



**Applied Learning
(Vocational English)
English for Business Services**

**Hong Kong College of
Technology**

Student:
Why do I need to
take Vocational
English?



Teachers:
What benefits can we
bring to our students?
How do we promote
their interest and
motivation in
learning English?





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English for Business Services

The Need for English for Business Services

- 1) Tap into students' interests and different learning needs through learning vocational English **in a near-authentic workplace environment**



Enhance students' interest and hope students will **find English learning enjoyable and practical**

- 2) Enhance students' four language skills - listening, speaking, reading, writing **through hands-on practice**



Enhance students' confidence and competencies not only in ApL subjects but also in the core English studies

- 3) **Obtain QF certificates** and open windows of opportunity **for future career or further studies**



Provide a pathway to attain higher education of related disciplines

Curriculum Overview

Assessment Structure

Distinctive Features

Professional Support

Module 1 - Listening and Speaking (40 hours)

QF Level 2

Students will be learning **basic listening and speaking skills in general business context** through the following learning topics.

Learning Topics:

- Short conversations and communication in business settings
- Personal conversations in social settings
- Greeting customers
- Orders and enquiries

Language Features/Forms:

- Commonly-used vocabulary in short conversations
- Simple grammatical structures:
 - Simple SVO sentence structure
 - Connectives and conjunctions to express basic comments and ideas logically
 - Discourse markers to connect ideas

Communicative Purposes/Functions:

- Identifying and presenting key ideas
- Giving explanations
- Giving comments
- Conducting discussions
- Making recommendations
- Soliciting useful information

Module 3 - Listening and Speaking (50 hours)

QF Level 3

Students will be learning **more advanced listening and speaking skills** to handle **more specific** scenarios **in a wider range of business contexts** with the use of appropriate registers and language skills.

Learning Topics:

- Answering phone calls
- Taking enquiries/orders
- Responding with appropriate tone and words
- Carrying out conversations with customers

Context: Specific fields or work sectors

- Airlines
- Catering industry (café/restaurant)
- Hospitality sector
- Public relations
- Social media
- Sports and recreation

Language Features/Forms:

- A wider range of commonly-used vocabulary to express emotions and make suggestions
- Increasingly complex grammatical structures:
 - Complex sentence structures (e.g. relative clauses and conditionals to convey key ideas)
 - Connectives to link ideas logically
 - Discourse markers to organise key information in business dialogues (e.g. phone calls)

Communicative Purposes/Functions:

- Conducting discussions
- Giving explanations
- Making recommendations
- Expressing emotions
- Expressing apology and gratitude
- Using persuasion
- Making counter-suggestions
- Soliciting useful information

The modules are designed:

from basic to advanced levels

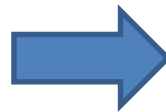
from general to specific scenarios

Learning & Teaching Example - Catering service

Module 1

- 1) Thematic vocabularies of a menu
- 2) The use of key phrases for taking order or serving customers in a restaurant

Progressive learning



Module 3

- 1) Use of adjectives to describe the taste and texture of food
- 2) Use of modal verbs and wh-/h- words in a sentence to make or ask for recommendations
- 3) Dialogue simulation

Teaching and Learning Example: Catering service

Achievement of the students:

In near-authentic restaurant setting, student will conduct role-play to demonstrate how to

- conduct conversation
- take orders
- make/ask for recommendations
- make requests
- respond with appropriate tone and politeness



Module 2 - Reading and Writing (40 hours)

QF Level 2

Students will be learning **basic reading and writing skills in general business context** through the following learning topics.

