Introduction to

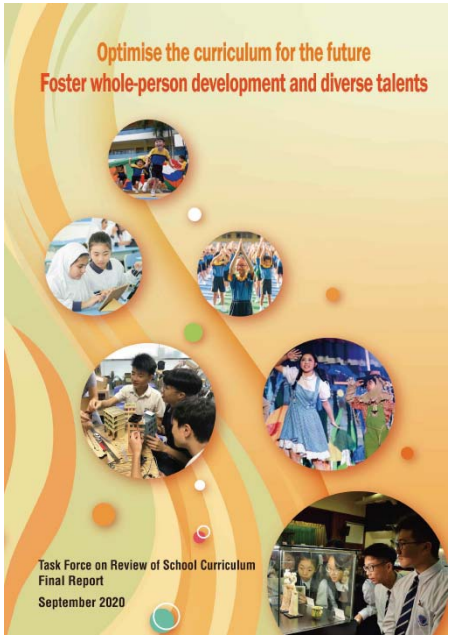
Applied Learning (Vocational English)

[ApL(VocE)]

28 OCTOBER 2020

Background

- following up the recommendation of offering vocational English as a new Applied Learning (ApL) course, as proposed by the Task Force on Review of School Curriculum with a view to **catering for students' diverse learning needs and aspirations** in English language education



