

Applied Learning in Vocational English (ApL VocE)

English for Service Professionals

Programme Coordinator/Presenter: Ms. Yuanna Hui

Introduction to English for Service Professionals

WELCOME to Applied Learning in Vocational English – English for Service Professionals (服務業專業英語)! This course is an elective subject of the Hong Kong Diploma of Secondary Education Examination (HKDSE).

Nearly 90% of the Hong Kong workforce are employed in the service sector. English for Service Professional, which covers **four modules in 180 contact hours**, aims to build students' confidence and competence in their use of English so they can communicate effectively with clients, colleagues and superiors of *diverse ethnicities* (=different cultures and backgrounds) and become a power player in the *globalised economy* (全球化經濟).

WHY

Each module has specific training focuses and topical emphasis. Module 1 and Module 3 focus on training students' listening and speaking skills while Module 2 and Module 4 focus on training students' reading and writing skills in vocational settings. Apart from the language objectives, increasing students' awareness of and helping them identify their career – and hence study – options is another important learning objective.

WHAT

Hong Kong: The Facts
Employment

Source: HKSAR Government

Employment Distribution: Total employment in the fourth quarter of 2018 was 3.9 million. The employment distribution among various industry sectors was as follows:

Industry sector	Percentage of employment distribution
Manufacturing	2.2
Construction	8.8
Import/export, wholesale and retail trades; and accommodation† and food services	29.4
Transportation, storage, postal and courier services; and information and communications	11.2
Financing and insurance; real estate; and professional and business services	20.6
Public administration; and social and personal services	27.3
Others	0.5
Total employment	100.0

