



**Mapping of Graduate Attributes to Programme Objectives & Courses**

**School of Business**

**Bachelor of Arts in Public Relations Programme**

**Mapping of Graduate Attributes against Programme Objectives**

| Programme Objectives  | Graduate Attributes |             |            |              |               |           |         |
|---|---------------------|-------------|------------|--------------|---------------|-----------|---------|
|   | Knowledge Base      | Application | Creativity | Acquisitions | Communication | Team Work | Ethical |
| 1. Discuss the core theories, concepts, values and principles to many different contexts by combining knowledge, ideas and opinions about the historical and theoretical contexts important to public relations practices.. | ✓                   | ✓           | ✓          | ✓            | ✓             |           | ✓       |
| 2. Make judgments about the validity of ideas in terms of information and numerical data presented.   | ✓                   | ✓           | ✓          |              | ✓             |           | ✓       |
| 3. Propose alternative solutions to problems in new situations by determining appropriate problem-solving processes and arguments.  | ✓                   | ✓           | ✓          |              |               |           | ✓       |
| 4. Evaluate appropriate technology and tools to the creation and dissemination of messages.   | ✓                   | ✓           | ✓          | ✓            | ✓             |           | ✓       |
| 5. Estimate self-awareness and ability to take responsibility for their own learning and improve self-management in terms of time, planning,  | ✓                   | ✓           | ✓          |              |               |           | ✓       |

|   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| behaviour and motivation.   |   |   |   |   |   |   |   |
| 6. Combine the research, planning, implementation, and evaluation strategy to conduct communication and public relations research and to solve public relations challenges.   | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ |
| 7. Work in a team, performing leadership functions and respecting the rights of others irrespective of their cultural background, race or gender in order to solve unpredictable encountered problems in the field. | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 8. Examine the economic, social, technological, political, legal and ethical factors that affect public relations and business decision-making.   | ✓ | ✓ | ✓ |   |   |   | ✓ |
| 9. Evaluate ethical values and principles of social responsibility that guide public relations practices and professional standards while generating projects in the field of Public Relations.                     | ✓ | ✓ | ✓ | ✓ |   |   | ✓ |
| 10. Appraise legal concepts specific to public relations issues to situations potentially arising in their professional practices.  | ✓ | ✓ | ✓ | ✓ |   |   | ✓ |
| 11. Construct effective communication messages and relationships with their audiences in workplace and daily lives.   | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 12. Recommend how business, politics, government and society interact with each other in Macao and in the global environment.   | ✓ | ✓ | ✓ |   |   |   | ✓ |

## Mapping of Graduate Attributes against Courses

| Year 1 | Course   | Graduate Attributes |             |            |              |               |           |         |
|--------|--|---------------------|-------------|------------|--------------|---------------|-----------|---------|
|        |  | Knowledge Base      | Application | Creativity | Acquisitions | Communication | Team Work | Ethical |
| Sem 1  | Principles of Accounting I                         | ✓                   | ✓           |            |              | ✓             | ✓         | ✓       |
|        | Introduction to Business                           | ✓                   | ✓           |            | ✓            |               |           |         |
|        | Business Software & Internet Applications          | ✓                   | ✓           |            |              | ✓             |           |         |
|        | English I  | ✓                   | ✓           |            | ✓            | ✓             |           |         |
|        | Principles of Public Relations                     | ✓                   | ✓           | ✓          | ✓            | ✓             | ✓         | ✓       |
|        | Putonghua I/ French I/ Japanese I/<br>Portuguese I | ✓                   | ✓           |            | ✓            | ✓             |           |         |
|        |  |                     |             |            |              |               |           |         |
| Sem 2  | English II   | ✓                   | ✓           |            | ✓            | ✓             |           |         |
|        | Business Ethics                                    | ✓                   | ✓           |            |              |               |           | ✓       |
|        | Economics  | ✓                   | ✓           |            |              |               |           |         |
|        | Introduction to Sociology                          | ✓                   | ✓           | ✓          |              | ✓             |           |         |
|        | Putonghua I/ French I/ Japanese I/<br>Portuguese I | ✓                   | ✓           |            | ✓            | ✓             |           |         |
|        | Elective I   |                     |             |            |              |               |           |         |
|        |  |                     |             |            |              |               |           |         |

