

Macao Polytechnic Institute

School of Business

Bachelor of Business Administration in Marketing

Module Outline

Academic Year 2020 / 2021

Semester 1

Learning Module	English I	Class Code	ENGL1101-11D		
Pre-requisite(s)	Nil				
Medium of Instruction	English			Credit	3
Lecture Hours	45 hrs	Lab/Practice Hours	0 hrs	Total Hours	45 hrs
Instructor	Dr Francine Pang		E-mail	francinepang@ipm.edu.mo	
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Description

This is the first of the two pre-intermediate level English courses. The course aims to increase students' skills and competence in using English in general business situations. It will develop students' use of the four language skills (speaking, listening, reading, and writing) with substantial emphasis being placed on oral and listening skills in class. Interaction is encouraged through many communicative activities. The integration of authentic materials also enhances the usefulness of the course. Language skills include: skimming and scanning techniques; telephoning; participating in discussions; greetings and small talk, etc.

Learning Outcomes

After completing the learning module, students will be able to:

1. use listening skills to understand spoken business English and answer factual questions accurately on what they have heard;
2. speak spontaneously, fluently and grammatically for at least one minute and answer simple questions on business topics for which vocabulary and grammar have been introduced;
3. use various reading skills such as skimming and scanning to understand business topics covered in the syllabus and accurately answer questions about the texts read;
4. demonstrate the ability to use appropriate grammar and vocabulary reviewed and practised in both spoken and written business contexts covered in the syllabus; and
5. write up emails and memos on business topics covered in the syllabus using standard formats.

Content

Topic	Duration
<p>1. Activities (Unit 1)</p> <p>1.1 Module introduction and warm-up activities</p> <p>1.2 Keynotes: Playing the game</p> <p>1.3 Preview: Business activities</p> <p>1.4 Reading: <i>Move over game boys</i></p> <p>1.5 Vocabulary: Roles and activities; Word building</p> <p>1.6 Language Check & Practice: Present simple and continuous</p> <p>1.7 Listening: How to write emails</p> <p>1.8 Career Skills & Listening: Explaining your job</p> <p>1.9 Dilemma & Decision: Exporting to Mexico</p> <p>1.10 Writing Workshop: Writing business emails (Textbook p.14; Style Guide p.6-8)</p> <p>1.11 Writing Assignment 1: Business email (Deadline: Week 4 Tue 29 Sep)</p>	6.0 hours
<p>2. Data (Unit 2)</p> <p>2.1 Keynotes: No privacy</p> <p>2.2 Preview, Listening & Speaking: Collecting and managing data</p> <p>2.3 Reading: <i>No hiding place</i></p> <p>2.4 Vocabulary: Using the internet; Quantity and number</p> <p>2.5 Listening: Numbers</p> <p>2.6 Language Check & Practice: Countable and uncountable</p> <p>2.7 Career Skills & Listening: Checking information</p> <p>2.8 Dilemma & Decision: Buy it now!</p> <p>2.9 In-class Reading Test 1 (Week 5 Tue 6 Oct)</p>	4.5 hours
<p>3. Etiquette (Unit 3)</p> <p>3.1 Keynotes: Bad manners at work</p> <p>3.2 Preview & Listening: Politeness at work</p> <p>3.3 Reading & Vocabulary: <i>Office workers 'admit being rude'</i></p> <p>3.4 Vocabulary: Synonyms; Prefixes</p> <p>3.5 Listening & Speaking: Business etiquette in other cultures</p> <p>3.6 Language Check & Practice: Offers and requests</p> <p>3.7 Career Skills, Listening & Speaking: Being polite</p> <p>3.8 Dilemma & Decision: A workplace bully</p> <p>3.9 In-class Reading Test 2 (Week 6 Tue 13 Oct)</p>	4.5 hours
<p>4. Image (Unit 4)</p> <p>4.1 Keynotes: Creating a buzz</p> <p>4.2 Preview & Vocabulary: Brands</p> <p>4.3 Reading: <i>Fashion's favourite</i></p> <p>4.4 Vocabulary: The fashion industry; Word building</p> <p>4.5 Listening: Promoting the image</p> <p>4.6 Language Check & Practice: Comparatives and superlatives</p> <p>4.7 Career Skills, Listening & Speaking: Describing products</p> <p>4.8 Dilemma & Decision: Volkswagen bugs</p>	4.5 hours

