

Macao Polytechnic Institute
School of Business
Bachelor of Business Administration in Marketing

Module Outline

Academic Year 2020 / 2021 Semester 1

Learning Module	English VII		Class Code	ENGL4101-415	
Pre-requisite(s)	Nil				
Medium of Instruction	English			Credit	3
Lecture Hours	45 hrs	Lab/Practice Hours	0 hr	Total Hours	45 hrs
Instructor	Dr Francine Pang		E-mail	francinepang@ipm.edu.mo	
Office	M545, Meng Tak Building, Main Campus		Telephone	8599-3289	

Description

This is the first of the two advanced level English courses. The course aims to develop the communication skills (speaking, listening, reading, writing) students need to succeed in a professional environment, as well as to broaden their knowledge of the business world. It focuses on developing students' fluency and confidence in using the language of business in a variety of contexts. Special emphasis is also placed on presentations and official correspondence such as composing administrative documents of a technical nature. The integration of authentic materials also enhances the usefulness of the course. Topics include: Business skills include: networking; telephoning strategies; negotiating: being vague and precise; problem-solving; ethical problem-solving.

Learning Outcomes

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

1. prepare and deliver visual-aided business presentations with appropriate responses in Q & A sessions;
2. demonstrate accurate understanding of what has been listened to on business topics by answering advanced-level questions;
3. use appropriate reading strategies to convey meaning of authentic business articles;
4. show the ability to use contrast and similarity, determiners, continuous forms, paired structures, discourse markers and third conditional in more challenging language contexts;
5. demonstrate the ability to use vocabulary skills in the idiomatic usage of collocations, coined expressions, metaphors, similes, verbs with prefixes and prepositions, idioms, compound

nouns, synonyms, adjective with past participle; and

6. write business proposals and summarise published sources effectively to avoid plagiarism.

Content

Lesson	Topic	Hours
1 2	1 HR (Unit 1) 1.1 Course introduction and warm-up activities 1.2 Keynotes: People power 1.3 Preview & Listening: Choosing who to work for 1.4 Reading & Vocabulary: Talent management – <i>Winning the war for talent</i> 1.5 Vocabulary Usage: Collocations with ‘set’ 1.6 Language Check & Practice: Contrast and similarity – single & connected sentences 1.7 Listening: High-potential staff 1.8 Career Skills, Listening & Speaking: Managing appraisals (optional) 1.9 Dilemma & Decision: Getting back on track (optional) 1.10 In-class Reading Test 1: Unit 1 (Thu 8 Oct)	6.0
3 4 5 6 <i>Holiday 1 Oct (Thu)</i>	2 Organisations (Unit 2) 2.1 Keynotes: More like orchestras than armies 2.2 Preview & Listening: The deskless CEO 2.3 Reading & Vocabulary: The business model for the 21st century – <i>Making Music</i> 2.4 Vocabulary & Usage: Coined expressions; Metaphors and similes 2.5 Language Check & Practice: Determiners 2.6 Career Skills, Listening & Speaking: Team building 2.7 Dilemma & Decision: Bullies on the team (optional)	4.5
	3 Writing Workshop: How to avoid plagiarism? 3.1 What is plagiarism? 3.2 Forms of plagiarism 3.3 Internet plagiarism 3.4 Safe practice: Quoting; Paragraphing; Summarising 3.5 Citing published sources in graduation reports 3.6 Writing Assignment 1: Summarising published sources (Deadline: Thu 22 Oct)	3.0
	4 Change (Unit 3) 4.1 Keynotes: Meeting the change challenge 4.2 Preview & Listening: How do you react to change? 4.3 Reading & Vocabulary: Italian change champions – <i>A sweet success</i> 4.4 Vocabulary & Usage: Prefixes with verbs; Idioms with ‘track’ 4.5 Listening: A framework for change 4.6 Language Check & Practice: Continuous forms 4.7 Career Skills & Listening: Managing resistance to change 4.8 Dilemma & Decision: The disorganised organisation (optional) 4.9 In-class Reading Test 2: Unit 3 (Thu 12 Nov)	4.5