## Mapping of Graduate Attributes against Courses

| Year 2 | Course                                   | Graduate Attributes |             |            |              |               |           |         |
|--------|--|---------------------|-------------|------------|--------------|---------------|-----------|---------|
|        |  | Knowledge Base      | Application | Creativity | Acquisitions | Communication | Team Work | Ethical |
| Sem 1  | Principles of Management                 | ✓                   | ✓           |            | ✓            |               | ✓         |         |
|        | English III                              | ✓                   | ✓           |            | ✓            | ✓             |           |         |
|        | Business Mathematics and Statistics      | ✓                   | ✓           |            |              |               |           |         |
|        | Principles of Marketing                  | ✓                   | ✓           | ✓          |              |               |           |         |
|        | Public Relations Communication Skills I  | ✓                   | ✓           | ✓          | ✓            | ✓             | ✓         | ✓       |
|        | Elective II                              |                     |             |            |              |               |           |         |
|        |  |                     |             |            |              |               |           |         |
| Sem 2  | English IV                               | ✓                   | ✓           |            | ✓            | ✓             |           |         |
|        | Business Finance                         | ✓                   | ✓           |            |              |               | ✓         | ✓       |
|        | Consumer Behaviour                       | ✓                   | ✓           |            |              | ✓             |           | ✓       |
|        | Public Relations Communication Skills II | ✓                   | ✓           | ✓          | ✓            | ✓             | ✓         | ✓       |
|        | Media, Technology and Society            | ✓                   | ✓           | ✓          | ✓            | ✓             | ✓         | ✓       |
|        | Elective III                             |                     |             |            |              |               |           |         |
|        |  |                     |             |            |              |               |           |         |

## Mapping of Graduate Attributes against Courses

| Year 3 | Course                                      | Graduate Attributes |             |            |              |               |           |         |
|--------|---|---------------------|-------------|------------|--------------|---------------|-----------|---------|
|        |   | Knowledge Base      | Application | Creativity | Acquisitions | Communication | Team Work | Ethical |
| Sem 1  | Strategic Public Relations Management       | ✓                   | ✓           | ✓          | ✓            | ✓             | ✓         | ✓       |
|        | Advertising and Promotion                   | ✓                   | ✓           | ✓          |              | ✓             | ✓         | ✓       |
|        | Public Relations and Communication Theory   | ✓                   | ✓           | ✓          | ✓            | ✓             | ✓         | ✓       |
|        | Public Relations in the Digital Environment | ✓                   | ✓           | ✓          | ✓            | ✓             | ✓         | ✓       |
|        | Elective IV                                 |                     |             |            |              |               |           |         |
|        | Elective V                                  |                     |             |            |              |               |           |         |
|        |   |                     |             |            |              |               |           |         |
| Sem 2  | Direct Marketing                            | ✓                   | ✓           | ✓          |              | ✓             |           |         |
|        | Media Planning                              | ✓                   | ✓           | ✓          | ✓            | ✓             | ✓         | ✓       |
|        | Public Relations and Marketing Research     | ✓                   | ✓           | ✓          | ✓            | ✓             | ✓         | ✓       |
|        | Public Relations Law                        | ✓                   | ✓           |            | ✓            |               | ✓         | ✓       |
|        | Public Relations in the Global Environment  | ✓                   | ✓           | ✓          | ✓            | ✓             | ✓         | ✓       |
|        | Elective VI                                 |                     |             |            |              |               |           |         |
|        |   |                     |             |            |              |               |           |         |