Learning Topics:

- Short emails and letters
- Order of a product
- Graphs and charts
- Advertisements
- Social media

Language Features/Forms:

- Commonly-used vocabulary in daily business and social correspondence
- Simple grammatical structures:
 - Simple and compound sentences to express feelings and requests
 - A variety of tenses and modal verbs to make suggestions and extend invitations
 - Connectives and conjunctions to present ideas and give replies logically
- Different formats for different text-types

Communicative Purposes/Functions:

- Giving explanations
- Expressing apology and gratitude
- Responding to requests and giving replies
- Making suggestions
- Extending invitations

Module 4 – Reading and Writing (50 hours)

QF Level 3

Students will be learning **more advanced reading and writing skills** to handle more specific scenarios **in a wider range of business contexts** with the use of appropriate registers and language skills.

Learning Topics:

- Reply to letters of complaint
- Memos, proposals and reports
- Surveys and reports
- Promotional leaflets
- Writing blog posts/social media feeds

Context:

- Catering industry (café and restaurant)
- Hospitality sector
- Public relations
- Online customer service platform
- Social media
- Sports and recreation

Language Features/Forms:

- A wider range of commonly-used vocabulary in specific fields (e.g. serving and catering industries)
- Increasingly complex grammatical structures:
 - Compound and complex sentences for writing letters, reports and promotional materials
 - A wide range of tenses and modal verbs to express possibility and permission
 - Connectives to logically present ideas and comments
 - Appropriate tone to express arguments and suggest alternatives

Communicative Purposes/Functions:

- Expressing goodwill
- Giving explanations
- Responding to requests and giving replies
- Making suggestions
- Extending invitations
- Writing to persuade
- Handling Complaints
- Writing Commentary
- Promoting goods and services

English for Business Services Assessment Structure

**Creative
Assessment
Content**

Designing assessments to cope with the needs and latest trend in the business sector and apply students' knowledge and skills learnt in the course.

**Module 1 Listening and Speaking
(QF Level 2):**

Assessment Tasks	
Self- Introduction for a Career	10%
Listening to a Business Conversation	10%

**Module 2 Reading and Writing
(QF Level 2):**

Assessment Tasks	
Letter of Enquiry	10%
Marketing Strategy Report	10%

**Module 3 Listening and Speaking
(QF Level 3):**

Assessment Tasks	
Dialogue Simulation	15%
Proposal Presentation	15%

**Module 4 Reading and Writing
(QF Level 3):**

Assessment Tasks	
Blog Writing	15%
Letter of Suggestion / Reply	15%

English for Business Services Distinctive Features

1. Simulation of business service setting

Enhancing students' breadth and depth of the four language skills – listening, speaking, reading and writing in English Language through simulation of different workplace scenarios:

Answering phone calls and taking enquiries at a reception counter

Speaking to clients in an event reception setting

Attending a job interview in a panel interview setting

Serving customers and making suggestions in a restaurant or a flight cabinet setting

Handling a complaint letter and writing social media posts in an office setting



2. Opportunity to immerse in native English speaking environment

HKCT's language center organises a series of English enhancement workshops and provides facilities for learning support:

- Chat Café - group discussions with native English speaker
- Theatre and computers for movie appreciation
- English learning through reading story books or using tablets for online learning



Hong Kong Public Relations
Professionals' Association

Professional Talks/Sharing



Good connection with
professional language
associations or institutions
&
Enormous database of
employers in different
industries

English for Business Services Passionate & Experienced Teaching Team

Experienced
and
passionate
teaching team

- To keep abreast of students' progress throughout the course
- To adopt different pedagogies and teaching tools such as role play, movie appreciation, online interactive platforms
- To be well acquainted with professional language tests



English for Business Services Articulation

Articulation

Developing students' self-understanding for further studies and career development in various fields of the service sector.

- Students will attain **QF level 2 or 3 certificates** upon completion
- **Further studies:** business and management, social services, sports and recreation, public relations, tourism and hospitality, ecommerce and social media
- **Career development :** Positions at entry-level (e.g. event assistant, marketing assistant, project assistant, customer service officer, recreational clubhouse officer, restaurant attendant, social media executive)

English for Business Services Contact Information

Learning English

is



&

Practical

English for Business Services Contact Information

For any enquiries you are welcome to
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