Lesson	Topic	Hours	
7	5 Start-ups (Unit 6) 5.1 Keynotes: Going into business 5.2 Preview: New ideas 5.3 Reading & Vocabulary: Setting up – <i>Spreading the word</i> 5.4 Vocabulary & Usage: Verbs with prepositions; Expressions with ‘and’ 5.5 Listening: The birth of a business 5.6 Language Check & Practice: Third conditional 5.7 Career Skills, Listening & Speaking: Pitching– presenting business ideas 5.8 Dilemma & Decision: Finding the funds 5.9 Writing Assignment 2: Proposing business ideas (Textbook p. 68) (Deadline - Thu 26 Nov)	6.0	
8			
9			
Holiday 26 Oct (Mon)			
	Revision for midterm exam (Units 1-3, Review 1)	1.5	
	Midterm Exam (Units 1-3) (Session 1: Thu 5 Nov)	1.5	
10	6 Responsibility (Unit 4) 6.1 Keynotes: Better business 6.2 Preview & Listening: Business and the community 6.3 Reading & Vocabulary: Business principles – <i>Just good business</i> 6.4 Vocabulary & Usage: Compound nouns; Synonyms 6.5 Listening: Making the commitment 6.6 Language Check & Practice: Paired structures; Paired comparatives 6.7 Career Skills, Listening & Speaking: Taking responsibility (optional) 6.8 Dilemma & Decision: Called to account (optional) 6.9 In-class Reading Test 3: Unit 4 (Thu 26 Nov)	4.5	
11			
12			
	7 Governance (Unit 5)	4.5	
	7.1 Keynotes: Taking charge		
	7.2 Preview: The role of committees		
	7.3 Listening, Reading & Vocabulary: Corporate governance in Japan – <i>Message in a bottle of sauce</i>		
	7.4 Vocabulary & Usage: Adjective + past participle; Idioms		
	7.5 Listening: The great pay debate		
	7.6 Language Check & Practice: Discourse markers		
	7.7 Career Skills, Listening & Speaking: Presenting arguments		
	7.8 Dilemma & Decision: When to listen to the shareholders (optional)		
13	8 Speaking Workshop: Business presentations using visuals with Q & A 8.1 Structure of presentations 8.2 Effective presentation: Verbal and non-verbal language 8.3 Visuals: Types, design and effective use 8.4 Q & A sessions: Professional practice 8.5 Rehearsal of business presentations using visuals	3.0	
			Revision for final exam (Units 4-6, Review 2)
			Listening Assessment (Session 1: Thu 10 Dec)
			Speaking Assessment (Session 2: Thu 10 Dec)
			Final Exam: Units 1-6
	Total Duration	45.0	

Teaching Method

Lectures, writing and speaking workshops, multimedia instruction, group and pair discussions, in-class reading and listening, 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”. **Students must attend at least 70% of their classes.** Those who do not meet the attendance requirements for the course 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	Punctuality, discipline, active participation in lectures, discussion, oral tasks, short presentation, and various in-class tasks	10 %
2.	Writing assignments	2 business writing exercises	10 %
3.	Online quizzes	5 auto-assessed online quizzes	5 %
4.	Reading tests	3 in-class reading comprehension tests	5 %
5.	Listening Assessment	Listening comprehension test on unheard business talk/ interview / news story	5 %
6.	Speaking Assessment	Business presentation using visuals with Q & A	5 %
7.	Midterm Exam	1.5-hour exam on reading, vocabulary, grammar, and listening (topics covered in Units 1-3)	20 %
8.	Final Exam	3-hour exam on reading, vocabulary, grammar, and writing (topics covered in Units 1-6)	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 Material(s)

Textbook Trappe, T. & Tullis, G. (2016). *Intelligent Business: Advanced Business English Coursebook (with CD Pack)*, Pearson Education Ltd.

References

- Course website (integrated with Turnitin): 2020/2021 ENGL4101 English VII. <http://canvas.ipm.edu.mo/>
- Textbook companion website: *Intelligent Business*. <http://www.intelligent-business.org/>
- *The Economist*. <http://www.economist.com/>
- *Cambridge English Dictionary*: <https://dictionary.cambridge.org/dictionary/english/>
- *Macmillan Dictionary* (with pronunciation): <http://www.macmillandictionary.com/>
- Gallo, C. (2010). *The presentation secrets of Steve Jobs [electronic resource]*. New York: McGraw-Hill.
- *Purdue OWL: Avoiding plagiarism*. <http://owl.english.purdue.edu/owl/resource/589/01/>
- Neville, C. (2010). *The complete guide to referencing and avoiding plagiarism (2nd ed.)*. Maidenhead: Open University Press.

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	6
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.						