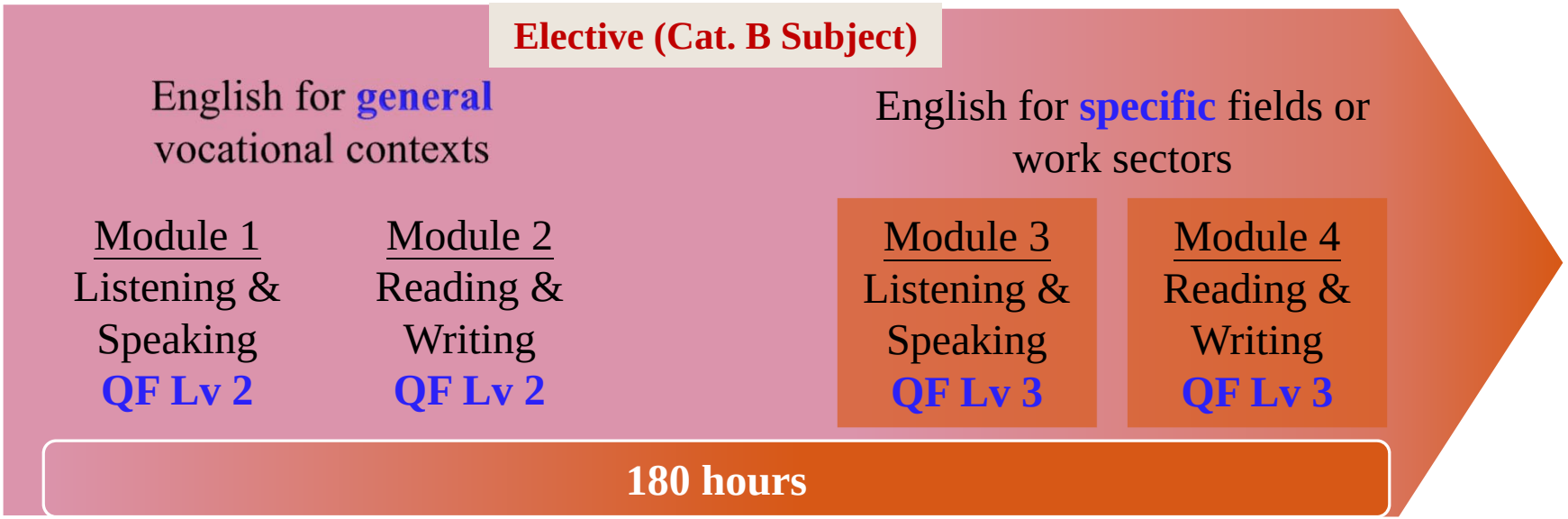
Curriculum Aims

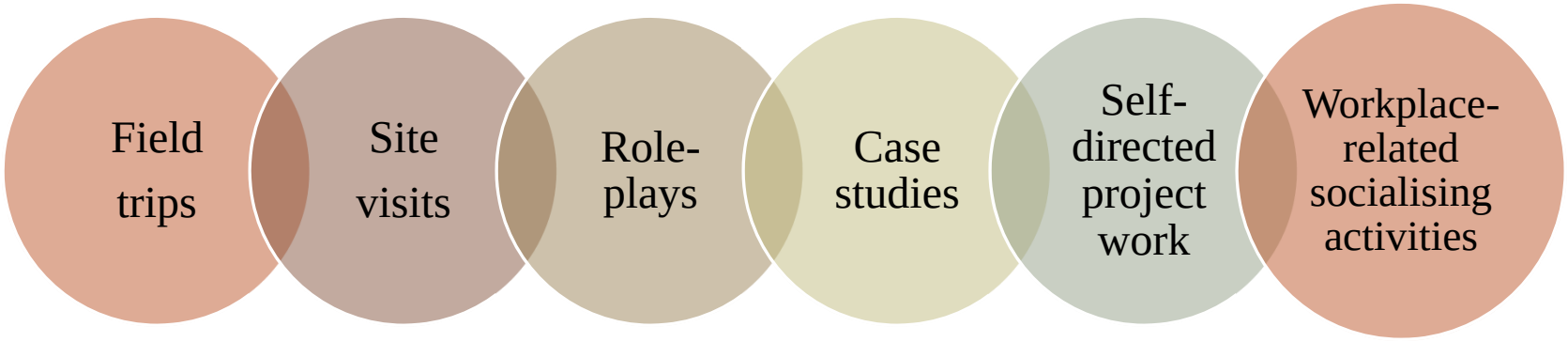
ApL(VocE) aims to:

- develop students' English proficiency and generic skills **through application and practice** in simulated or near authentic vocational contexts
- enhance students' awareness of the **role of English** in authentic work environments
- develop students' **career-related competencies**, foundation skills (notably **communication skills**), **thinking skills** and **people skills** as well as to nurture their **positive values and attitudes** as in ApL curriculum pillars
- enable students to lay a **good English foundation** for further studies or career pursuits

Applied Learning (Vocational English)

Curriculum Structure & Features





Applied Learning (Vocational English)

Recognition

HKDSE Elective Subject*

- Attained with distinction (II)
- Attained with distinction (I)
- Attained
- Unattained (will not be shown on the diploma)

Qualifications Framework

Terminal Exit
QF Lv 3 certificate upon satisfactory completion of the whole course

or

Intermediate Exit
Module certificates upon satisfactory completion of individual modules

*The result in ApL(VocE) is **not** equivalent to any level in the HKDSE English Language Examination, nor can it be used as an alternative qualification for English Language.

Implementation of ApL(VocE) for the 2021-23 Cohort

Early commencement for current S4 Students

- Courses start in around February 2021.

Regular commencement for S5 Students

- Courses start in around September 2021.

Application

If your school intends to offer the courses at **S4 in the 2020/21 school year**, please submit applications for your students via the **"ApL Module" in the WebSAMS** and complete the application and selection procedures according to the following arrangements:

	Lessons at institution	**Lessons at school**
	Mode 1	**Mode 2**
Application Period	13 October to 18 November	
Selection arrangement	• The selection arrangement will be announced via the communication and delivery system (CDS) in the WebSAMS and our webpage (www.edb.gov.hk/apl/en) in late November • Course providers will conduct student selection on 5 December (Saturday)	• Application arrangement, confirmation of implementation details and course fee reduction, etc. by schools and course providers from October to December
Release of selection results	• The selection results will be released to schools from 11 December (Friday) onwards via CDS	-
Confirmation/ Submission of student enrolment information	• Schools should confirm whether to accept offers for their students via the WebSAMS by 23 December (Wednesday)	• Schools should submit the class details & student information on or before 11 December

Application

If schools opt for offering ApL(VocE) courses at **S5 in the 2021/22 school year**, please refer to **paragraphs 17 and 18** in the Circular Memorandum (**EDBCM No. 69/2020**) issued on 22 July to announce the implementation details for the Senior Secondary Applied Learning (ApL) courses (2021-23 cohort), including ApL(VocE) courses to be provided as an elective subject.