The service sector

WHO

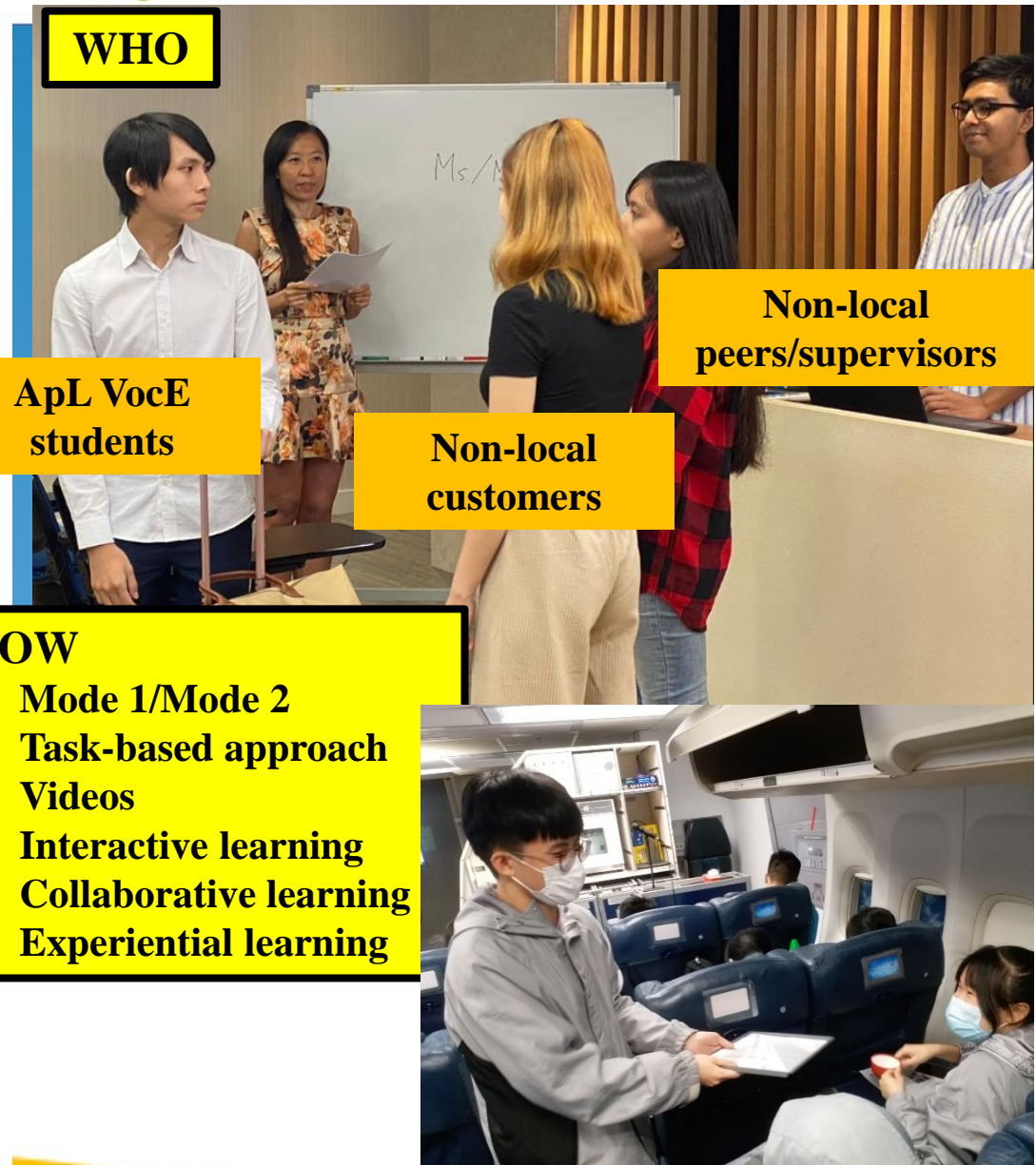
ApL VocE students

Non-local customers

Non-local peers/supervisors

HOW

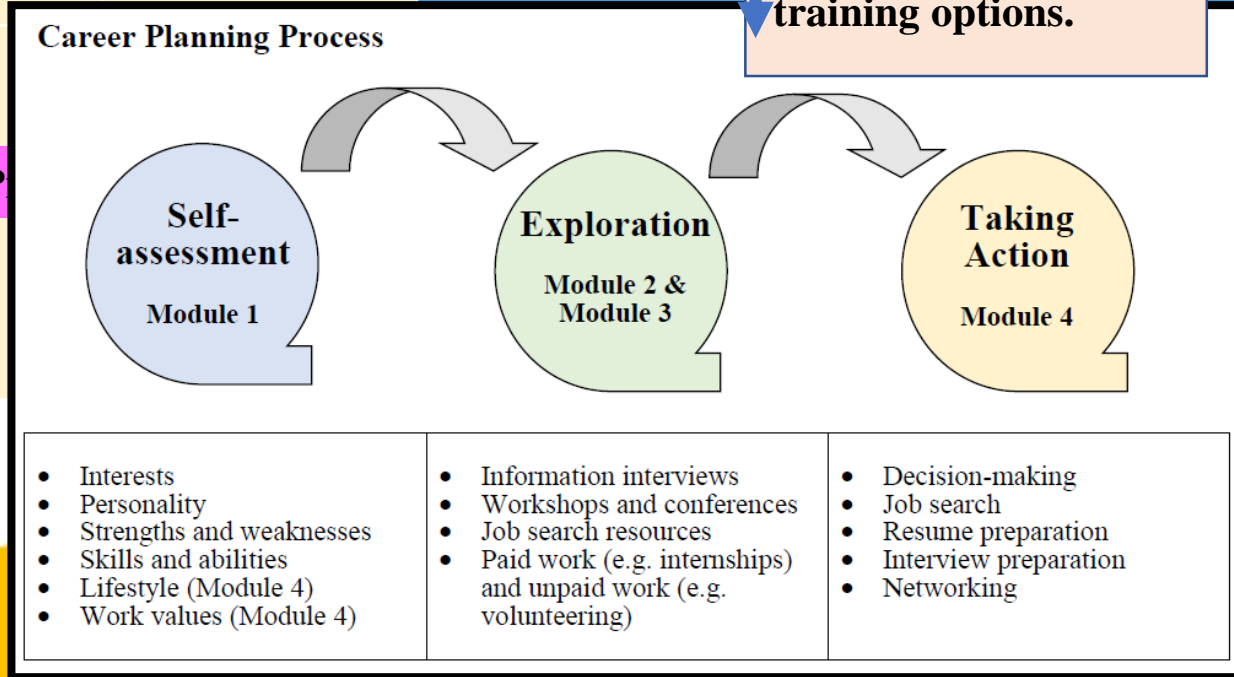
- Mode 1/Mode 2
- Task-based approach
- Videos
- Interactive learning
- Collaborative learning
- Experiential learning



