



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

Academic Year	24/25	Semester	1
Module Code	ENGL1101-11C		
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 Level 1 English courses. The course aims to increase students' skills and competence in using English in a fast-paced global world. 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 course. Topics include: campus life, online shopping, technology, health, and also men and women in business etc.

**MODULE INTENDED LEARNING OUTCOMES (ILOS)**

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

M1.	use various <b>reading</b> skills such as skimming and scanning to understand daily life topics covered in the syllabus and accurately answer questions about the texts read
M2.	master the basic <b>writing</b> process of organizing, drafting , editing and final writing on various daily life written products.
M3.	apply the learnt <b>listening</b> strategies in understanding a variety of listening genres as well as daily spoken English
M4.	<b>speak</b> spontaneously and fluently at least one minute and answer simple questions on high-interest topics for which vocabulary and grammar have been introduced



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	
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.					



<p><b>1.3 Writing an email</b></p> <ul style="list-style-type: none"><li>➤ organizing, drafting and editing</li></ul> <p><b>1.4 Listening 1 Where We Live?</b></p> <ul style="list-style-type: none"><li>➤ brainstorming for specific information</li></ul> <p><b>Listening 2 College Life</b></p> <ul style="list-style-type: none"><li>➤ for and using context clues</li></ul> <p><b>Listening 3 Directions to Places</b></p> <ul style="list-style-type: none"><li>➤ for and visualizing directions</li></ul> <p><b>1.5 Speaking 1 Getting There</b></p> <ul style="list-style-type: none"><li>➤ asking for and giving directions and information</li></ul> <p><b>Speaking 2 Talking about Places in a City</b></p> <ul style="list-style-type: none"><li>➤ describing places</li></ul> <p><b>Speaking 3 Talking about Places on Campus</b></p> <ul style="list-style-type: none"><li>➤ understanding a Campus Map</li></ul> <p><b>1.6 Continuous assessment and self-evaluation of Chapter one</b></p>	
<p><b>2. Shop Till You Drop</b></p> <p><b>2.1 Reading 1 Online Shopping</b></p> <ul style="list-style-type: none"><li>➤ thinking and predictions</li></ul> <p><b>Reading 2 Renting, Selling, Sharing, and Swapping on the Internet</b></p> <ul style="list-style-type: none"><li>➤ getting meaning from context and critical thinking</li></ul> <p><b>Reading 3 Shopping on Craigslist</b></p> <ul style="list-style-type: none"><li>➤ identifying main ideas and details</li></ul> <p><b>Language Focus</b></p> <ul style="list-style-type: none"><li>➤ Verb Tenses</li></ul> <p><b>2.2 Writing a summary</b></p> <ul style="list-style-type: none"><li>➤ summarizing an article</li></ul> <p><b>2.3 Listening 1 How do we shop?</b></p> <ul style="list-style-type: none"><li>➤ understanding stress and reductions</li></ul> <p><b>Listening 2 Returns and Refunds</b></p> <ul style="list-style-type: none"><li>➤ giving reasons</li></ul> <p><b>Listening 3 At the Mall</b></p> <ul style="list-style-type: none"><li>➤ using visual clues</li></ul> <p><b>Listening 4 Online Shopping</b></p> <ul style="list-style-type: none"><li>➤ using context clues</li></ul> <p><b>2.4 Speaking 1 Online or in a Store?</b></p> <ul style="list-style-type: none"><li>➤ comparing and contrasting</li></ul> <p><b>Speaking 2 Research and Present</b></p> <ul style="list-style-type: none"><li>➤ researching and presentation skills</li></ul> <p><b>2.5 Continuous assessment and self-evaluation of Chapter two</b></p>	<p>7.5 hours</p>



<p><b>3. Nearest and Dearest</b></p> <p><b>3.1 Reading 1 Staying Connected</b></p> <ul style="list-style-type: none"><li>➤ thinking and predictions</li></ul> <p><b>Reading 2 Technology to the Rescue</b></p> <ul style="list-style-type: none"><li>➤ identifying main ideas and details</li></ul> <p><b>Reading 3 The Pros and Cons of e-books</b></p> <ul style="list-style-type: none"><li>➤ critical thinking</li></ul> <p><b>Language Focus</b></p> <ul style="list-style-type: none"><li>➤ understanding Pronouns</li></ul> <p><b>3.2 Writing "pros and cons" Essay</b></p> <p><b>3.3 Listening 1 Keep in touch</b></p> <ul style="list-style-type: none"><li>➤ Phrases and stressed words</li></ul> <p><b>Listening 2 Messages</b></p> <ul style="list-style-type: none"><li>➤ Listen to the main ideas and voicemails</li></ul> <p><b>Listening 3 Describing people</b></p> <ul style="list-style-type: none"><li>➤ Adjectives for describing a person's appearance</li></ul> <p><b>3.4 Speaking 1 Starting and Ending Conversations</b></p> <ul style="list-style-type: none"><li>➤ Useful phrases in different situations</li></ul> <p><b>Speaking 2 Greetings and communication in different cultures</b></p> <ul style="list-style-type: none"><li>➤ Intercultural Communication</li></ul> <p><b>Speaking 3 Describing people</b></p> <ul style="list-style-type: none"><li>➤ Topic and vocabulary</li></ul> <p><b>Speaking 4 Research and present</b></p> <ul style="list-style-type: none"><li>➤ Notes and information</li></ul> <p><b>3.5 Continuous assessment and self-evaluation of Chapter three</b></p>	<p>7.5 hours</p>
<p><b>4. Get Well Soon !</b></p> <p><b>4.1 Reading 1 Healthy Body, Healthy Mind</b></p> <ul style="list-style-type: none"><li>➤ finding meaning after which or who</li></ul> <p><b>Reading 2 The Danger of Home Remedies</b></p> <ul style="list-style-type: none"><li>➤ organizing information using a flowchart</li></ul> <p><b>Language Focus</b></p> <ul style="list-style-type: none"><li>➤ understanding Italics</li><li>➤ parts of the body</li><li>➤ describing illnesses</li><li>➤ giving advice</li></ul> <p><b>4.2 Writing and answering questionnaires</b></p> <p><b>4.3 Listening 1 Where does it hurt?</b></p> <ul style="list-style-type: none"><li>➤ Listen for specific information and stressed words</li></ul> <p><b>Listening 2 Doctor's orders</b></p>	<p>7.5 hours</p>



