



FACULTY OF BUSINESS

BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING LEARNING MODULE OUTLINE

Academic Year	2024 / 2025	Semester	1
Module Code	ENGL3101-315		
Learning Module	English V		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45 hours
Instructor	Dr Jane Lung	Email	wylung@mpu.edu.mo
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MODULE DESCRIPTION

This is the first of the two upper-intermediate English learning modules. The learning module aims to improve students' use of the four language skills (speaking, listening, reading, and writing), as well as to develop their knowledge of grammar and vocabulary, at the internationally accepted standard of upper intermediate. It focuses on the accurate communication of information in a business environment. The integration of authentic materials also enhances the usefulness of the learning module. Communication skills include: dealing with communication breakdown; negotiating; handling difficult situations; reaching agreements and presentations, etc.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

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

M1.	formulate active listening tactics to understand spoken English in business talks/meetings, and to understand business news/interviews by answering upper-intermediate level questions
M2.	prepare and have informal business talks/meetings in class and deliver visual-aided formal business presentations with appropriate responses in Q & A sessions
M3.	use appropriate reading strategies to convey meaning of authentic business articles
M4.	show the ability to use accurate tenses, articles, modal forms, question forms, relative clauses, gerunds and infinitives in business contexts
M5.	demonstrate the ability to use appropriate vocabulary in definitions, metaphors, synonyms, collocations, multi-part verbs, and compound nouns
M6.	compose memos and press releases using standard formats



MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1-3	<p>1 Alliances (Unit 1)</p> <p>1.1 Module introduction and warm-up activities</p> <p>1.2 Keynotes: Company bosses on the prowl</p> <p>1.3 Preview & Listening: Mega mergers</p> <p>1.4 Reading & Vocabulary: Mergers & acquisitions – <i>Spring in their steps</i></p> <p>1.5 Vocabulary: Metaphors</p> <p>1.6 Language Check: Review of tenses</p> <p>1.7 Listening: Speech of a CEO</p> <p>1.8 Career Skills, Listening & Speaking: Building relationships (optional)</p> <p>1.9 Dilemma & Decision: Breaking the ice</p> <p>1.10 Writing Workshop 1: Business memo</p> <p>1.11 Writing Assignment 1: Business memo (Textbook p.14; Style Guide p.24-25) (Submission Deadline: Sep 24 Tue)</p>	7.5 hours
3-5	<p>2 Projects (Unit 2)</p> <p>2.1 Keynotes: Mission to accomplish</p> <p>2.2 Preview & Listening: Project planning</p> <p>2.3 Reading & Vocabulary: Managing a project – <i>Up, up and away</i></p> <p>2.4 Vocabulary: Synonyms & expressions with ‘take’</p> <p>2.5 Language Check: Articles</p> <p>2.6 Career Skills & Speaking: Setting goals (optional)</p> <p>2.7 Dilemma & Decision: Test crisis (optional)</p> <p>2.8 In-class Reading Test 1 (Sep 24 Tue)</p>	6 hours
5-7	<p>3 Teamworking (Unit 3)</p> <p>3.1 Keynotes: The stuff teams are made of</p> <p>3.2 Preview & Speaking: Team meetings</p> <p>3.3 Reading: Meeting techniques – <i>Think before you meet</i></p> <p>3.4 Vocabulary: Collocations & multi-part verbs</p> <p>2.9 Reading: <i>Team roles are specific and interdependent</i> (optional)</p> <p>3.5 Language Check: Modal forms</p> <p>2.10 Career Skills, Listening & speaking: Team building (optional)</p> <p>2.11 Dilemma & Decision: Leading the team (optional)</p> <p>3.6 In-class Reading Test 2 (Oct 15 Tue)</p>	6 hours
	<p>Midterm Exam Revision: Units 1-3 (Review 1)</p>	1.5 hours
8	<p>Midterm Exam (Units 1-3)</p> <p>(Session 1: Oct 22 Tue)</p>	1.5 hours
8-10	<p>4 Technology (Unit 5)</p> <p>5.1 Keynotes: The pace of change</p>	6 hours



