FACULTY OF LANGUAGES AND TRANSLATION

BACHELOR OF ARTS IN CHINESE-ENGLISH TRANSLATION AND INTERPRETATION

LEARNING MODULE OUTLINE

Academic Year	2025/2026	Semester	1
Module Code	TRAN3114-311		
Learning Module	Translation for Commerce, Tourism, and MICE Industry		
Pre-requisite(s)	Nil		
Medium of Instruction	English and Chinese		
Credits	3	Contact Hours	45 hrs
Instructor	Dr. Kong Hao	Email	johnkong@mpu.edu.mo
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MODULE DESCRIPTION

This course is designed to equip students with professional translation skills applicable to general business contexts, with a particular emphasis on the tourism and MICE (Meetings, Incentives, Conventions, and Exhibitions) sectors. Course materials encompass a wide range of texts, including those related to goods and services trade, as well as business documents from tourism, hospitality, and MICE management fields. The curriculum is practice-oriented, centering on case studies and hands-on translation exercises. Key topics include business correspondence, commercial contracts, trade documents, promotional materials, and corporate reports, enabling students to master the linguistic and contextual nuances required for effective translation in these industries.

MODULE INTENDED LEARNING OUTCOMES (ILOS)

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

M1.	Understand the opportunities, challenges, and cross-cultural communication norms in business, tourism, and MICE translation;
M2.	Critically assess translation tasks and apply effective strategies for a variety of business-related materials, including contracts, trade documents, and promotional content;
M3.	Produce accurate and contextually appropriate translations between Chinese and English, demonstrating proficiency in business terminology and adapting style to sector-specific contexts;
M4.	Develop critical thinking and problem-solving skills to address ethical, professional, and technological challenges in translation practice.

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

PILOs	M1	M2	M3	M4
P1. Knowledge and skills of translation and interpreting in the areas of public administration, tourism, commerce and mass media;	✓	✓	✓	✓
P2. Knowledge of translation theories, critical understanding of translation and interpreting;	✓	✓	✓	✓
P3. Knowledge and skills of both Chinese and English as language professionals;	✓	✓	✓	✓
P4. Knowledge of cross-cultural communication;	✓		✓	✓
P5. Master Chinese-English translation and interpreting skills, strategies and technologies;	✓	✓	✓	✓
P6. Apply Chinese and English writing competence into translation practices;	✓	✓	✓	✓
P7. Apply knowledge of languages and translation studies into bi-lateral translation practices between English and Chinese;	✓	✓	✓	✓
P8. Apply strategies and techniques in public speaking, consecutive and simultaneous interpreting;				✓
P9. Gain cross-cultural awareness in translation and interpreting practices;		✓	✓	✓
P10. Obtain basic research abilities.	✓	✓	✓	✓

MODULE SCHEDULE, COVERAGE AND STUDY LOAD

Week	Content Coverage	Contact Hours
1	**Course Introduction & Industry Overview**: Introduction to course objectives, the current state of business/tourism/MICE translation, main text types, and basic requirements. **Practice**: Group discussion on industry texts and terminology.	3
2	**Translation Fundamentals & Strategies**: Basic translation theories, commonly used techniques, and balancing fidelity and expression. **Practice**: Short sentence/paragraph translation exercises (Chinese ↔ English).	3
3	**Business Correspondence & Workplace Communication**: Formats and translation essentials for business emails, letters, and memos. **Practice**: Translation and peer review of authentic business emails.	3
4	**Contracts & Trade Documents**: Terminology and standardized expression for trade contracts, invoices, shipping documents, and other legal/technical texts. **Practice**: Contract excerpt translation and terminology summary.	3
5	**Advertising & Promotional Materials**: Language style and creative translation for advertisements, brochures, and travel guides. **Practice**: Advertising copy rewriting and translation.	3
6	**Tourism & Hospitality Texts**: Industry terminology and cultural adaptation in hotel introductions, itineraries, and tourism products. **Practice**: Translation practice of tourism product brochures.	3

7	**MICE Industry Translation Practice**: Translation strategies for conference agendas, event descriptions, and exhibition promotion materials. **Practice**: Group translation of MICE materials.	3
8	**Cross-cultural Sensitivity & Localization**: Adapting content for different cultural backgrounds and localization techniques. **Quiz 1**: Quiz on cross-cultural translation knowledge **Practice**: Localization case analysis.	3
9	**E-commerce & Digital Communication**: Translation and language norms for e-commerce platforms, website content, and digital marketing materials. **Practice**: Translation and evaluation of digital marketing cases.	3
10	**Stylistic Features of Business Texts**: The impact and adjustment of register, tone, and style in business text translation. **Quiz 2**: Quiz on stylistic features **Practice**: Translation exercises on style transformation.	3
11	**Terminology Management & Translation Technology Tools**: Building professional terminology databases and using CAT tools (e.g., Trados) in industry translation. **Practice**: CAT tool demonstration and terminology extraction exercises.	3
12	**Critical Case Analysis & Practical Exercises**: Analysis of real cases, discussion of translation challenges, and solution design. **Practice**: Group discussion and presentation of solutions.	3
13	**Midterm Assessment & Knowledge Review**: **Quiz 3** Comprehensive quiz, systematic review of module content, Q&A.	3
14	**Student Project Presentations & Evaluation**: Student translation project presentations, peer review, instructor feedback, course summary, and improvement suggestions.	3
15	Review +Final exam	3

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
T1. Lectures and group discussions	✓	✓	✓	✓
T2. In-class and out-of-class practice and workshops	✓	✓	✓	✓
T3. Knowledge- and practice- based assignments and tests	✓	✓	✓	✓

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 and performance	10%	M1-M4
A2. Presentation	20%	M1-M4
A3. Quizzes, assignments and/ or class practice	30%	M1-M4
A4. Final exam	40%	M1-M4

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

Excellent: Strong evidence of original thinking; good organisation, capacity to analyse and systemise; superior grasps of subject matter; strong evidence of extensive knowledge base.

Very Good: Evidence of grasps of subject; strong evidence of critical capacity and analytical ability; good understanding of issues; evidence of familiarity with literature.

Good: Evidence of grasp of subject; some evidence of critical capacity and analytical ability; reasonable understanding of issues; evidence of familiarity with literature.

Satisfactory: Profiting from the study experience; understanding of the subject; ability to develop solutions to simple problems in the material.

Pass: Sufficient familiarity with the subject matter to enable the student to progress without repeating the learning module.

Fail: Little evidence of familiarity with the subject matter; weak in critical and analytical skills; limited, or irrelevant use of literature.

REQUIRED READINGS

Teaching materials for this module will be sourced from a diverse range of publications in the fields of business and commerce. No single textbook will be used.

REFERENCES

Adam, J. H. *Longman English-Chinese Dictionary of Business English*. 2nd ed., Longman, 1997.

Dan, Graham M. S. *The Language of Tourism: A Sociolinguistic Perspective*. CAB International, 1996.

陳剛, 編著. *旅遊英漢互譯教程*. 上海外語教育出版社, 2021.

程盡能, 呂和發. *旅遊翻譯理論與實務*. 清華大學出版社, 2008.

段雲禮. *新編商務英語翻譯教程*. 南開大學出版社, 2005.

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/.