

# Macao Polytechnic Institute

## School of Business

### Bachelor of Management

#### Module Outline

Academic Year 2020 / 2021 Semester 2

<b>Learning Module</b>	English II	<b>Class Code</b>	ENGL1102-12A		
<b>Pre-requisite(s)</b>	Nil				
<b>Medium of Instruction</b>	English			<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>	Dr Sarah Ip		<b>E-mail</b>	wsip@ipm.edu.mo	
<b>Office</b>	M546- Meng Tak Building, Main Campus		<b>Telephone</b>	8599-3291	

#### Description

This is the second of the two pre-intermediate level English courses. The course aims to enhance 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 building up students' confidence in using English. It also prepares students for Intermediate level courses. Interaction is encouraged through many communicative activities. The integration of authentic materials also enhances the usefulness of the course. Language skills include: dealing with conflict; presenting a product; socializing and entertaining, etc.

#### Learning Outcomes

After completing this course, students are expected to be able at pre-intermediate level 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 on business topics covered in the syllabus and answer simple questions;
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 vocabulary and grammar in both spoken and written business contexts on topics covered in the syllabus; and
5. write short letters and describe graphs on business topics covered in the syllabus using standard formats.

## Content

Topics	Duration
<b>Unit 8 Job-seeking</b> 1. Course introduction and warm-up activities 2. Keynotes – A monster success 3. Preview; Vocabulary & Listening – Starting a career 4. Reading – <i>The online job market (The Economist)</i> 5. Vocabulary –Activities; The application process; Finding a job 6. Language check –The imperative 7. Career Skills – Explaining what to do 8. Listening –Preparing a CV 9. Dilemma & Decision – For love or money?	4.5 hours
<b>Unit 9 Selling</b> 1. Keynotes – Hard to reach 2. Preview & Listening – Promoting the product 3. Reading & speaking– <i>Marketing to students</i> 4. Vocabulary – Word building 5. Listening – A product launch 6. Language check – Modals of obligation 7. Career skills, Listening & speaking – Making suggestions 8. Dilemma & Decision – Guerrilla marketing 9. <b>In-class Reading Test 1 (Week 3: Feb 2)</b>	4.5 hours
<b>Unit10 Price</b> 1. Keynotes – Pushing down prices 2. Preview & Speaking – Price trends 3. Reading & Vocabulary – <i>Make it cheaper and cheaper (The Economist)</i> 4. Vocabulary – Synonyms; Verbs that take an object 5. Speaking & Listening – Pricing strategy 6. Language check – Present perfect 7. Career skills & Listening – Describing a graph 8. Dilemma & Decision – Stock market challenge 9. <b>Writing Workshop 1: Graph Description</b> <b>Submission date of Writing Assignment 1: (Week 7: Mar 16)</b> 10. <b>In-class Reading Test 2 (Week 5: Mar 2)</b>	6 hours
<b>Unit 11 Insurance</b> 1. Keynotes – Honesty is the best policy 2. Preview & Reading – Poll Insurance 3. Vocabulary – Problems; Insurance; Insurance fraud 4. Listening – Insurance company 5. Reading & Vocabulary – <i>Fighting fraud</i> 6. Speaking: Honesty quiz 7. Language check – Passives 8. Career skills & Listening – Expressing arguments 9. Dilemma & Decision – A fair decision? 10. <b>Writing Workshop 2: Writing business letters</b> <b>(Textbook p. 100; Style Guide p.10-12)</b>	6 hours
<b>Revision for midterm exam (Units 8-11, Review 3 &amp; 4)</b>	1.5 hours
<b>Midterm Exam (Units 8-11) (Week 8: First Session, Mar 23)</b>	1.5 hours

Topics	Duration
<b>Unit 12 Service</b> <ol style="list-style-type: none"> <li>1. Keynotes – A complaint is a gift</li> <li>2. Preview – Complaining</li> <li>3. Reading – <i>Getting better service (The Economist)</i></li> <li>4. Vocabulary – Feedback on service; Dealing with complaints; Synonyms; Collocations</li> <li>5. Listening – Customer service</li> <li>6. Language check--Conditional 1</li> <li>7. Career skills, Listening &amp; Speaking – Dealing with problems</li> <li>8. Dilemma &amp; Decision – Service not included</li> </ol>	4.5 hours
<b>Unit 13 Productivity</b> <ol style="list-style-type: none"> <li>1. Keynotes – Fighting back</li> <li>2. Preview &amp; Listening – Increasing productivity</li> <li>3. Reading – <i>Revolution in the car industry (The Economist)</i></li> <li>4. Vocabulary – Design to delivery; Just-in-time production; Word building; Efficient stock control</li> <li>5. Listening – Improving productivity</li> <li>6. Language check – Adjectives and adverbs</li> <li>7. Career skills &amp; Listening – Managing time</li> <li>8. Dilemma &amp; Decision – Bonus or bust?</li> <li>9. <b>Submission deadline of Writing Assignment 2: (Week 11: April 13)</b></li> <li>10. <b>In-class Reading Test 3 (Week 12: April 20)</b></li> </ol>	4.5 hours
<b>Unit 14 Creativity</b> <ol style="list-style-type: none"> <li>1. Keynotes – How to be a brilliant thinker?</li> <li>2. Preview – Creative solutions</li> <li>3. Reading – <i>A different perspective</i></li> <li>4. Vocabulary – Multi-part verbs; Suffixes</li> <li>5. Listening – Developing company creativity</li> <li>6. Language check –Conditional 2</li> <li>7. Career skills &amp; Listening – Finding creative solutions</li> <li>8. Dilemma &amp; Decision – Gold rush</li> </ol>	4.5 hours
<b>Revision for final exam (Units 12-14, Review 4 &amp; 5)</b>	1.5 hours
<b>Listening Assessment (Last lesson)</b>	1.5 hours
<b>Speaking Assessment (Last lesson)</b>	1.5 hours
<b>Final Exam: Units 8-14</b>	3.0 hours
<b>TOTAL:</b>	<b>45 hours</b>

