



FACULTY OF BUSINESS
BACHELOR OF E-COMMERCE/BUSINESS ADMINISTRATION IN
MARKETING/MANAGEMENT/ACCOUNTING
LEARNING MODULE OUTLINE

Academic Year	2024/2025	Semester	2
Module Code	HIST0110-222/223/225/321		
Learning Module	Macao History and Culture		
Pre-requisite(s)	Nil		
Medium of Instruction	English and Chinese		
Credits	3	Contact Hours	45
Instructor	臧小華	Email	xhzang@mpu.edu.mo
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MODULE DESCRIPTION

This course is an introduction to Macao's history, emphasizing cultural and economic development. During this course students will understand the unique social environment of Macao by knowing the integration of different cultures in local districts. Topics include: Macao's economic heritage.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

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

M1.	Recount the concise chronology of Macau since 16 th century
M2.	Explain Macau's special position in Chinese history and world history
M3.	Relate Macau's historical heritages to specific culture and period
M4.	Raise awareness as to the importance of history in current issues



These ILOs aims to enable students to attain the following Programme Intended Learning Outcomes (PILOs):

Please select the program that you teach and match the PILOs with ILOs

Bachelor of Accounting

PILOs	ILOs			
	1	2	3	4
1. Integrate the contemporary theories, principles of accounting and business disciplines relevant to general business practice.				✓
2. Assess general business scenarios with mathematical and statistical skills.		✓		
3. Apply critical thinking and logical analysis skills and techniques to solve business problems.	✓	✓		
4. Interpret and analyze accounting information for internal control, planning, performance evaluation, and coordination to continuously improve business process.		✓	✓	✓
5. Apply accounting or business software for business analysis.				
6. Develop queries to assess management information from database to improve efficiency and effectiveness.		✓		
7. Synthesize the latest requirement of international accounting and auditing standards in preparing financial statements and auditing reports.				
8. Utilize appropriate written and spoken forms to communicate effectively with stakeholders in various cultural environments.			✓	✓
9. Recommend an appropriate course of action by ethically examining the economic, environmental, political, legal and regulatory contexts of global business practice.	✓	✓		
10. Utilize the latest empirical findings and academic studies to support the recommendation of business projects.	✓	✓		

Bachelor of E-Commerce

PILOs	ILOs			
	1	2	3	4
1. Demonstrate an understanding of the business processes and operations and the skillful realization of information technologies required to practice electronic commerce;				
2. Apply knowledge in business, mathematics, programming, computing, web development, and database to address complex problems in the context of electronic commerce;		✓		
3. Analyze critically the effect of web technology use on organizational performance and develop electronic commerce strategies that fit organizational objectives;	✓	✓		



4. Select and apply tools and technologies to effectively implement electronic commerce systems in business intelligence, enterprise resources planning, supply chain management, and customer relationship management;		✓	✓	✓
5. Develop relationships, motivate others, manage conflicts, lead changes, and work across differences in multi-disciplinary electronic commerce projects;				
6. Communicate and work effectively using written and spoken word, non-verbal language, and electronic tools with fellow professionals and different stakeholders in the electronic commerce industry;		✓		
7. Demonstrate a global electronic commerce perspective as evidenced by an understanding of foreign languages and the role of Macau as an interface between the East and the West;				
8. Cope with and manage contemporary advancement related to electronic commerce development and demonstrate lifelong learning attitudes and abilities;			✓	✓
9. Conduct research and devise innovative electronic commerce models to exploit business opportunities; and	✓	✓		
10. Reflect on professional responsibilities and keep up with the latest electronic commerce issues on legal, environmental, ethical, and societal considerations to benefit society comprehensively.	✓	✓		

