

# Macao Polytechnic Institute

## School of Business

### Bachelor of E-Commerce

#### Module Outline

Academic Year 2021 / 2022 Semester 2

<b>Learning Module</b>	English VIII	<b>Class Code</b>	ENGL4102-421		
<b>Pre-requisite(s)</b>	Nil				
<b>Medium of Instruction</b>	English	<b>Credit</b>	3		
<b>Lecture Hours</b>	45 hrs	<b>Lab/Practice Hours</b>	0 hr	<b>Total Hours</b>	45 hrs
<b>Instructor</b>	Dr. Francine Pang Soi Meng	<b>E-mail</b>	francinepang@ipm.edu.mo		
<b>Office</b>	M545, Meng Tak Building	<b>Telephone</b>	8599-3289		

#### Course Description

This is the second of the two advanced level English courses. The course aims to develop the communication skills (speaking, listening, reading, writing) students need to succeed in a professional environment, as well as to prepare the students for their future careers. 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 and skills in public speaking and presentation, substantial emphasis is also placed on effective language and organization skills as well as delivery of speech. Particular attention will be paid to cross-cultural communication and ethical issues. Topics include: finance and banking, consultants, strategy, doing business online, project management. Business skills include: giving presentations; negotiating sales; brainstorming and creativity; telephone strategies: chasing payment; writing: briefing multinational teams, etc.

#### Learning Outcomes

After completing this course, students are expected to be able at advanced level to:

1. prepare for and speak effectively in job interviews;
2. demonstrate the ability to use active listening skills to understand business speeches, meetings and interact in job interviews;
3. develop effective strategies in reading and responding to long business texts and news articles;
4. demonstrate the ability to use vocabulary skills in the idiomatic usage of adverb-adjective collocation, phrasal verbs, proverbs, word clusters, puns, loanwords, euphemisms, synonyms and antonyms;
5. show the ability of the grammatical use of future perfect, active and passive, adverbs, probability and possibility, reporting forms and verb patterns; and
6. write clear CVs and cover letters in response to job advertisements.

## Content

Lesson	Topic	Duration
1 2	<b>1. Resources (Unit 7)</b> 1.1 Course introduction and warm-up activities 1.2 Keynotes: Vital assets 1.3 Preview: Resources quiz 1.4 Reading: Water and business – Running dry ( <i>The Economist</i> ) 1.5 Vocabulary & Usage: Adverb-adjective collocations, use of ‘like’ and ‘as’ 1.6 Listening: Alternative energies 1.7 Language Check & Practice: Future perfect 1.8 Career Skills, Listening & Speaking: Debating 1.9 Dilemma & Decision: The nuclear debate (optional) 1.10 <b><i>In-class Reading Test 1: Unit 7 (Jan 20 Thu)</i></b>	6.0 hours
3	<b>2. Writing Workshop: CV and cover letter writing</b> 2.1 Job advertisements and job application procedures 2.2 Job application forms 2.3 CV: Purpose, content, layout and language style 2.4 Cover letters: Purpose, content, layout and language style 2.5 <b>Writing Assignment 1: CV</b> (Style Guide pp.30-31) ( <u>Submission Deadline</u> : Feb 17 Thu)	3.0 hours
4 5 6 7	<b>3. Power (Unit 8)</b> 3.1 Keynotes & Preview: Power bases 3.2 Reading: The trappings of power – <i>Sympathy for the boss (The Economist)</i> 3.3 Vocabulary & Usage: Phrasal verbs with ‘put’, proverbs 3.4 Listening: Power politics 3.5 Language Check & Practice: Active and passive 3.6 Career Skills & Speaking: Influencing 3.7 Dilemma & Decision: Winning the rivalry game (optional)	6.0 hours
	<b>4. E-marketing (Unit 9)</b> 4.1 Keynotes & Preview: Talking to customers online 4.2 Reading: Conversational marketing – <i>Word of ‘mouse’ (The Economist)</i> 4.3 Vocabulary & Usage: Word clusters, puns 4.4 Listening: Google clicks 4.5 Language Check & Practice: Word order: adverbs 4.6 Career Skills, Speaking & Listening: Decision making 4.7 Dilemma & Decision: Creative showcase (optional) 4.8 <b><i>In-class Reading Test 2: Unit 9 (Mar 3 Thu)</i></b>	4.5 hours
	<b>Revision 1: Units 7-9 (Review 3)</b>	1.5 hours
8	<b><i>Midterm Exam (Units 7-9) (Session 1: Mar 10 Thu)</i></b>	1.5 hours

