

# Macao Polytechnic Institute

## School of Business

### Bachelor of Accounting / E-Commerce / Management / Business Administration in Marketing

#### Module Outline

Academic Year 2021 / 2022

Semester 1

<b>Learning Module</b>	Putonghua I	<b>Class Code</b>	MAND1101-117/118/119/31B/11A		
<b>Pre-requisite(s)</b>	Nil				
<b>Medium of Instruction</b>	Putonghua			<b>Credit</b>	3
<b>Lecture Hours</b>	45 hrs	<b>Lab/Practice Hours</b>	0 hrs	<b>Total Hours</b>	45 hrs
<b>Instructor</b>	張進萍		<b>E-mail</b>	jpzhang@ipm.edu.mo	
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#### 科目單元概論

隨著澳門與內地的交流日益密切，普通話的熟練運用也成爲一項必備技能。普通話課程是一門應用性和實踐性較強的課程，課程需要通過清晰簡要的講解與大量紮實細緻的語音練習活動來幫助學生迅速了解漢語普通話的發音規律、音節特點和讀寫規則，幫助學生有效掌握標準普通話進行日常交流。

#### 學習目標

修習完此學科單元後，學生將能夠：

1. 掌握漢語拼音的基本拼寫規則；
2. 了解普通話的基本發音規律；
3. 清晰辨識文字與音節之間的對應關係；
4. 運用普通話進行較爲暢通清晰的日常交流。

## 教學內容

- 一、學習教科書規定內容，系統學習普通話語音知識：聲母、韻母、聲調、變調、兒化等。
- 二、學習參考書中教師指定閱讀課文，強化語音訓練、增加普通話語音知識。
- 三、學習教師設計的輔助練習材料：詩詞、歌曲、短小故事以及繞口令、演講等。

### 第一單元 3 課時

導論：介紹課程目的、教學計畫、課堂要求及考試事項等

語音：普通話及其聲調

課文：第一課《互相認識》

會話：1、自我介紹 2、我的家鄉

### 第二單元 3 課時

語音：單韻母及聲調的分辨

課文：第二課《數字與時間》

會話：1、談時事 2、話中秋

### 第三單元 3 課時

語音：聲母 bpmf dtnl gkh 及粵音差異

課文：第三課《問路》

會話：1、分組表演“澳門問路”  
2、澳門的街道及其歷史

### 第四單元 3 課時

語音：複韻母 ai ei ao ou

課文：第四課《打電話》

會話：1、互相聯繫  
2、介紹朋友圈

### 第五單元 3 課時

語音：聲母 zh ch sh r 及粵音差異

課文：第五課《看病》

會話：1、澳門的醫療服務  
2、澳門的養老制度

## 期中口試

(期中口試以普通話專題報告演講展示。可在課間分組進行)

第六單元 3 課時

語音：聲母 z c s 及整體認讀音節 zi ci si

課文：第六課《談天氣》

會話：1、南方和北方的天氣  
2、全球暖化與環保意識

第七單元 3 課時

語音：聲母 j p x 及粵音差異

課文：第七課《打羽毛球》

會話：1、你喜歡的運動  
2、運動與健康

第八單元 3 課時

語音：前鼻韻母 an en in un ün 及粵音差異

課文：第八課《便捷交通》

會話：1、澳門的交通  
2、未來的交通

第九單元 3 課時

語音：鼻韻母 ang eng ing ong 及粵音差異

課文：第九課《香港購物》

會話：1、澳門購物指南  
2、網購的利與弊

第十單元 3 課時

語音：介母 i u ü 及粵音差異

課文：第十課《美食天堂》

會話：1、澳門的美食  
2、食品安全

第十一單元 3 課時

語音：聲母 y w 及整體認讀 yu

課文：第十一課《童話式婚禮》

會話：1、介紹一次難忘的婚禮  
2、理想中的愛情與婚姻

第十二單元 3 課時

語音：聲調的變化

課文：第十二課《逛京城》

會話：1、介紹一次難忘的旅遊  
2、介紹一部獲獎的電影

第十三單元 3 課時

語音：複習

會話：普通話節目欣賞

第十四單元 3 課時

期末考試 (口試)

第十五單元 3 課時

期末考試 (筆試)

## 教學方法

以精講多練為原則，以聽說活動組織教學，結合多樣化的練習和習作，帶動學生儘量直接而有效地參與到聽說讀寫的普通話學習中。

1. 課前，師生進行日常用語、時事新聞、文學藝術話題的交流；
2. 課堂上，精講多練，師生互動，學生互動；
3. 課後，要求學生多讀多練、準備精彩的對話和朗誦演講內容。

## 考勤要求

按《澳門理工學院學士學位課程教務規章》規定執行。

如未能達至要求者，將不能參加期末考試和補考，及此科目成績被評為不合格(“F”)。

## 評分標準

採用 100 分制評分：100 分為滿分，50 分為合格。

項目	說明	百分比
1. 課堂表現	出席率、朗讀、會話、作業	25 %
2. 期中考試	口試	25 %
3. 期末考試	口試	25 %
4. 期末考試	筆試	25 %
共		100 %

學生在本學期的學習中，必須參加課堂會話活動和期中專題報告，以鍛煉其普通話聽說能力。

## 教材

### 課本

香港普通話研習社 2014 年 9 月第三版《普通話第一冊》  
( 香港普通話研習社出版 ISBN978-962-7231-98 -5)

## 參考材料

### 參考書

1. 雍梓棕編著，2008 年 12 月第一版《港澳普通話考試標準暨訓練手冊》  
(廣西人民出版社 ISBN978-7-219-06500-6)
2. 國家語言文字工作委員會普通話培訓測試中心編制 2008《普通話水準測試實施綱要》(北京商務印書館出版 ISBN7-100-03996-7/H.995)

## Plagiarism policy

When a student submits an assignment, s/he has a duty to ensure that her/his assignment has been checked by Turnitin software, and the similarity score given by Turnitin cannot be higher than 30%. However, a special case can be determined by the instructor.

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

### Bachelor of Accounting

PILOs	CILOs			
	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	CILOs			
	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	CILOs			
	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.				



## Bachelor of Business Administration in Marketing

PILOs	CILOs			
	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.				