Bachelor of Management

PILOs	ILOs			
	1	2	3	4
1. Integrate contemporary Management theories and business disciplines relevant to general business practices.		✓	✓	
2. Apply critical thinking and logical analysis skills and techniques to resolve management issues.		✓	✓	✓
3. Utilize appropriate written and spoken forms to communicate effectively and professionally with stakeholders in various cultural environments.	✓			✓
4. Demonstrate leadership in a team and respecting the rights of others irrespective of their cultural background, race or gender in order to solve unpredictable problems in the field.				✓
5. With the help of mathematical and statistical skills, utilize the latest empirical findings and academic studies to support the recommendation of business projects or reports.	✓			✓
6. Recommend an appropriate course of action by ethically examining economic, environmental, political, legal and regulatory contexts of global business practices.		✓	✓	✓
7. Interpret and utilize Management information or business software for internal control, planning, performance evaluation, and				✓



coordination to improve efficiency and effectiveness in the business process.				
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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.			✓	
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

1. Topography and Ethnography of Macau (3 hours)

- 1.1 *Topography: Understand Macau's geographical features in the context of the Pearl River Delta and South China Sea.*
- 1.2 *Ethnography: Understand Macau's urban development in terms of archaeology, culture and community.*

2. The Founding of Macau (15-16th century)(9 hours)



- 2.1 *The Age of Great Navigations (The eastern and western maritime enterprises)*
- 2.2 *The Portuguese Asia*
- 2.3 *The making of Macau*

3. **The Golden Age of Macau Trade (1570s-1640) (6 hours)**
 - 3.1 *Routes and Product: Maritime Trade of Macau*
 - 3.2 *The Merchants and the City: Senado*
 - 3.3 *The Break Down: Causes and Reactions*

4. **The Challenges and the Survival (1600s-1800) (6 hours)**
 - 4.1 *The Challenges: The Dutch and the English*
 - 4.2 *“Survival of the Empire: Macau under Qing(Ching)*

5. **The Opium War and Macau (the 19th Century) (3 hours)**
 - 5.1 *The world in the 19th Century*
 - 5.2 *The Opium Trade*
 - 5.3 *Hong Kong: The War and The treaties*

6. **A Tale of two Republics (Early decades of the 20th Century) (3 hours)**
 - 6.1 *The Demarcation of Macau*
 - 6.2 *The National Revolution in China*
 - 6.3 *Macau and the Republic of China*

7. **Macau during World War II and the Cold War (3 hours)**
 - 7.1 *Macau during World War II*
 - 7.2 *Macau during the Cold War*

8. **The Negotiation and the Handover (3 hours)**
 - 8.1 *The Negotiation between People’s Republic of China and The Republic of Portugal*
 - 8.2 *Transition to the Handover*



9. **The Cultural Heritage of Macau** (6 hours)

9.1 *Between the East and the West*

9.2 *The Tangible and the Intangible*

Practice 1 (3 hours)

Visit to a cluster of cultural heritages.

TEACHING AND LEARNING ACTIVITIES

In this learning module, students will work towards attaining the ILOs through the following teaching and learning activities:

Please match the teaching activities with the MILOs

Teaching and Learning Activities	M1	M2	M3	M4		
T1. Lectures with visual aids	✓					
T2. Class discussion			✓	✓		
T3. Brainstorming session	✓			✓		
T4. Pop up writing practice			✓	✓		
T5. Fieldwork				✓		
(Add rows where necessary)						

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 Please match with the ILOs
T1 Participation	30	1234
T2 Mid-term oral test	30	12
T3 Final exam	40	1234



Total	100	
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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

Please modify the marking scheme template below for your own class. Add / remove item(s) if necessary

	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 Learning Activities	Demonstrate the understanding of the subjects covered in classes and show active learning attitude	High	Significant	Moderate	Basic	Not even reaching marginal levels
2.	Assignments	Demonstrate the ability to answer questions on topics covered in the outline	High	Significant	Moderate	Basic	Not even reaching marginal levels
3.	(Group) Project	Demonstrate the understanding of the subject and the arguments are articulated and organized in terms of verbal presentation and report writing	High	Significant	Moderate	Basic	Not even reaching marginal levels
4.	Mid-term examination	Demonstrate the ability to identify and apply appropriate concepts, methods and techniques	High	Significant	Moderate	Basic	Not even reaching marginal levels
5.	Others	Others	High	Significant	Moderate	Basic	Not even reaching marginal levels



REQUIRED READINGS

Textbook(s) printed handouts

Lam Fat lam, *A Compendium of Macao's History* (Unpublished)

REFERENCES

Reference book(s)

Fok Kai Cheong, *Estudos sobre a Instalação dos Portugueses em Macau*, Lisboa, Gradiva, 1996 (Chinese, English).