Web link to EDBCM69/2020:
https://www.edb.gov.hk/apl/ApL(VocE)

Online Taster Programmes for ApL courses (2021-23 Cohort)

Applicable to Applied Learning courses to be offered at S4 in the second term of the 2020/21 school year

類別 Category	科目代碼 Subject Code	課程 Course	課程提供機構 Course Providers	課程內容 / 活動 Programme / Activities	日期及時間 Date and Time	網上申請網址 Links for on-line application	查詢 / 備註 Enquiry / Remarks
應用學習（職業英語） Applied Learning (Vocational English)	715	英文傳意 English Communicat-ion	職業訓練局 Vocational Training Council (VTC)	- Highlights of the course content, briefing on further study pathways, overview of the basic knowledge and concepts of Vocational English - Hands-on activities ➢ completing tasks on Moodle platform ➢ conducting a role-play in a hair salon context - Demonstration of online self-learning package	**07.11.2020** 10:00 – 12:00 / 14:30 – 16:30	https://bit.ly/3mZrrK3 (or as advised by VTC)	應用學習組 Applied Learning Team ☎ 2836 1264
	716	服務業專業英語 English for Service Professionals	香港大學專業進修學院 School of Professional and Continuing Education, The University of Hong Kong (HKU(SPACE))	- Highlights of the programme (industries in focus, learning activities) and visits to the training facilities at HKU(SPACE) - Learning activities ➢ Icebreaker game: Become a flight attendant and travel the world! ➢ Listening practice: A day in the life of a hotel intern ➢ Speaking practice: Whose order is this?	**07.11.2020** 10:30 – 12:00 / 14:30 – 16:00	https://ccform.hkuspace.hku.hk/form/apl-eng716	☎ 3416 6338

Web link to ApL Online Taster Programmes (2021-23 Cohort):
https://www.edb.gov.hk/apl/ApL(VocE)

Course Providers & ApL(VocE) Courses for the 2021-23 Cohort

- **Vocational Training Council (VTC)**

  Applied Learning (Vocational English) - English Communication

- **School of Professional and Continuing Education, The University of Hong Kong (HKU SPACE)**

  Applied Learning (Vocational English) - English for Service Professionals

Vocational Training Council (VTC)

Applied Learning (Vocational English) – English Communication

Applied Learning (Vocational English)

— English Communication (QF Level 3)

2021/23 Cohort

Basic Course Information

Qualification Title: (in English)	Certificate in Applied Learning (Vocational English) — English Communication (QF Level 3)
QF Credits:	27
Nominal Duration:	180 hours (to be completed normally in 1.5 years)

Course Objectives

The course aims to:

- Develop students' English proficiency and generic skills through practice in simulated or near authentic vocational contexts and application;
- Enhance students' awareness of the role of English in authentic work environments;
- Develop students' career-related competencies, foundation skills (notably communication skills), thinking skills and people skills as well as to nurture their positive values and attitudes as in Applied Learning (ApL) curriculum pillars through application and practice; and
- Enable students to lay a good foundation of English for further studies or work.

Course Structure

- ApL(VocE) (A) and ApL(VocE) (B), each with two modules
- covering all four language skills
- pegged at QF Level 2 and QF Level 3

Module Title	Code of UoC	Contact Hour	Credit Value
ApL(VocE) (A)			
Module 1 — Listening and Speaking (QF Level 2)	GCEN203A GCEN204A	40	6
Module 2 — Reading and Writing (QF Level 2)	GCEN206A GCEN207A	40	6
ApL(VocE) (B)			
Module 3 — Listening and Speaking (QF Level 3)	GCEN303A GCEN304A	50	7
Module 4 — Reading and Writing (QF Level 3)	GCEN306A GCEN307A	50	8

Course Structure

Module	Learning Element	Context and Language Output
1. Listening and Speaking (QF Level 2) (40 hrs)	**Oral Presentations** • Describing Product/Service Features • Making Offers and Suggestions • Giving a Demonstration • Giving a Product Presentation **Oral Interactions** • Discussing Workplace Health and Safety • Handling Manpower Issues • Planning a Job Interview • Boosting Business • Promoting Products/Services	**General Workplace Contexts:** Discussions, presentations, telephone conversations, etc.
2. Reading and Writing (QF Level 2) (40 hrs)	**Presenting Written Information** • Booking a Booth for an Exhibition • Selecting Products to Promote • Choosing a Hotel for a Business Trip • Choosing a Free Gift for Promotion **Written Correspondence** • Planning an Office Supplies Fair • Stating Preference for Office Expansion • Arranging a Business Event • Planning a Business Trip • Opening a New Branch	**General Workplace Contexts:** Emails, letters, promotional leaflets, etc.