Topic	Duration
Midterm Exam Revision: Units 1-4 (Review 1 & 2)	1.5 hours
Midterm Exam: Units 1-4 (Week 9 Tue 3 Nov, first session)	1.5 hours
5. Success (Unit 5) 5.1 Keynotes: Passion into profit 5.2 Preview, Vocabulary & Listening: What is success? 5.3 Reading & Speaking: <i>Passion into profit</i> 5.4 Vocabulary: Opposites; Business failure; Collocations 5.5 Listening: Setting up a new business 5.6 Language Check & Practice: Past simple 5.7 Career Skills & Listening: Telling a story 5.8 Dilemma & Decision: Organic growth 5.9 Writing Workshop: Writing business memos (Textbook p.48; Style Guide p.16-17) 5.10 Writing Assignment 2: Business memo (Deadline: Week 12 Tue 24 Nov)	6.0 hours
6. Future (Unit 6) 6.1 Keynotes: Going up? 6.2 Preview: Ventures into space 6.3 Reading: <i>An elevator to space</i> 6.4 Vocabulary: Financing ventures; Collocations 6.5 Listening: Venture capital 6.6 Language Check & Practice: Modals of possibility 6.7 Career Skills & Listening: Making predictions 6.8 Dilemma & Decision: Risky ventures	4.5 hours
7. Location (Unit 7) 7.1 Keynotes: Field of dreams 7.2 Preview & Vocabulary: A good location 7.3 Reading: <i>Arabia's field of dreams</i> 7.4 Vocabulary: Collocations; Multi-part verbs 7.5 Listening: An office abroad 7.6 Language Check & Practice: Future plans and intentions 7.7 Career Skills: Making an appointment 7.8 Dilemma & Decision: A new location 7.9 In-class Reading Test 3 (Week 13 Tue 1 Dec)	4.5 hours
Final Exam Revision: Units 5-7 (Review 2 & 3)	1.5 hours
Listening Assessment & Speaking Assessment (Week 14 Tue 15 Dec)	3.0 hours
Final Exam: Units 1-7	3.0 hours
TOTAL:	45.0 hours

Teaching Method

Lectures, writing and speaking workshops, reading and listening comprehension tasks, multimedia instruction, group and pair discussions, 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”. Those who do not meet the requirements 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.

	Item	Description	Percentage
1.	Class participation	Active participation in lectures, discussions, short presentation, and various in-class tasks	10%
2.	Writing assignments	2 business writing exercises: email & memo	10%
3.	Online quizzes	6 auto-assessed online quizzes on vocabulary & grammar	5%
4.	Reading tests	3 in-class reading comprehension tests	5%
5.	Listening assessment	Listening comprehension test on business topics	5%
6.	Speaking assessment	Short presentation on business topics	5%
7.	Midterm Exam	1.5-hour exam on reading, vocabulary, grammar, and listening (topics covered in Units 1-4)	20%
8.	Final Exam	3-hour exam on reading, vocabulary, grammar, and writing (topics covered in Units 1-7)	40%

Total Percentage: 100%

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

Johnson, C. (2015). *Intelligent Business Coursebook: Pre-Intermediate Business English (with Audio CD)*. Pearson.

References

Websites

- Module website (with Turnitin): ENGL1101 2020/21. <https://canvas.ipm.edu.mo/>
- *The Economist*: <https://www.economist.com/>
- *Macmillan Dictionary* (with pronunciation): <https://www.macmillandictionary.com/>
- *Cambridge English Dictionary*: <https://dictionary.cambridge.org/dictionary/english/>

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

Bachelor of Business Administration in Marketing

PILOs	CILOs				
	1	2	3	4	5
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.					