COURSE STRUCTURE	Contact Hours	QF Credits	
Certificate in Applied Learning (Vocational English) – English for Service Professionals (QF Level 3)	180	27	
Module 1: Everyday Communication Certificate in Applied Learning (Vocational English) – Listening and Speaking (QF Level 2)	40	6	
Module 2: Workplace Communication Certificate in Applied Learning (Vocational English) – Reading and Writing (QF Level 2)	40	6	<div data-bbox="2051 425 2512 825" style="border: 1px solid black; padding: 5px;"> <p>Students develop their academic, functional workplace and critical literacy as they explore their education and training options.</p> </div>
Module 3: Business Communication I Certificate in Applied Learning (Vocational English) – Listening and Speaking (QF Level 3)	50	6	
Module 4: Business Communication II Certificate in Applied Learning (Vocational English) – Reading and Writing (QF Level 3)	50	6	

Service Recipients <-> Service Providers

Service P



Course Design

QF Level 2 (80 hours)

Module 1 and Module 2 focus on training students to perform a range of basic customer service assignments.

Applied Learning in Vocational English

2021 – 2023

English for Service Professionals

服務業專業英語

Module 1: Listening and Speaking (QF Level 2)

From everyday situations to workplace situations

- At the supermarket
- At shopping mall
- At the MTR station
- At the gym
- At the cinema