Course Structure

Module	Learning Element	Context and Language Output
3. Listening and Speaking (QF Level 3) (50 hrs)	**Oral Presentations** • Arousing Audience's Interest • Highlighting Messages • Using Body Language and Visual Aids • Calling for Action **Oral Interactions** • Handling Enquiries • Handling Requests • Handling Late Payment and Delivery • Matching Products with Customers • Handling Problems and Complaints	Specific Trade Sectors (e.g. banking, engineering, hospitality, import/export, logistics, retail): Briefings, discussions, meetings, presentations, telephone conversations, etc.
4. Reading and Writing (QF Level 3) (50 hrs)	**Presenting Information on Social Media Sites** • Promoting Products/Services • Announcing New Products/Services • Responding to Negative Feedback • Presenting Survey Results **Written Correspondence** • Handling Orders • Giving Directions • Promoting Products/Services • Responding to Customers' Requests • Handling Problems and Complaints	Specific Trade Sectors (e.g. banking, engineering, hospitality, import/export, logistics, retail): Emails, letters, notices, promotional leaflets, reports, social media posts/responses, etc.

Assessment Scheme of ApL(VocE) for 2021/23 Cohort

Module Title	No. of Task	Types of Task	Weighting
Module 1: — Listening and Speaking (QF Level 2)	2	• Oral Presentation • Role-play • Written Test • Social Media Post • Self-learning Activities	10-15%
Module 2: — Reading and Writing (QF Level 2)	2		
Module 3: — Listening and Speaking (QF Level 3)	2		
Module 4: — Reading and Writing (QF Level 3)	2		

Exit Awards and Requirements

Terminal Award	Minimum Requirement
Certificate in Applied Learning (Vocational English) — English Communication (QF Level 3)	1. Successfully complete the course with reference to the attainment descriptors; 2. Pass at least one module at QF Level 3; AND 3. Meet the attendance requirement of 80%

Intermediate Exit Award: Completion of Individual Modules

Admission & Selection

Taster Programme	7 Nov 2020 • Hands-on activities • Role-play in a hair salon • Online self-learning package
Selection Interview	5 Dec 2020

Assessment	Criteria
Group Interview	Motivation in learning Vocational English
	Aptitude
	English communication and language skills

Learning and Teaching

Strategies

- Learner-centred Approach
- Task-based Approach
- Case Studies
- Independent Learning
- Projects
- IT-enabled Teaching and Learning
- Experiential Learning

  (Workplace Visits, Socialising Activities, Social Media Communication, Online Gaming & Sports-related Activities)

Sample Learning and Teaching Materials
Module 2: Reading & Writing (QF Level 2)

Email Writing: Product Promotion

AEspresso Pro2

Colours Available

- black, green, red

New Features

- Coffee-for-two function
  (2 cups – same time!)
- Steam pipe (for milk frothing)
  → prepare foam for cappuccino – manually!)

Sample Learning and Teaching Materials
Module 3: Listening & Speaking (QF Level 3)

Oral Presentation: Sales Promotion

Joyful Park Annual Pass*

- Types
  - Gold pass: unlimited entry throughout year ($850)
  - Silver pass: daytime (Mon-Sat), except public holidays ($650)
  - Student pass: fulltime students > 12 years old, unlimited entry ($400)

  - Compliment audience: clever to choose

- Advantages
  - Free drinks at park restaurants
  - Discounts on parking
  - Free education tours
  - Discounts on souvenirs

  - Evaluate new promotion

*Limited-time offer

Class Arrangements

Commencement Date: February 2021 (early commencement for current S4 students) September 2021 (regular commencement for S5 students)	
Mode 1	
Time:	Saturday 2:00 pm - 5:00 pm (Note: Lessons will also be scheduled during the summer holidays.)
Venue:	1. Hong Kong Institute of Vocational Education (Haking Wong) 702 Lai Chi Kok Road, Cheung Sha Wan, KLN. 2. Hong Kong Institute of Vocational Education (Chai Wan) 30 Shing Tai Road, Chai Wan, HK. 3. Hong Kong Institute of Vocational Education (Shatin) 21 Yuen Wo Road, Shatin, NT.
Mode 2	
Lessons will mainly be held at students' own schools. Details will be confirmed between VTC and schools concerned.	

