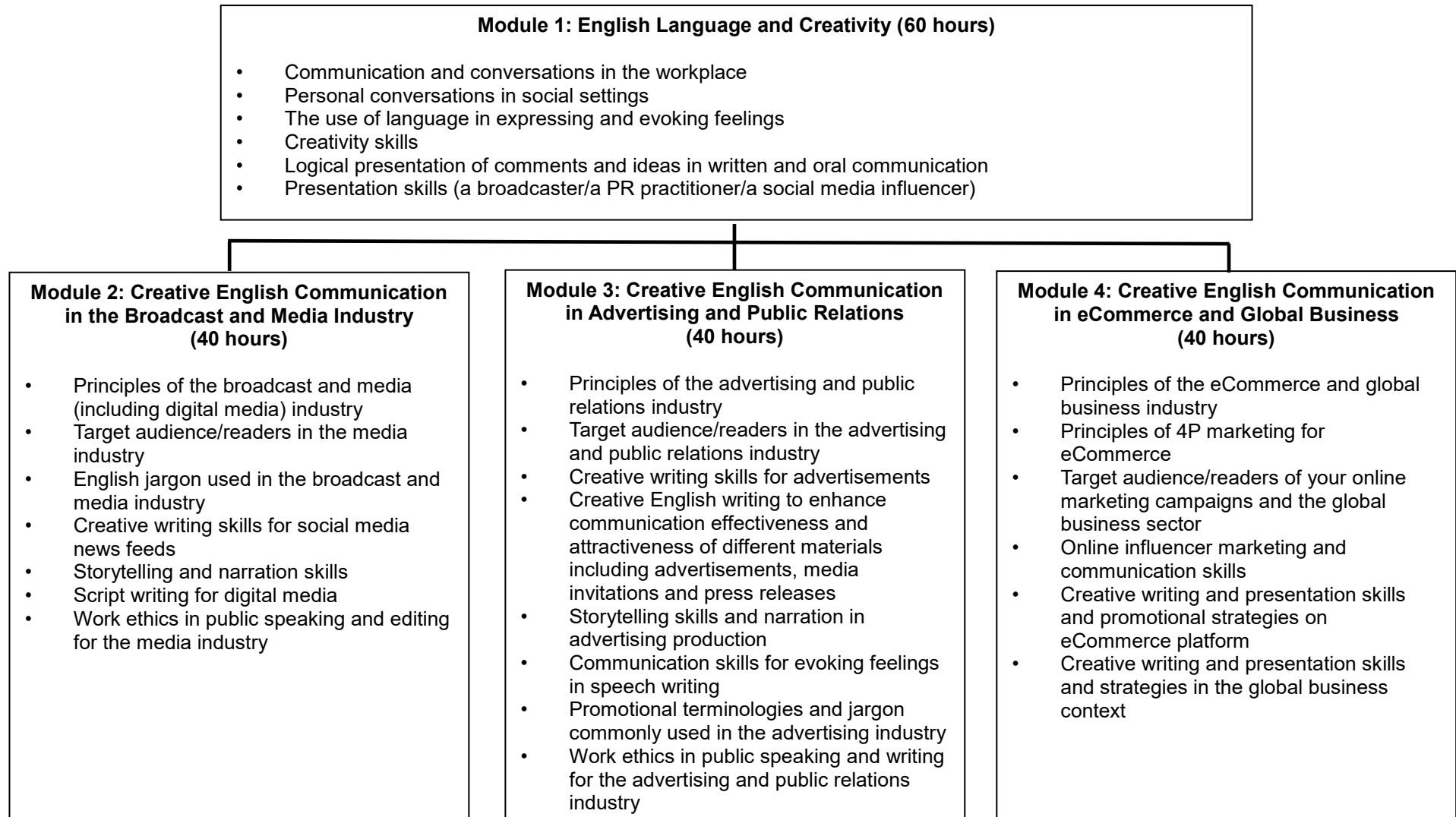


**Applied Learning**  
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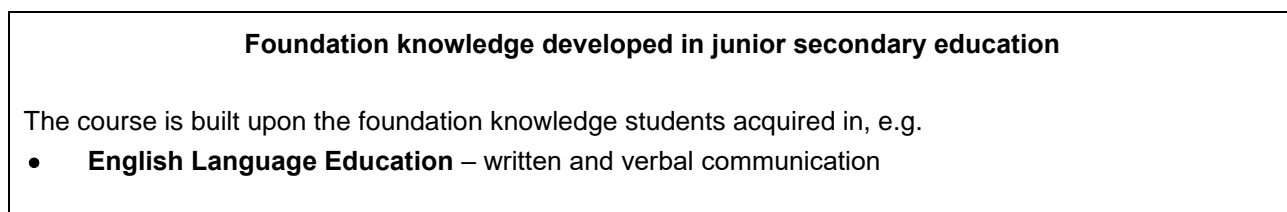
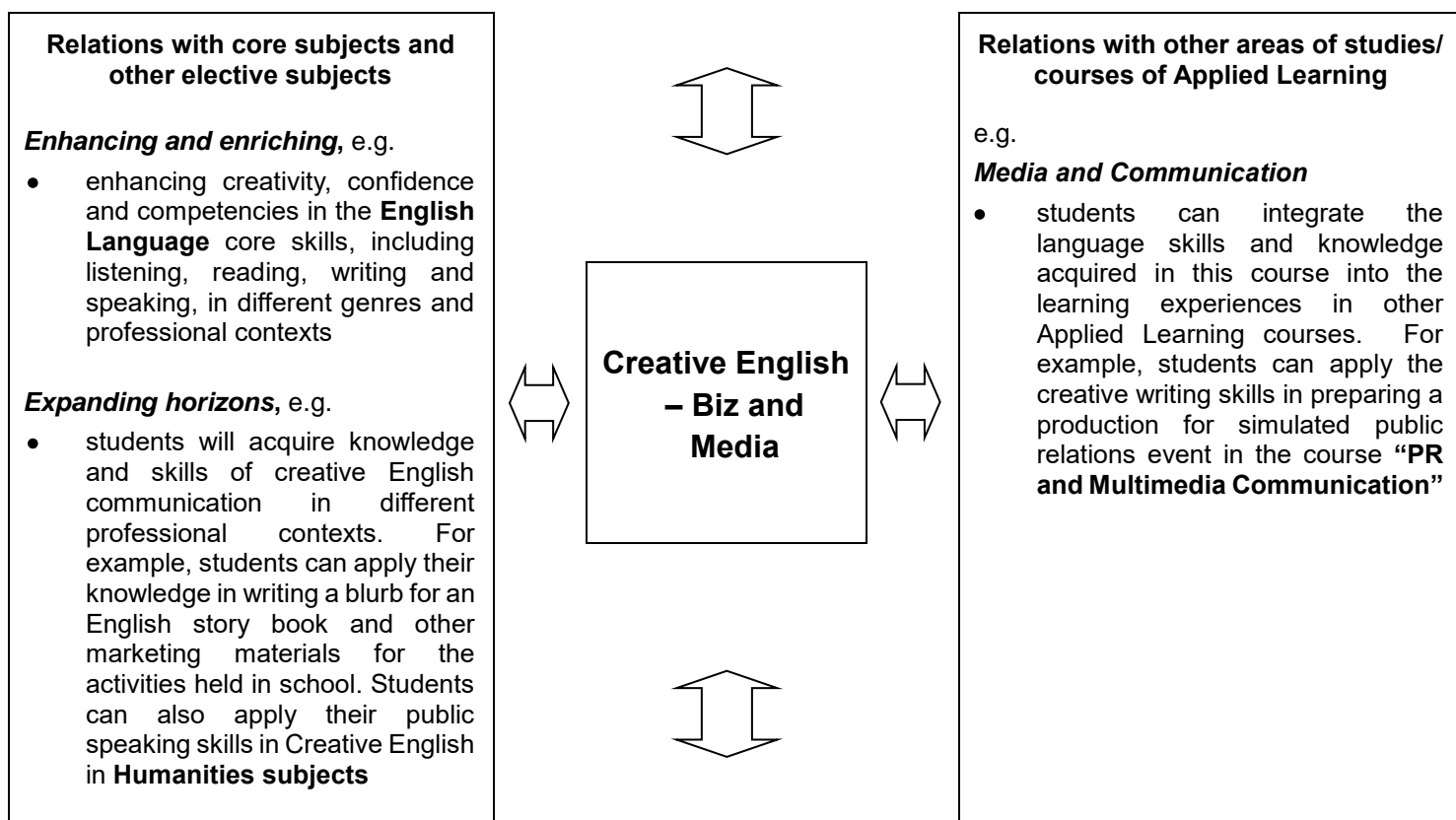
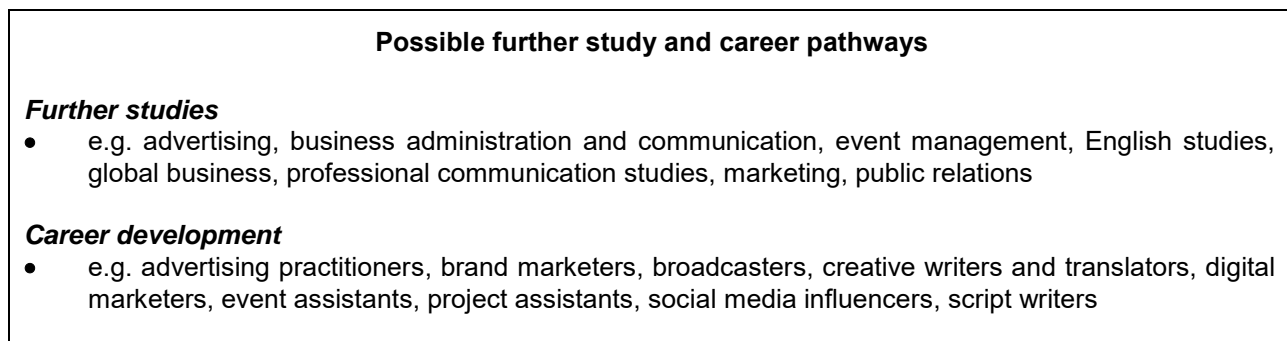
Item	Description
1. Course Title	Creative English – Biz and Media
2. Course Provider	Hong Kong College of Technology
3. Area of Studies/ Course Cluster	Media and Communication/ Language and Culture
4. Medium of Instruction	English
5. Learning Outcomes	<p>Upon completion of the course, students should be able to:</p> <ol style="list-style-type: none"> <li>(1) identify and understand the fundamental concepts, knowledge and the skills of creative English communication;</li> <li>(2) demonstrate a basic understanding of the professional ethics of communication;</li> <li>(3) apply relevant communication skills and strategies in different contexts and genres;</li> <li>(4) apply appropriate communicative approach in oral and written forms to creatively and effectively communicate the relevant information to the target audience;</li> <li>(5) develop teamwork and good interpersonal skills through group projects and group presentations;</li> <li>(6) integrate creative communication skills in English with practices in different professional and vocational fields; and</li> <li>(7) develop self-understanding for further studies and career development in the related field.</li> </ol>