## **Teaching Method**

Lectures, writing and speaking workshops, multimedia instruction using authentic materials, group and pair discussions, in-class tasks, self-accessed online learning of grammar, vocabulary and English use.

## **Attendance**

Attendance requirements are governed by the 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 / re-sit examination and shall be awarded an ‘F’ grade.

## **Assessment**

This course is graded on a 100-point scale, with 100 being the highest possible score and 50 the pass score.

<i>Item</i>	<i>Description</i>	<i>Percentage</i>
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 writings: graph description and short letter	10 %
3. Online quizzes	6 auto-assessed online quizzes (textbook-based and unseen questions)	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 vocabulary, grammar, listening and reading (topics covered in units 8-11)	20 %
8. Final Exam	3-hour exam on vocabulary, grammar, reading, and writing (topics covered in units 8-14)	40 %
<b>Total Percentage:</b>		<b>100%</b>

### 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** -- Christine Johnson (2015). *Intelligent Business: Pre-Intermediate Business English Coursebook*. (with Audio CD). Pearson Longman.

\*\*All students must bring a **LEGAL** version of the textbook to every class. Photocopies are **NOT** allowed.

## References

1. Course website: ENGL1102 English II. <http://canvas.ipm.edu.mo/>
2. Textbook companion website: Intelligent Business. <http://www.intelligent-business.org/>
3. *The Economist*. <http://www.economist.com/>
4. *Longman English Dictionary*. <http://www.ldoceonline.com/>
5. *Macmillian Dictionary (with pronunciation)*. <http://www.macmillandictionary.com/>
6. *Cambridge Business English Dictionary* ([dictionary.cambridge.org/dictionary/business-english](http://dictionary.cambridge.org/dictionary/business-english))

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

### **Bachelor of Management**

PILOs	CILOs				
	1	2	3	4	5
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.					

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#### Academic Year 2020 / 2021 Semester 2

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<b>Medium of Instruction</b>	English			<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>	Mr Sebastien Chan		<b>E-mail</b>	t1376@ipm.edu.mo	
<b>Office</b>	B110		<b>Telephone</b>	---	

#### Description

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<b>Unit 9 Selling</b> 1. Keynotes – Hard to reach 2. Preview & Listening – Promoting the product 3. Reading & speaking– <i>Marketing to students</i> 4. Vocabulary – Word building 5. Listening – A product launch 6. Language check – Modals of obligation 7. Career skills, Listening & speaking – Making suggestions 8. Dilemma & Decision – Guerrilla marketing 9. <b>In-class Reading Test 1 (Week 3: Feb 1 - Feb 6)</b>	4.5 hours
<b>Unit10 Price</b> 1. Keynotes – Pushing down prices 2. Preview & Speaking – Price trends 3. Reading & Vocabulary – <i>Make it cheaper and cheaper (The Economist)</i> 4. Vocabulary – Synonyms; Verbs that take an object 5. Speaking & Listening – Pricing strategy 6. Language check – Present perfect 7. Career skills & Listening – Describing a graph 8. Dilemma & Decision – Stock market challenge 9. <b>Writing Workshop 1: Graph Description</b> <b>Submission date of Writing Assignment 1: (Week 7: Mar 15 - Mar 20)</b> 10. <b>In-class Reading Test 2 (Week 5: Mar 1 - Mar 6)</b>	6 hours
<b>Unit 11 Insurance</b> 1. Keynotes – Honesty is the best policy 2. Preview & Reading – Poll Insurance 3. Vocabulary – Problems; Insurance; Insurance fraud 4. Listening – Insurance company 5. Reading & Vocabulary – <i>Fighting fraud</i> 6. Speaking: Honesty quiz 7. Language check – Passives 8. Career skills & Listening – Expressing arguments 9. Dilemma & Decision – A fair decision? 10. <b>Writing Workshop 2: Writing business letters</b> <b>(Textbook p. 100; Style Guide p.10-12)</b>	6 hours
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## **Alignment of Programme Intended Learning Outcomes (PILOs) and Course Intended Learning Outcomes (CILOs):**

### **Bachelor of Accounting**

<b>PILOs</b>	<b>CILOs</b>				
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
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	5
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	5
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	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.					

## Bachelor of Arts in Public Relation

PILOs	CILOs				
	1	2	3	4	5
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 PR 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.					