



FACULTY OF BUSINESS

BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING LEARNING MODULE OUTLINE

Academic Year	2024 / 2025	Semester	1
Module Code	ENGL4101-412		
Learning Module	English VII		
Pre-requisite(s)	Nil		
Medium of Instruction	English		
Credits	3	Contact Hours	45 hours
Instructor	Dr. Francine Pang	Email	francinepang@mpu.edu.mo
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MODULE DESCRIPTION

This is the first of the two advanced level English learning modules. The learning module aims to develop the communication skills (speaking, listening, reading, writing) students need to succeed in a professional environment, as well as to broaden their knowledge of the business world. It focuses on developing students' fluency and confidence in using the language of business in a variety of contexts. While special emphasis is placed on students' confidence in public speaking and presentation, substantial emphasis is also placed on effective language and organization skills as well as delivery of speech. The integration of authentic materials also enhances the usefulness of the learning module.

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 advanced-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 strategies in reading and responding to long business texts and news articles
M4.	demonstrate the ability to use contrast and similarity, determiners, continuous forms, paired structures, and third conditional in more challenging language contexts
M5.	demonstrate the ability to use vocabulary skills in collocations, coined expressions, metaphors, similes, verbs with prefixes and prepositions, idioms, compound nouns, and synonyms
M6.	write business proposals and summarise published sources effectively to avoid plagiarism



MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1-3	<p>1 HR (Unit 1)</p> <p>1.1 Module introduction and warm-up activities</p> <p>1.2 Keynotes: People power</p> <p>1.3 Preview & Listening: Choosing who to work for</p> <p>1.4 Reading & Vocabulary: Talent management – <i>Winning the war for talent</i></p> <p>1.5 Vocabulary Usage: Collocations with ‘set’</p> <p>1.6 Language Check & Practice: Contrast and similarity – single & connected sentences</p> <p>1.7 Listening: High-potential staff</p> <p>1.8 Career Skills, Listening & Speaking: Managing appraisals (optional)</p> <p>1.9 Dilemma & Decision: Getting back on track (optional)</p> <p>1.10 <i>In-class Reading Test 1 (Sep 11 Wed)</i></p>	7.5 hours
3	<p>2 Writing Workshop: How to avoid plagiarism?</p> <p>2.1 What is plagiarism?</p> <p>2.2 Forms of plagiarism</p> <p>2.3 Internet plagiarism</p> <p>2.4 Safe practice: Quoting; Paragraphing; Summarising</p> <p>2.5 Citing published sources in assignments & graduation reports</p> <p>2.6 Writing Assignment 1: Summarising published sources (Submission Deadline: Oct 9 Wed)</p>	1.5 hours
4-5	<p>3 Organisations (Unit 2)</p> <p>3.1 Keynotes: More like orchestras than armies</p> <p>3.2 Preview & Listening: The deskless CEO</p> <p>3.3 Reading & Vocabulary: The business model for the 21st century – <i>Making Music</i></p> <p>3.4 Vocabulary & Usage: Coined expressions; Metaphors and similes</p> <p>3.5 Language Check & Practice: Determiners</p> <p>3.6 Career Skills, Listening & Speaking: Team building (optional)</p> <p>3.7 Dilemma & Decision: Bullies on the team (optional)</p> <p>3.8 <i>In-class Reading Test 2 (Oct 9 Wed)</i></p>	6 hours
6-7	<p>4 Change (Unit 3)</p> <p>4.1 Keynotes: Meeting the change challenge</p> <p>4.2 Preview & Listening: How do you react to change?</p> <p>4.3 Reading & Vocabulary: Italian change champions – <i>A sweet success</i></p> <p>4.4 Vocabulary & Usage: Prefixes with verbs; Idioms with ‘track’</p> <p>4.5 Listening: A framework for change</p> <p>4.6 Language Check & Practice: Continuous forms</p> <p>4.7 Career Skills & Listening: Managing resistance to change (optional)</p> <p>4.8 Dilemma & Decision: The disorganised organisation (optional)</p>	6 hours



8	Revision for midterm exam (Units 1-3, Review 1)	1.5 hours
9	Midterm Exam (Units 1-3) (Session 1: Oct 23 Wed)	1.5 hours
8-10	<p>5 Start-ups (Unit 6)</p> <p>5.1 Keynotes: Going into business</p> <p>5.2 Preview: New ideas</p> <p>5.3 Reading & Vocabulary: Entrepreneurship – <i>Spreading the word</i></p> <p>5.4 Vocabulary & Usage: Verbs with prepositions; Expressions with ‘and’</p> <p>5.5 Listening: The birth of a business</p> <p>5.6 Language Check & Practice: Third conditional</p> <p>5.7 Career Skills & Listening: Pitching– presenting business ideas</p> <p>5.8 Dilemma & Decision: Finding the funds</p> <p>5.9 Writing Workshop: Proposing business ideas</p> <p>5.10 Writing Assignment 2: Proposing business ideas (Textbook p. 68) (Submission Deadline: Nov 13 Wed)</p>	6 hours
11-12	<p>6 Responsibility (Unit 4)</p> <p>6.1 Keynotes: Better business</p> <p>6.2 Preview & Listening: Business and the community</p> <p>6.3 Reading & Vocabulary: Business principles – <i>Just good business</i></p> <p>6.4 Vocabulary & Usage: Compound nouns; Synonyms</p> <p>6.5 Listening: Making the commitment</p> <p>6.6 Language Check & Practice: Paired structures; Paired comparatives</p> <p>6.7 Career Skills, Listening & Speaking: Taking responsibility (optional)</p> <p>6.8 Dilemma & Decision: Called to account (optional)</p> <p>6.9 In-class Reading Test 3 (Nov 13 Wed)</p>	6 hours
13	<p>7 Speaking Workshop: Business presentations using visuals with Q & A</p> <p>7.1 Effective presentation: Using signpost language & non-verbal language</p> <p>7.2 Visuals: design and effective use</p> <p>7.3 Q & A sessions: Professional practice</p> <p>7.4 Practice of business presentations using presentation structure</p>	1.5 hours
	Revision for final exam (Units 4 & 6, Review 2)	1.5 hours
14	<p>Listening Assessment (Session 1: Nov 27 Wed)</p> <p>Speaking Assessment (Session 1 & 2: Nov 27 Wed)</p>	3 hours
15	Final Exam (Units 1-4, 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, G. (2016). *Intelligent Business: Advanced Business English (with Audio CD)*, Pearson Education Ltd.

REFERENCES

Reference books

- Gallo, C. (2010). *The presentation secrets of Steve Jobs [electronic resource]*. New York: McGraw-Hill.
- Purdue OWL: *Avoiding plagiarism*. <http://owl.english.purdue.edu/owl/resource/589/01/>
- Neville, C. (2010). *The complete guide to referencing and avoiding plagiarism (2nd ed.)*. Maidenhead: Open University Press.

Websites

- Module website (integrated with Turnitin): ENGL4101 (<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/.