VTC's Experience in Providing Vocational English Courses

- VTC launched the Vocational English Programme for Senior Secondary Students (VES) in 2009
- Since then, more than 2,800 students from over 100 schools have joined the VES
- In 2018, VTC was commissioned as one of the three course providers of Vocational English Course (VEC) under the Vocational English Programme Grant offered by the EDB
- Around 700 students (S4 & S5) from the participating schools took VEC in AY2018/19

Contact us

Enquiry Hotline	(852) 2836 1264 (Applied Learning)
	(852) 2595 8119 (Vocational English)
Email Address	apl-enquiry@vtc.edu.hk

School of Professional and Continuing Education,
The University of Hong Kong
(HKU SPACE)

Applied Learning (Vocational English) – English for Service Professionals

Applied Learning in Vocational English (ApL VocE)

English for Service Professionals

First Cohort 2021 – 2023

Programme Coordinator/Presenter: Ms. Yuanna Hui

Programme Advisor: Ms. Carrie Lau (Assistant Head, English Domain)

INTRODUCTION

Objectives

- To provide opportunities for students to enhance their English communication skills in authentic/near-authentic vocational and professional settings
- To enhance students' flexibility in articulation pathways by helping them develop sufficient level of academic literary, functional workplace literacy as well as critical literacy

Teaching Strategies

- Task-based approach, visual aids, interactive learning, collaborative learning, experiential learning

Assessment Scheme

Module 1 & Module 2

•Listening Test (10%)
•Attending an interview with a career counsellor (10%)
•Reading Test (10%)
•Completing an online complaint form (10%)

Module 3 & Module 4

•Listening Test (15%)
•Negotiation (15%)
•Reading Test (15%)
•Writing a job application letter (15%)

COURSE STRUCTURE	Contact Hours	QF Credits
Terminal Award Certificate in Applied Learning (Vocational English) – English for Service Professionals (QF Level 3)	180	27
Intermediate Exit Award		
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
Module 3: Business Communication I Certificate in Applied Learning (Vocational English) – Listening and Speaking (QF Level 3)	50	7
Module 4: Business Communication II Certificate in Applied Learning (Vocational English) – Reading and Writing (QF Level 3)	50	8

Service Recipients <-> Service Providers

Service Providers <-> Service Initiators

Course Design

QF Level 2

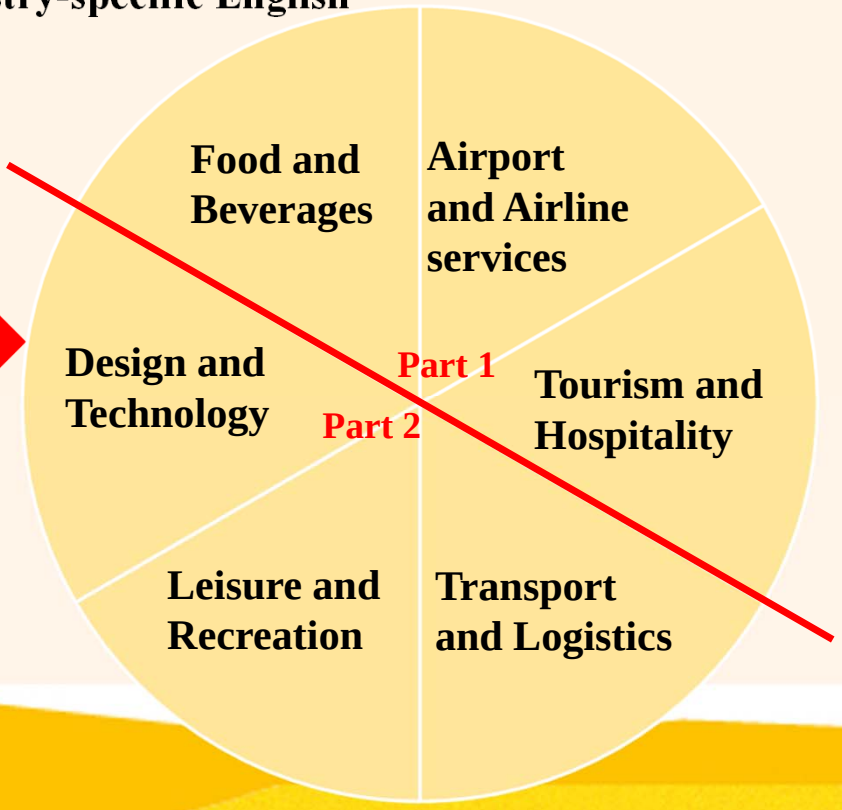
Module 1 and Module 2 focus on training students to perform a range of basic customer service assignments.