- Retail
- Transport and Logistics
- Leisure and Entertainment

Name: _____

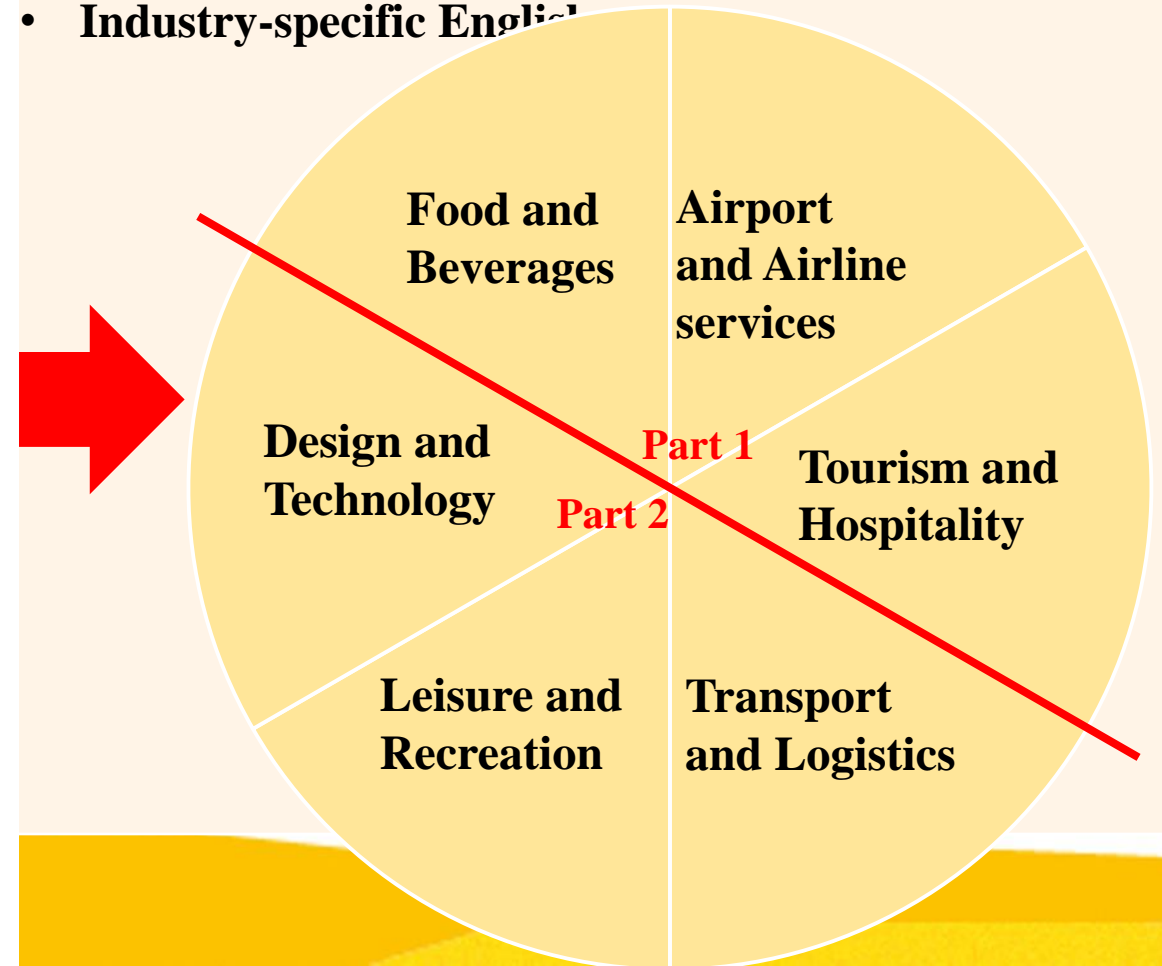
Contents

Introduction to English for Service Professionals	2
Part I: Pleasure and Leisure	
Lesson 01 – Self-introduction and Small Talk	5
Lesson 02 – Routines and Pastimes	13
Lesson 03 – The Internet and Social Media	22
Part II: Local Knowledge	
Lesson 04 – Neighbours and Neighbourhood	30
Lesson 05 – Local Knowledge	38
Lesson 06 – Landmarks and Tourist Attractions	44
Vocabulary List for Assessment 1 – Listening, Vocabulary and Grammar Test	50

QF Level 3 (100 hours)

Module 3 and Module 4 focus on training students' capacity to apply independent judgement in making customer-service decisions based on established methods and procedures.

Industry-specific English



Module 1 – Everyday Communication

Here is a *summary* (=short description) of what you are going to learn in Module 1:

- Increase your awareness of English and your flexibility in using the language in everyday situations;
- Have a basic understanding of the service industry in Hong Kong; and the *last but not least*,
- Think about your passions, *strengths* and *weaknesses*, JUPAS options and possible plans after your DSE examinations.

There are two assessments in each module:

Assessments in Module 1	Duration	Weighting
Listening, Vocabulary and Grammar Test	1 hour and 20 minutes	10%
Speaking Assessment	3 to 4 minutes interaction time	10%
	TOTAL	20% of the entire course

Personal/Private Settings



At school or our apartment building, we greet our friends/people we know and make small talk when we bump into them in the corridor.

Public/Commercial Settings



When we visit a neighbourhood café, we should greet the staff member who serves us. It is also common for staff members to make small talk with their *regular/repeat customers*. Companies maintain *goodwill* (信譽) by providing friendly services.

From everyday situations to workplace situations

Module 1 Lesson 1

II. Make Small Talk

We make small talk in our native language all the time. It is an important social skill to show that we are polite. Small talk can be as short as one or two lines or as long as a few minutes. We normally do not share a long story because the other person may be in the middle of doing something.

A. Common Situations for Small Talk

The pictures show some common situations for small talk. Match them with the correct description (a to f). One answer is not needed.

a. Waiting for the microwave meal to get ready in the office pantry	b. Watching a movie in the cinema	c. Bumping into a friend in the supermarket
d. Taking a taxi	e. Taking the lift with people who live/work in the same building	f. Meeting an overseas relative for the first time



Teaching Schedule of Module 1

Lesson	Topics	Contact Hours
Part I: Pleasure and Leisure		
1	Self-introduction and Small Talk	9 hours
2	Routines and Pastimes	
3	The Internet and Social Media	
Part II: Local Knowledge		
4	Neighbours and Neighbourhood	9 hours
5	Local Knowledge	
6	Landmarks and Tourist Attractions	
7	Assessment 1 Practice and Revision	6 hours
8	Assessment 1	
Part III: Enquiry and Reply		
9	At a Local Café	6 hours
10	Meeting Your Careers Mistress/Master	
11	Assessment 2 Practice and Revision	10 hours
12	Assessment 2 Practice and Revision	
13	Assessment 2	
		40 hours

Objective Component

Subjective Component

There are altogether **EIGHT** assessments:

- The *objective* and *subjective* components carry equal weighting.
- The four assessments in Module 1 and Module 2 account for **40%**.
- The four assessments in Module 3 and Module 4 account for **60%**.
- Students will receive *practice paper/practice situations* before each assessment. Tutors will have revision with the students before each assessment.
- There is “**Bonus Challenge**” in each assessment to encourage students to attempt the more advanced questions.
- Students who fail one assessment will still be allowed to progress to the next module.