R. D. Cremer, ed., *Macau: City of Commerce and Culture*, Hong Kong: API press, c1999, chap 2, pp.23-38.

Luis Filipe Barreto, ed. *Macau during the Ming Dynasty, Lisbon: Fundação para a Ciencia e a Tecnologia*, 2009.

P.W.M. Cheng, "Chinese Settlements in Taipa and Coloane Islands in the Qing Dynasty," in R. D. Cremer ed., *Macau: City of Commerce and Culture*, Hong Kong: API press, 1999, chap 4, pp.51-60.

Jonathan Porter. *Macau, the Imaginary City: Culture and Society, 1557 to the Present*, Boulder, Co: Westview Press, 1996.

Charles R. Boxer, *The Christian century in Japan: 1549-1650*, Berkeley,: University of California Press, 1967.

George Bryan Souza. *The Survival of Empire: Portuguese Trade and Society in China and the South China Sea, 1630-1754*, Cambridge, Cambridge University Press, 2004.

Zang Xiaohua, *Between Land and the Ocean, Macau in the Early World Trade System*, Beijing: Social Sciences Academic Press, 2013]

Manuel Teixeira, "The Church in Macau," in R. D. Cremer, ed., *Macau: City of Commerce and Culture*, Hong Kong: API press, 1999, chap. 3, pp.39-49.

Geoffrey C. Gunn, *First Globalization: The Eurasian Exchange, 1500 to 1800*, Lanham, Md.: Rowman & Littlefield, 2003, chap. 4 "Catholic Cosmologies."

Geoffrey C. Gunn., *Encountering Macau: A Portuguese City-State on the Periphery of China, 1557-1999*, Boulder, Co: Westview Press, 1996 (Chinese; English; Portuguese), chap. 6. "Macau in the Age of Revolution."

Roderich Ptak, "The transportation of sandalwood from Timor to Macau and China during the Ming dynasty," *Review of Culture (Macau)* no.1 (Apr-Jun 1987), pp.31-39.

Paul Van Dyke, *Merchants of Canton and Macao: Politics and Strategies in Eighteenth-Century Chinese Trade*, Hong Kong: Hong Kong University Press, 2011.

Rogério Miguel Puga, *The British Presence in Macau, 1635-1793*, Hong Kong: Hong Kong University Press, 2013.

Rogério Miguel Puga, "Early British Presence in China: The First Anglo-Portuguese

Voyage to Macao," in C.X. George Wei, ed., *Macao – The Formation of a Global City* Macao, Routledge, 2014, chap.6.

Paul A. Van Dyke, ed. *Americans and Macao: Trade, Smuggling, and Diplomacy on the South China Coast*, Hong Kong: Hong Kong University Press, 2012.

Paul Spooner, "The International (Comintern) and the Macao Harbour Project of 1922-1927," *Review of Culture*, 45, 2014, pp.33-43.

Fei Chengkang, *Macao 400 years*, Shanghai: The Publishing House of Shanghai Academy of Social Sciences, 1996, chap. 9.3 (Chinese; English).

Wu Zhiliang, *Segredos da Sobrevivencia: Historia Politica de Macau* [Preface, António Vasconcelos de Saldanha]. Macau: Associação de Educação de Adultos de Macau, 1999, chap. IV, 5.3. (Chinese; Portuguese).

Carmen Amado Mendes. *Portugal, China and the Macau Negotiations, 1986-1999*, Hong Kong: Hong Kong University Press, 2013.



澳門理工大學
Universidade Politécnica de Macau
Macao Polytechnic University

Journal(s)

《文化雜誌》，澳門文化局出版，季刊。

《澳門研究》，澳門基金會，雙月刊。

Website(s)

澳門虛擬圖書館：www.macaudata.com

澳門記憶：www.macaumemory.mo

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/.