	<p>2.12 Listening & Speaking: Describing features and functions (optional)</p> <p>5.2 Reading & Vocabulary: Continuous improvement – <i>The march of the mobiles</i></p> <p>5.3 Vocabulary: Compound nouns</p> <p>5.4 Language Check: Relative clauses</p> <p>5.5 Career Skills, Listening & Speaking: Briefing (optional)</p> <p>5.6 Dilemma & Decision: Turning ideas into reality</p> <p>5.7 Writing Workshop 2: Press release</p> <p>5.8 Writing Assignment 2: Press release (Textbook p. 48; Style Guide p.30-31) (Submission Deadline: Nov 12 Tue)</p>	
10-11	<p>5 Information (Unit 4)</p> <p>4.1 Keynotes: The real-time economy</p> <p>4.2 Preview, Speaking & Listening: Information flows</p> <p>4.3 Reading & Vocabulary: Automating management – <i>How about now?</i></p> <p>4.4 Vocabulary: Synonyms</p> <p>4.5 Language Check: Question forms</p> <p>4.6 Listening: Interview with an intelligence and security consultant</p> <p>4.7 Career Skills & Listening: Questioning techniques (optional)</p> <p>4.8 Dilemma & Decision: Spying on staff (optional)</p> <p>4.9 In-class Reading Test 3 (Nov 12 Tue)</p>	4.5 hours
12-13	<p>6 Advertising (Unit 6)</p> <p>6.1 Keynotes: The power of persuasion</p> <p>6.2 Preview & Speaking: Advertising media (optional)</p> <p>6.3 Reading & Vocabulary: Targeting the audience – <i>The harder hard sell</i></p> <p>6.4 Vocabulary: Collocations</p> <p>6.5 Language Check: Gerunds and infinitives</p> <p>6.6 Speaking & Listening: Talking about adverts</p> <p>6.7 Career Skills & Listening: Storytelling (optional)</p> <p>6.8 Dilemma & Decision: Danger Zone (optional)</p> <p>6.9 Speaking Workshop: Giving short talks</p>	4.5 hours
	Final Exam Revision: Units 4-6 (Review 2)	1.5 hours
14	<p>Listening Assessment (Session 1: Nov 26 Tue)</p> <p>Speaking Assessment (Session 1 & 2: Nov 26 Tue)</p>	3 hours
15	Final Exam (Units 1-6)	3 hours



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	M6
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.						

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	M6
T1. Lectures	✓	✓	✓	✓	✓	✓
T2. Writing and speaking workshops		✓				✓
T3. Group and pair discussions	✓	✓				
T4. In-class reading and listening	✓		✓			
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
A1. Class participation	10 %	M1, M2, M3, M4, M5
A2. Writing assignments	10 %	M6
A3. Online quizzes	5 %	M4, M5
A4. Reading tests	5 %	M3
A5. Listening Assessment	5 %	M1
A6. Speaking Assessment	5 %	M2
A7. Midterm Exam	20 %	M1, M3, M4, M5
A8. Final Exam	40 %	M3, M4, M5, M6

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

The MPU Assessment Criteria and Grading is adopted for this module. Students are assessed against the following Assessment Activities (A1-A8) and criteria of what students need to do and how well they do it to merit a particular grade.

Assessment Activities	Criteria	A (93-100) A- (88-92)	B+ (83-87)	B (78-82) B- (73-77)	C+ (68-72) C (63-67) C- (58-62)	D+ (53-57) D (50-52)	F (0-49)
A1. Class participation	Punctuality, discipline, active participation in oral tasks/short presentations/ various in-class tasks	Excellent	Very good	Good	Satisfactory	Pass	Fail
A2. Writing assignments	Demonstrate ability to write business writings: memo & press release	Excellent	Very good	Good	Satisfactory	Pass	Fail
A3. Online quizzes	Demonstrate ability to answer questions in six online quizzes	Excellent	Very good	Good	Satisfactory	Pass	Fail
A4. Reading tests	Demonstrate ability to answer questions in three in-class reading tests	Excellent	Very good	Good	Satisfactory	Pass	Fail
A5. Listening Assessment	Demonstrate ability to answer questions in listening test on unheard business talk/interview	Excellent	Very good	Good	Satisfactory	Pass	Fail
A6. Speaking Assessment	Demonstrate ability to give individual presentation using visual aids	Excellent	Very good	Good	Satisfactory	Pass	Fail
A7. Midterm exam A8. Final Exam	Demonstrate ability to answer questions on topics covered in the outline	Excellent	Very good	Good	Satisfactory	Pass	Fail



REQUIRED READINGS

Textbook Trappe, T. & Tullis, T. (2015). *Intelligent Business: Upper Intermediate Business English* (with Audio CD). Pearson Education Ltd.

REFERENCES

Websites

- Module website (integrated with Turnitin): *ENGL3101* (<http://canvas.mpu.edu.mo/>)
- Textbook companion website: *Intelligent Business*. <http://www.intelligent-business.org/>
- *The Economist*: <http://www.economist.com/>
- *Cambridge English Dictionary* (with pronunciation) <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/.