C. Use the Passive Voice Verbs

(<https://www.youtube.com/watch?v=FQ9Xpzi4qkU>)

In business writing, the use of the passive voice is common because it is more *formal*. In the service industry, the passive voice is used because the focus of communication is usually on the *action receivers*, i.e. the customers, rather than the action doers, i.e. the service providers. Company rules and regulations, and service terms and conditions are written in the passive voice. Customers should pay attention to what they will get and/or what they are required to do regardless of who are going to serve them.

You are going to watch the safety demonstration video of the British Airways featuring some British celebrities. In the video, modal verbs are used to talk about actions that are taken to ensure safety. These actions are *necessary* rather than optional. For example, "Your seatbelt *must be worn* whenever the seatbelt signs are on." If passengers do not follow the rule, it is very likely that they will get hurt if the airplane runs into *turbulence* (=strong sudden wind).

Modal verbs are also used to talk about *possible* (=not 100%) situations. For example, "High-heeled shoes *must be taken off* as they *may tear* the evacuation slide." The slide *may be torn* by high-heeled shoes; this *undesirable situation* may happen. If the slide is damaged, passengers will get hurt. Therefore, it is *important* for passengers to remove them before they go down the *evacuation slide*.

"Hand baggage *must be put* under the seat in front of you, or in an overhead locker."



Here is a summary of the language items that will be covered in the Programme:

Vocabulary

- Prefixes and suffixes
- Four parts of speech: verb, noun, adjective and adverb
- Unfamiliar words are recycled to enhance retention (e.g. product advertisement, service advertisement, Instagram advertisement and job advertisement).

Grammar

- Grammar is taught in the context of vocational English (e.g. describing service/products/routines – simple present; describing past events/experience – simple past; describing achievements – present perfect simple; expressing opinions/advice/rules at work – modal verbs).

Syntax

- The use of -ing forms: to form continuous tenses; as nouns (subject and object), as adjectives; after prepositions, after certain verbs and after linking words

Vocabulary List

Vocabulary List for Assessment 1 – Listening, Vocabulary and Grammar Test (10%)

There are **FOUR** sections in Assessment 1: listening, vocabulary, individual response and grammar. You will receive a practice paper in Lesson 7 so you can have some practice during lesson and familiarise yourself with the format of the test.

For the vocabulary section, please study the following words and phrases. Make sure you know their meaning as well as part of speech. You also need to know whether the nouns are countable or uncountable. Choices will be given in this section. You will read a short passage with ten blanks. Choose the correct words or phrases to fill in the blanks in the passage. Each answer can be used **ONCE** only. Students will not get marks if an answer is used more than once.

Lesson 1 – Self-introduction and Small Talk	Lesson 2 – Routines and Pastimes	Lesson 3 – The Internet and Social Media
<ul style="list-style-type: none">delicious (adj.)drizzly (adj.)envious (adj.)incredible (adj.)stunning (adj.)	<ul style="list-style-type: none">empty (adj.)nearly (adv.)rarely (adv.)pastime (n.)unhealthy (adj.)	<ul style="list-style-type: none">comment (n./v.)follow (v.)rapidly (adv.)share (v.)viral (adj.)
Lesson 4 – Neighbours and Neighbourhood	Lesson 5 – Local Knowledge	Lesson 6 – Landmarks and Tourist Attractions
<ul style="list-style-type: none">apartment (n.)bump into (phrasal v.)central business district (n. phrase)convenient (adj.)residential (adj.)	<ul style="list-style-type: none">furniture (n.)grocery shopping (n. phrase)home appliance (n. phrase)public transport (n. phrase)recommendation (n.)	<ul style="list-style-type: none">decade (n.)duration (n.)landmark (n.)remote (adj.)tourist attraction (n. phrase)