

Macao Polytechnic Institute

School of Business

Bachelor of Accounting

Module Outline

Academic Year 2020 / 2021

Semester 1

Learning Module	Business Communication		Class Code	COMM3120-312	
Pre-requisite(s)	Nil				
Medium of Instruction	English		Credit	3	
Lecture Hours	45 hrs	Lab/ Practice(Hours)	0 hrs	Total Hours	45 hrs
Instructor	Raymond W. Pang		E-mail	t0600@ipm.edu.mo	
Office	Room B110, Chi Un Building, Main Campus		Telephone	---	

Description

This course focuses on advanced writing and skills in business communication. It covers audience analysis, purpose, message, and gives students plenty of opportunities to compose memos, letters, and formal reports for a variety of work situations. It also aims to develop students' confidence in formal business settings with effective presentation skills.

Learning Outcomes

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

1. explain basic terms, concepts and principles of competent business and professional communication;
2. analyse the different choices that communicators have with different audiences in different contexts;
3. select appropriate organisational approaches and language in different contexts;
4. apply communication principles and theory in effective communication, distinguishing effective from less effective responses;
5. plan and conduct, in groups as well as individually, meetings and prepare and present appropriate messages and reports.

Content

Topic	Hours
Unit 1 Workplace Communication Today 1. Communication Skills as Career Filters	1.5
Unit 2 The Business Writing Process 2. Planning Business Messages 3. Composing business Messages 4. Revising Business Messages	6.0
Unit 3 Communicating at Work 5. Electronic Messages and Digital Media 6. Positive Messages 7. Negative Messages 8. Persuasive Messages	12.0
Unit 4 Reports and Proposals 9. Business Plans and Proposals 10. Informal Reports 11. Writing Formal Business Reports	7.5
Mid-term Assessment	

UNIT 5 Professionalism, Teamwork, Meetings and Speaking Skills 12. Professionalism at Work: Business Etiquette, Ethics, Teamwork and Meetings 13. Business Presentations	6.0
UNIT 6 Employment Communication 14. The Job Search, Résumés and Cover Letters 15. Interviewing and Following Up	6.0
UNIT 7 Analyzing Ethical Situations in Business Communication 16. Ethics in Business Communication	3.0
Group Work and Revision	3.0
Total	45.0

Teaching Method

Lectures; class / group discussions; case studies; presentations, etc.

Attendance

Attendance requirements are governed by the “Academic Regulations Governing Bachelor’s Degree Programmes of Macao Polytechnic Institute”.

Assessment

Mid-term Assessment	40%
Individual / Pair Work Assignments	30%
Group Work	30%

Total	100%

Since there is no final examination, no re-sit examinations or make-up projects / assignments will be arranged if students fail in their assignments.

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 software cannot be higher than 30%. However, a special case can be determined by the instructor.

Teaching Materials

Textbook

Guffey, M. E. Du-Babcock, B. and Loewy, D. (2016). *Essentials of Business Communication: An Asia Edition*, 3rd edition. Cengage Learning.

Reference

Bovée, C.L. and Thill, J.V. (2018). *Business Communication Today*, 14th Edition. Pearson Education.

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

Bachelor of Accounting

PILOs	CILOs					
	1	2	3	4	5	6
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.						