## 6. Curriculum Map – Organisation and Structure



## 7. The Context

- The information on possible further study and career pathways is provided to enhance students' understanding of the wider context of the specific Applied Learning course. Students who have successfully completed Applied Learning courses have to meet other entry requirements as specified by the institutions.
- The recognition of Applied Learning courses for admission to further studies and career opportunities is at the discretion of relevant institutions.



## **Applied Learning**

### **2023-25 Cohort; 2025 HKDSE**

#### **Learning and Teaching**

**Course Title** : **Creative English – Biz and Media**  
**Area of Studies** : **Media and Communication**  
**Course Provider** : **Hong Kong College of Technology**

In Creative English – Biz and Media, student-centred learning and teaching activities are designed to enable students to understand fundamental theories and concepts, develop their generic skills, and address their career aspirations in different professional and vocational fields (e.g. broadcast and media, advertising and public relations, and eCommerce and global business).

Different modes of activities are employed to provide students with a systematic understanding about the context (e.g. group discussions, hands-on training on storytelling and narration skills, company visits, and sharing talks) and eye-opening opportunities to experience the complexity of the context (e.g. visits to broadcast and media companies or public relations agencies to experience the authentic setting; one-on-one or small group interactions with native English PR professionals to learn the importance of English communication in the authentic working environment).

Students acquire an understanding of the requirements, fundamental knowledge and skills essential for further learning within the area through learning-by-practising opportunities in an authentic or near-authentic environment (e.g. conduct business conversations in near-authentic settings, and apply relevant presentation skills to promote their business or persuade customers to take certain actions).

Students are also encouraged to develop and apply conceptual, practical and reflective skills to demonstrate entrepreneurship and innovation. Students are given opportunities to integrate the knowledge and skills acquired and consolidate their learning (e.g. apply creative English writing and presentation skills to write a speech script for the CEO of a global company).

## Applied Learning

### 2023-25 Cohort; 2025 HKDSE

#### Curriculum Pillars of Applied Learning in Context – Creative English – Biz and Media

Through the specific contexts related to the course, students have different learning opportunities, for example:

##### 1. Career-related Competencies

- conduct work-related conversations with appropriate languages and tone;
- apply business jargon of specific industries, as well as creative writing and speaking skills in different contexts and genres in specific industries; and
- understand the basic principles and ethics of different professional and vocational fields (e.g. broadcast and media, advertising and public relations, eCommerce and global business).

##### 2. Foundation Skills

- understand the knowledge and skills in using jargon and terminologies of specific industries; and
- use creative writing skills as well as storytelling and narration skills in speaking to draw the attention of the audience.

##### 3. Thinking Skills

- use critical thinking skills to logically present comments and ideas in writing and presentations; and
- apply problem-solving skills in contexts in different professional and vocational fields.

##### 4. People Skills

- conduct conversations in the workplace and social small talks with appropriate language and tone; and
- develop teamwork and interpersonal skills through student-led group discussions and group projects.

##### 5. Values and Attitudes

- adopt appropriate approaches in writing and presentations in different genres and text-types to comply with the work ethics of various industries; and
- demonstrate positive attitudes (e.g. enthusiasm and willingness to participate in pair work and group activities).