8 9	<b>5. Risk (Unit 10)</b> 5.1 Keynotes: Facing the odds 5.2 Preview: Risk profiles 5.3 Reading: Uncertainty – <i>The perils of prediction (The Economist)</i> 5.4 Vocabulary & Usage: ‘Chance’ and ‘luck’, loanwords 5.5 Listening: Risk management 5.6 Language Check: Probability and possibility 5.7 Career Skills, Listening & Speaking: Negotiating 5.8 Dilemma & Decision: Wildcat strike (optional) 5.9 <b>Writing Assignment 2: Cover letter</b> (Style Guide pp.26-27) (Submission Deadline: Mar 24 Thu)	4.5 hours
10 11 12	<b>6. Misconduct (Unit 11)</b> 6.1 Keynotes: White collar fraudsters 6.2 Preview: Crime and punishment 6.3 Reading: Punishable by prison – <i>Punishable by prison (The Economist)</i> 6.4 Vocabulary & Usage: Idioms and phrasal verbs with ‘draw’, euphemisms 6.5 Listening: Bernard Madoff 6.6 Language Check & Practice: Reporting 6.7 Career Skills, Listening & Speaking: Making ethical decisions 6.8 Dilemma & Decision: Just because it’s legal doesn’t mean it’s ethical (optional) <i>In-class Reading Test 3: Unit 11 (Mar 31Thu)</i>	4.5 hours
	<b>7. Development (Unit 12)</b> 7.1 Keynotes: Lifelong learning 7.2 Preview: Learning styles 7.3 Reading: Business education – <i>First, do no harm (The Economist)</i> 7.4 Vocabulary & Usage: Synonyms and antonyms, expressions with ‘go’ 7.5 Speaking & Listening: The MBA 7.6 Language Check & Practice: Verb patterns 7.7 Career Skills & Listening: Coaching 7.8 Dilemma & Decision: Keeping everyone motivated (optional)	4.5 hours
13	<b>8. Speaking Workshop: Job Interviews</b> 8.1 Job interview procedures 8.2 Individual vs group interviews 8.3 Preparations: Do your research, dress code 8.4 Interview techniques: Etiquette, answering questions, body language 8.5 Job interview practice	1.5 hours
	<b>Revision 2: Units 10-12 (Review 4)</b>	1.5 hours
14	<b><i>Listening Assessment (Session 1)</i></b> <b><i>Speaking Assessment (Session 1 &amp; 2)</i></b> (Apr 21 Thu)	3.0 hours
	<b><i>Final Exam (Units 7-12)</i></b>	3.0 hours
	<b>TOTAL:</b>	<b>45 hours</b>

## Teaching Method

Lectures, writing and speaking workshops, multimedia instruction, pair and group discussions, in-class reading and listening, and self-accessed online learning of grammar and vocabulary.

## Attendance

Attendance requirements are governed by the “Academic Regulations Governing Bachelor’s Degree Programmes of Macao Polytechnic Institute”. ***Students must attend at least 70% of their classes.*** Those who do not meet the attendance requirements for the course will not be permitted to sit the final and re-sit examination and shall be awarded an ‘F’ grade.

## Assessment

This learning module is graded on a 100-point scale, with 100 being the highest possible score and 50 being the passing score.

	<b>Item</b>	<b>Description</b>	<b>Percentage</b>
1.	Class participation	Punctuality, discipline, active participation in lectures, discussion, oral tasks, short presentation, and various in-class tasks	10 %
2.	Writing assignments	2 business writing exercises (CV and cover letter)	10 %
3.	Online quizzes	5 auto-assessed online quizzes	5 %
4.	Reading tests	3 in-class reading comprehension tests	5 %
5.	Listening Assessment	Listening comprehension test on unheard business talk/ interview / news story	5 %
6.	Speaking Assessment	Job interview (based on Writing Assignments 1 & 2)	5 %
7.	Midterm Exam	1.5-hour exam on reading, vocabulary, grammar, and listening (topics covered in Units 7-9)	20 %
8.	Final Exam	3-hour exam on reading, vocabulary, grammar, and writing (topics covered in Units 7-12)	40 %
<b>Total Percentage:</b>			<b>100 %</b>

## Plagiarism Policy

It is student’s responsibility to ensure that his/her assignment has been checked by Turnitin software, and the similarity score given by Turnitin software cannot be higher than 30%. However, a special case can be determined by the instructor.

## Teaching Materials

**Textbook** Trappe, T. & Tullis, G. (2016). *Intelligent Business: Advanced Business English Coursebook (with CD Pack)*, Pearson Education Ltd.

## Reference

### **Reference books**

- Munter, M. & Hamilton, L. (2013). *Guide to managerial communication: Effective business writing and speaking (10th ed.)*, Prentice Hall. [MPI Library]
- Rogers, J. (2011). *Job interview success*. McGraw-Hill Education. [MPI Library EBSCOhost eBook Collection]

### **Websites**

- Module website (integrated with Turnitin): *ENGL4102 2021/22* ( <http://canvas.ipm.edu.mo/>)
- Textbook companion website: *Intelligent Business*. <http://www.intelligent-business.org/>
- *The Economist*. <http://www.economist.com/>
- *Cambridge English Dictionary*: <https://dictionary.cambridge.org/dictionary/english/>
- *Macmillan Dictionary* (with pronunciation): <http://www.macmillandictionary.com>

## Alignment of Programme Intended Learning Outcomes (PILOs) and Course Intended Learning Outcomes (CILOs):

### Bachelor of E-Commerce

PILOs	CILOs					
	1	2	3	4	5	6
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.						