- **Everyday goods and services**

QF Level 3

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**



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Sample Materials (QF Level 2)

Question 7

Caroline comes from Spain but she lives and works in London. She enjoys shopping in Portobello Market. Listen to three conversations and complete the following table.

	What did Caroline buy/want to buy?	How much did Caroline want to pay for her purchase?
Conversation 1		
Conversation 2		
Conversation 3		

Questions No. 8 to No. 27

Listen to the recording again. Some words/phrases are missing. Fill in the blanks by choosing the correct answers. Use **CAPITAL** letter where necessary.

Conversation ONE

a dozen (12)	I'll do it	I'll pay for it	less than
a hundred (100)	I'll get it	I'll take it	more than

Useful Expressions

Questions No. 28 to No. 37

Look at the following expressions **(a to r)** from the conversation. Match the expressions with their function.

Functions	Useful Expressions
If you are the stallholder … 28. Offer help to customers: _____ **and** _____ 29. Quote the price for customers: _____ **and** _____ 30. Give a counter-offer to customers: _____ **and** _____ 31. Give bad news to customers:	a. It's a hundred. b. Erm … thanks, but I'll leave them. c. I can't take less than ninety. d. Do have any silver ones/any other colours? e. How much do you want for them? f. Can I help you?

II. Role-play

You are at an ***antique shop***. Work in pairs. Take turn to be the stallholder and the customer. Use the information given below.

A. Antique chairs from Sweden
Year: 1950s
Quantity available: 4 (Must be sold in pairs)
Listed price: $600 for 2
Lowest price: $500 for 2 or $800 for four

B. 1.44 carat emerald ring in 14K yellow gold in size 6.5
Year: 1970s
Quantity available: 1
Listed price: $50,000
Lowest price: $42,000

C. Sofa from England
Year: 1960s
Quantity available: 2 (one in white and one in beige)
Listed price: $4,000 each
Lowest price: $3,500 each

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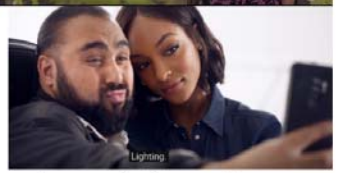
Sample Materials (QF Level 3)

On the Plane

I. Listening and Vocabulary



As the in-flight use of electronic devices becomes common and as more airlines offer Wi-Fi services, many passengers do not pay attention to safety demonstration and announcements. Some airlines, such as British Airways and Air New Zealand, decide to tackle the challenge by producing demonstration videos that are fun to watch.

Pre-listening Activity

Your instructor is going to play the safety video of British Airways **(0'00" – 4'52")**. Before watching the video and completing the exercise on **p. 2**, please make sure you understand the meaning of the following words and phrases. Here are some pictures to help you.

aircraft	**brace**	**evacuation slides**	**masks**	**seatbelt**
aisles	**e-cigarettes**	**life jacket**	**rearwards**	**smoke detectors**

ACTIVE	PASSIVE
Modal verb (not) + infinitive ***(no change)***	Modal verb (not) + ***be*** + past participle
• Hand luggage ***should not block*** the exit. • High-heeled shoes must be taken off as they ***may tear*** the slides. • Masks ***will appear*** automatically. • You ***must adopt*** this position. 	• Hand luggage ***must be put*** under the seat in front of you, or in an overhead locker. • High-heeled shoes ***must be taken off*** as they may tear the slides. • Your seatbelt ***must be worn*** whenever the seatbelt signs are on. • If the cabin air supply fails, oxygen ***will be provided***. • You ***'ll be told*** to adopt this position.

In Module 2, you learnt to use the preposition **"by"** to introduce the subject/action doer when writing a sentence using the passive voice. However, in the examples above, it is obvious that the action doers are the passengers so that piece of information has been omitted.

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ADMINISTRATION

Class Size

•20 (minimum) – 30 (maximum)

Class Arrangements

•Mode 1

Commencement Date: February 2021

Time: Saturday 10am - 1pm or 2pm to 5pm

Venue: HKU SPACE (Kowloon East Campus/Fortress Hill Campus)

•Mode 2

Lessons will mainly be held at students' own schools. Details will be confirmed between the course provider and schools concerned.

