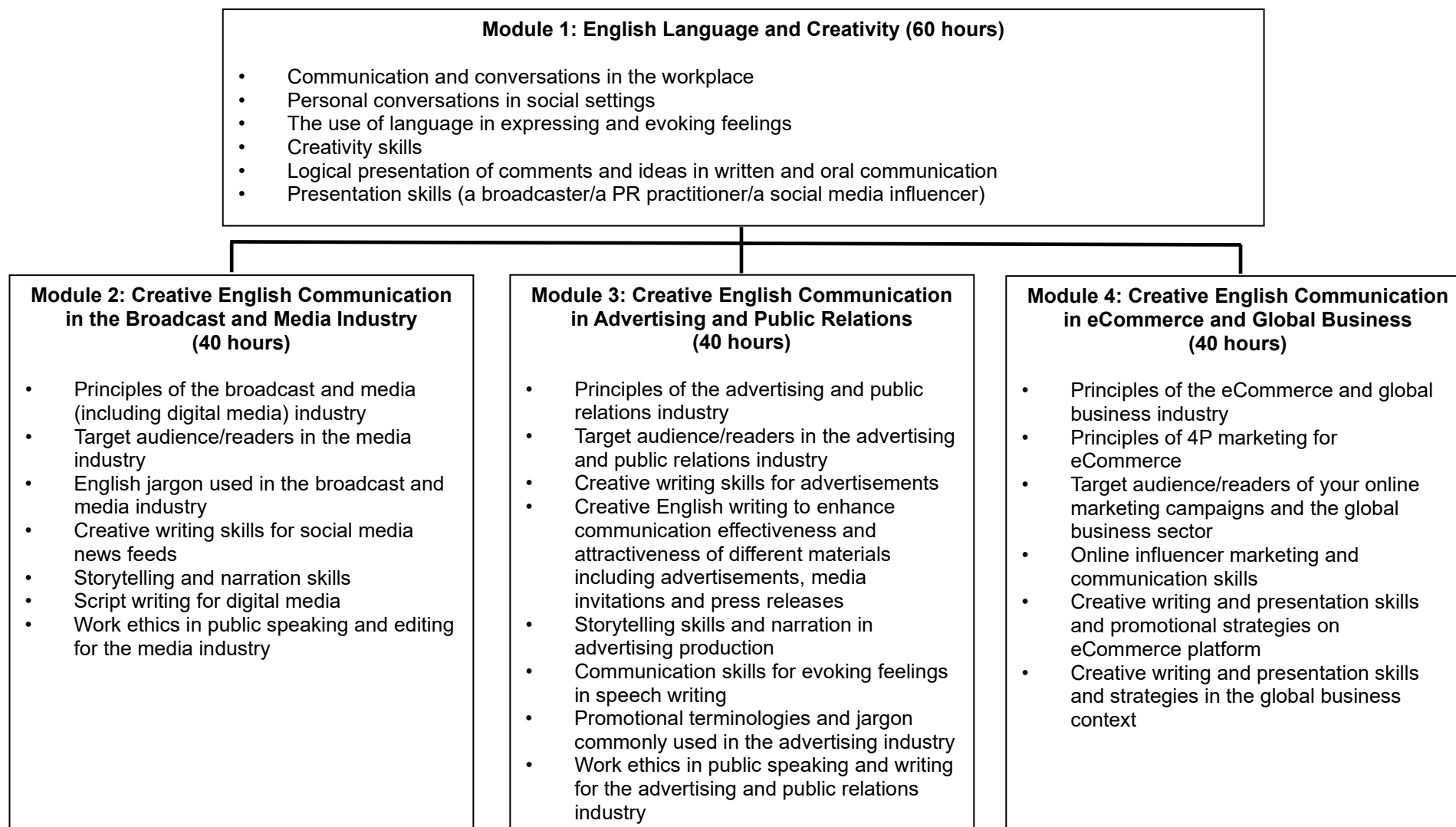


Applied Learning
2025-27 Cohort; 2027 HKDSE

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> <ul style="list-style-type: none">(i) identify and understand the fundamental concepts, knowledge and the skills of creative English communication;(ii) demonstrate a basic understanding of the professional ethics of communication;(iii) apply relevant communication skills and strategies in different contexts and genres;(iv) apply appropriate communicative approach in oral and written forms to creatively and effectively communicate the relevant information to the target audience;(v) develop teamwork and good interpersonal skills through group projects and group presentations;(vi) integrate creative communication skills in English with practices in different professional and vocational fields; and(vii) enhance self-understanding and explore directions on further studies and career pursuits.

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.
- The recognition of Applied Learning courses for admission to further studies and career opportunities is at the discretion of relevant institutions. Students who have successfully completed Applied Learning courses have to meet other entry requirements as specified by the institutions.

Possible further study and career pathways

Further studies

- e.g. courses related to advertising, business administration and communication, event management, English studies, global business, professional communication studies, marketing, public relations

Career development

- e.g. advertising practitioners, brand marketers, broadcasters, creative writers and translators, digital marketers, event assistants, project assistants, social media influencers, script writers

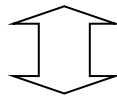
Complementarity with core subjects and other elective subjects

Enhancing and enriching, e.g.

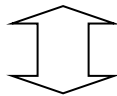
- enhancing creativity, confidence and competencies in the **English Language** core skills, including listening, reading, writing and speaking, in different genres and professional contexts

Expanding horizons, e.g.

- students will acquire knowledge and skills of creative English communication in different professional contexts. For example, students can apply their knowledge in writing a blurb for an English story book and other marketing materials for the activities held in school. Students can also apply their public speaking skills in Creative English in **Geography, History** and/or **Economics**



Creative English – Biz and Media



Relations with other Areas of Studies/ courses of Applied Learning

e.g.

Media and Communication

- students can integrate the language skills and knowledge acquired in this course into the learning experiences in other Applied Learning courses. For example, students can apply the creative writing skills in preparing a production for simulated public relations event in the course “**PR and Multimedia Communication**”

Foundation knowledge developed in junior secondary education

The course is built upon the foundation knowledge students acquired in, e.g.

- **English Language Education** – written and verbal communication

8. Learning and Teaching

In this course, 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 public relations 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 given opportunities to consolidate their learning and demonstrate entrepreneurship and innovation (e.g. apply creative English writing and presentation skills to write a speech script for the chief executive officer of a global company).

9. Curriculum Pillars of Applied Learning

Through related contexts, students have different learning opportunities, for example:

(i) **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).

(ii) **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.

(iii) **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.

(iv) **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.

(v) **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 proper attitudes (e.g. enthusiasm and willingness to participate in pair work and group activities).