## Mapping of Graduate Attributes against Courses

| Year 4 | Course  | Graduate Attributes |             |            |              |               |           |         |
|--------|---|---------------------|-------------|------------|--------------|---------------|-----------|---------|
|        |   | Knowledge Base      | Application | Creativity | Acquisitions | Communication | Team Work | Ethical |
| Sem 1  | Internship  | ✓                   | ✓           | ✓          | ✓            | ✓             | ✓         | ✓       |
|        | Function and Event Management in Public Relations | ✓                   | ✓           | ✓          | ✓            | ✓             | ✓         | ✓       |
|        | International Marketing Management                | ✓                   | ✓           | ✓          |              | ✓             |           |         |
|        | Graduation Report I                               | ✓                   | ✓           | ✓          | ✓            | ✓             | ✓         | ✓       |
|        | Elective VII                                      |                     |             |            |              |               |           |         |
|        |   |                     |             |            |              |               |           |         |
| Sem 2  | International Marketing Management                | ✓                   | ✓           |            |              | ✓             |           |         |
|        | Crisis Management in the Global Environment       | ✓                   | ✓           | ✓          | ✓            | ✓             | ✓         | ✓       |
|        | Tourism Management and Policy                     | ✓                   | ✓           | ✓          |              |               | ✓         | ✓       |
|        | Graduation Report II                              | ✓                   | ✓           | ✓          | ✓            | ✓             | ✓         | ✓       |
|        | Elective VIII                                     |                     |             |            |              |               |           |         |
|        |   |                     |             |            |              |               |           |         |

## Mapping of Graduate Attributes against Elective Courses

| Course   |                                    | Graduate Attributes |             |            |              |               |           |         |
|----------|------------------------------------|---------------------|-------------|------------|--------------|---------------|-----------|---------|
|          |                                    | Knowledge Base      | Application | Creativity | Acquisitions | Communication | Team Work | Ethical |
| Elective | Principles of Accounting II        | ✓                   | ✓           |            |              | ✓             | ✓         | ✓       |
|          | Environmental Management System    | ✓                   | ✓           |            |              |               |           |         |
|          | Business Communication             | ✓                   | ✓           | ✓          | ✓            | ✓             | ✓         | ✓       |
|          | Discourse in Professional Contexts | ✓                   | ✓           | ✓          | ✓            | ✓             | ✓         | ✓       |
|          | Discourse Analysis                 | ✓                   | ✓           | ✓          | ✓            | ✓             | ✓         | ✓       |
|          | English V                          | ✓                   | ✓           |            | ✓            | ✓             |           |         |
|          | English VI                         | ✓                   | ✓           |            | ✓            | ✓             |           |         |
|          | English VII                        | ✓                   | ✓           |            | ✓            | ✓             |           |         |
|          | English VIII                       | ✓                   | ✓           |            | ✓            | ✓             |           |         |
|          | Human Resources Management         | ✓                   | ✓           |            |              | ✓             | ✓         | ✓       |

|  |   |   |   |   |   |   |   |
|--|---|---|---|---|---|---|---|
| <b>Macao History and Culture</b>               | ✓ | ✓ | ✓ |   |   | ✓ |   |
| <b>Macao Basic Law</b>                         | ✓ | ✓ |   |   |   |   |   |
| <b>Business Law</b>                            | ✓ | ✓ |   |   |   |   |   |
| <b>Introduction to International Relations</b> | ✓ | ✓ | ✓ | ✓ | ✓ |   | ✓ |
| <b>Management Information Systems</b>          | ✓ | ✓ | ✓ |   |   |   |   |
| <b>Customer Relationship Management</b>        | ✓ | ✓ | ✓ |   | ✓ |   |   |
| <b>Introduction to Psychology</b>              | ✓ | ✓ | ✓ |   | ✓ |   |   |
| <b>Interpersonal Skills</b>                    | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |



## Graduate Attributes

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*Graduate attributes are the overarching qualities, skills, knowledge and abilities to be developed by students during their studies in the undergraduate programmes of Macao Polytechnic Institute. The Graduate Attribute Mapping comprises seven attributes representing the key areas of generic capability shared by all graduates of Macao Polytechnic Institute.*

- *Knowledge Base*  
Have the basic skills and knowledge (profession-related knowledge and skills, problem solving skills, analytical skills, communication skills and flexibility) necessary for a successful career in the specialised field of studies.
- *Application*  
Have the ability to apply fundamental knowledge of the field.
- *Acquisition*  
Have the ability to accept new ideas and to learn independently in the acquisition of new knowledge and skills.
- *Creativity*  
Be innovative and creative, adaptable and able to guide developments in their careers / professions.
- *Communication*  
Have the ability to communicate effectively, not only with other peers in the same discipline, but with the community at large on issues relevant to the specialised field of studies.
- *Teamwork*  
Have the ability to contribute effectively as members of multi-disciplinary and multi-cultural teams, with the capacity to be leaders or managers as well as effective team members.
- *Ethical*  
Have an appreciation of professional conduct and ethical issues pertinent to the industry.