><b>6. Banking (Unit 13)</b></p> <p>6.1 Keynotes – Money matters 6.2 Preview, Listening &amp; Speaking – Banking institutions</p>	4.5



	6.3 Reading & Speaking – Investing development: <i>A path to helping the poor</i> 6.4 Vocabulary – Expressions with ‘make’ 6.5 Listening – Strategic alliance 6.6 Language Check: Reference words 6.7 Career Skills, Listening & Speaking – Persuading 6.8 Dilemma & Decision – Reliable research <b>6.9 In-class Reading Test 3 – Unit 13</b>	
13	<b>Speaking Workshop: Giving group presentations</b> <b>Review 2: Units 11-13</b>	3.0
14	<b>Listening Assessment:</b> Comprehension test on unheard business talks <b>Speaking Assessment:</b> Group presentation using visual aids <b>(Tue 16 Apr)</b>	3.0
	<b>Final Exam: Units 8-13</b>	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 reply letter and short report 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> Group presentation 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 8-10)	20	M1, M3, M4
A8. <b>Final Exam</b> 3-hour exam on reading, vocabulary, grammar, and writing (topics covered in Units 8-13)	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; excellent knowledge base	Task mostly achieved; good knowledge base	Task achieved overall; fairly good knowledge of the subject	Task understood; basic knowledge of the subject	Task achieved at the basic level; lack knowledge of the subject	Task missed or incomplete
<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. (2015). *Intelligent Business Coursebook: Upper Intermediate Business English (with Audio CD)*. 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 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/).