<p>➤ Listen for words related to common illnesses</p> <p><b>Listening 3 Complaints</b></p> <p>➤ Complaints with different body parts</p> <p>➤ Understanding instructions from healthcare</p> <p><b>4.4 Speaking 1 Health Habits</b></p> <p>➤ Giving advice and making suggestions</p> <p>➤ Making excuses</p> <p><b>Speaking 2 Complaints</b></p> <p>➤ Talking about illnesses and accidents</p> <p><b>Speaking 3 Emergencies and First Aid</b></p> <p>➤ Discussing home remedies in different cultures</p> <p><b>Speaking 4 Research and present</b></p> <p>➤ Making comparisons and analyzing problems</p> <p><b>4.5 Continuous assessment and self-evaluation of Chapter four</b></p>	
<p><b>5. Our World</b></p> <p><b>5.1 Reading 1 Men and Women in Business</b></p> <p>➤ Understanding new words in a reading text</p> <p><b>Reading 2 Genders from Different Planets</b></p> <p>➤ Identifying a good conclusion and</p> <p>➤ Reading faster</p> <p><b>Language Focus</b></p> <p>➤ Using gender-neutral possessive adjectives</p> <p><b>5.2 Writing--summarizing facts and ideas</b></p> <p><b>5.3 Listening 1 Making Connections</b></p> <p>➤ Listen for main ideas and details</p> <p>➤ Listen for stressed words and reductions</p> <p><b>Listening 2 What did they mean?</b></p> <p>➤ Listen for context clues</p> <p><b>Listening 3 Invitations</b></p> <p>➤ Listen to small talk and invitations</p> <p><b>5.4 Speaking 1 Making small talk</b></p> <p>➤ Suitable topics for small talk</p> <p>➤ Useful phrases</p> <p><b>Speaking 2 Celebrations and Events</b></p> <p>➤ Discuss different celebrations and events</p> <p><b>Speaking 3 Invitations to Events and Celebrations</b></p> <p>➤ Accepting and rejecting invitations</p> <p><b>Speaking 4 Research and Present</b></p> <p>➤ how people from different cultures celebrate the important holidays</p> <p><b>5.5 Continuous assessment and self-evaluation of Chapter five</b></p>	<p>7.5 hours</p>



Final exam revision	1.5 hours
Listening and speaking exam (Last lesson)	3.0 hours
Final Exam	3.0 hours
<b>TOTAL:</b>	<b>45.0 hours</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
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T1. Lectures and multimedia instruction



**Total: 100%**

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

	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 topics covered in module chapters and show active learning attitude in class	High	Significant	Moderate	Basic	Not even reaching marginal levels
2.	Writing assignments	Demonstrate the ability to fulfill the writing requirements covered in the module	High	Significant	Moderate	Basic	Not even reaching marginal levels
3.	Continuous speaking assessment	Demonstrate the understanding of the topics and the arguments are articulated and organized in terms of verbal presentation	High	Significant	Moderate	Basic	Not even reaching marginal levels
4.	Continuous listening assessment	Apply listening skills to understand spoken English and answer factual questions accurately on what they have heard	High	Significant	Moderate	Basic	Not even reaching marginal levels
5.	Continuous reading assessment	Demonstrate the reading skills and strategies that prepare students for academic achievement	High	Significant	Moderate	Basic	Not even reaching marginal levels
6.	Final examination	Demonstrate the ability to apply the four English skills, and English learning strategies and usages that were learnt in the module	High	Significant	Moderate	Basic	Not even reaching marginal levels



## REQUIRED READINGS

### TEXTBOOK

- Hartmann, P & Mentel, J. (2020). *New Interactions 1: Reading and Writing*. McGraw Hill.
- Thrush, E. A., Baldwin, R. & Blass L. (2020). *New Interactions 1: Listening and Speaking*. McGraw Hill.

### REFERENCES

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