Admission and Selection

•December 5, 2020

Taster Programme

•November 7, 2020 (AM and PM sessions)

•New deadline: **November 2, 2020**

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THANK YOU

WINNING SPACE

Considerations in curriculum planning & implementation

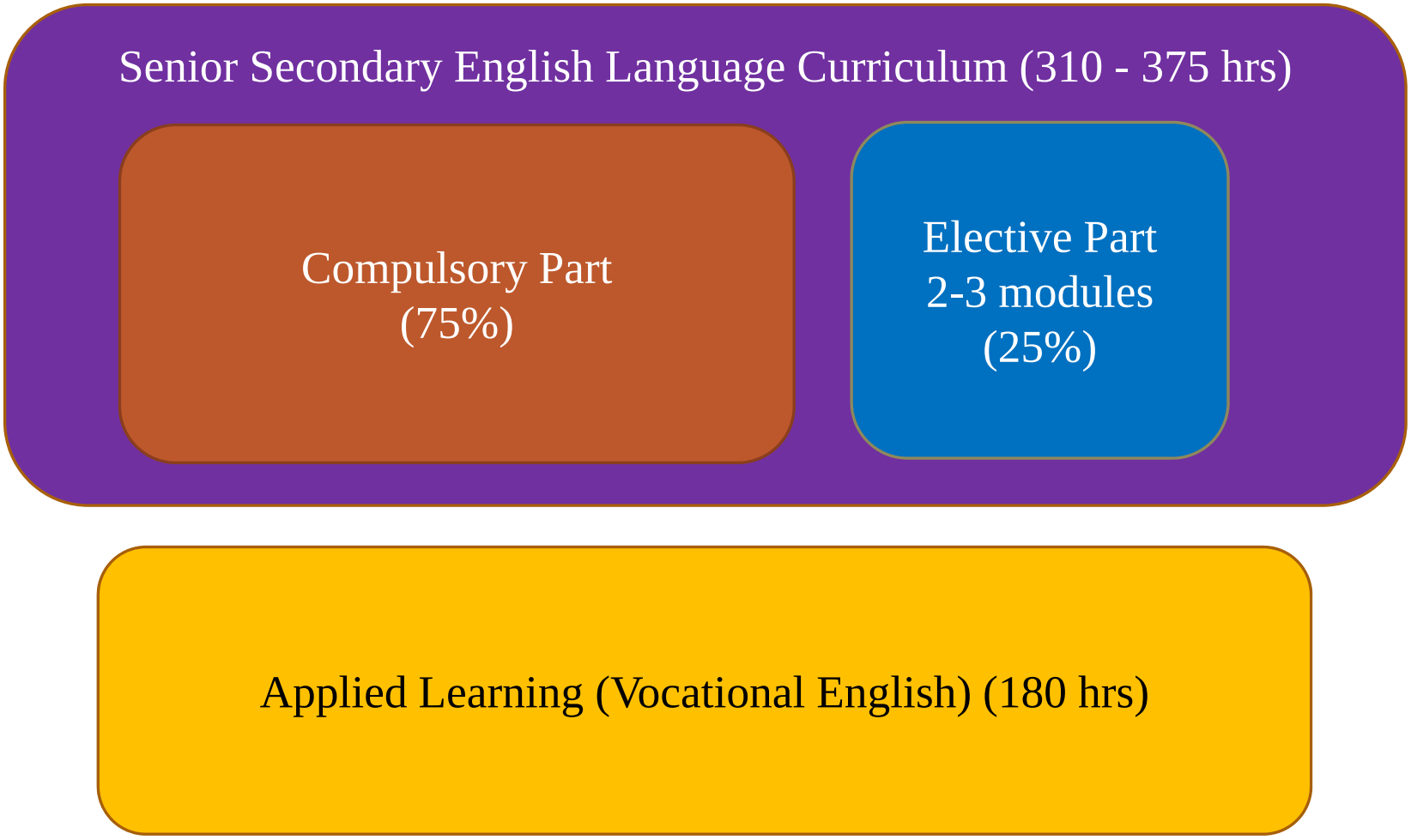
- While schools are given the flexibility to make judicious adjustments in their school-based curriculum with reference to own contexts and needs, the **curriculum content** and **learning time** for English Language must **not** be replaced by those for ApL(VocE).

- **Regular timeslots** (e.g. Wed afternoon & Sat) set aside for the ApL(VocE) course would facilitate timetabling and coordination (e.g. easier to arrange for make-up classes).

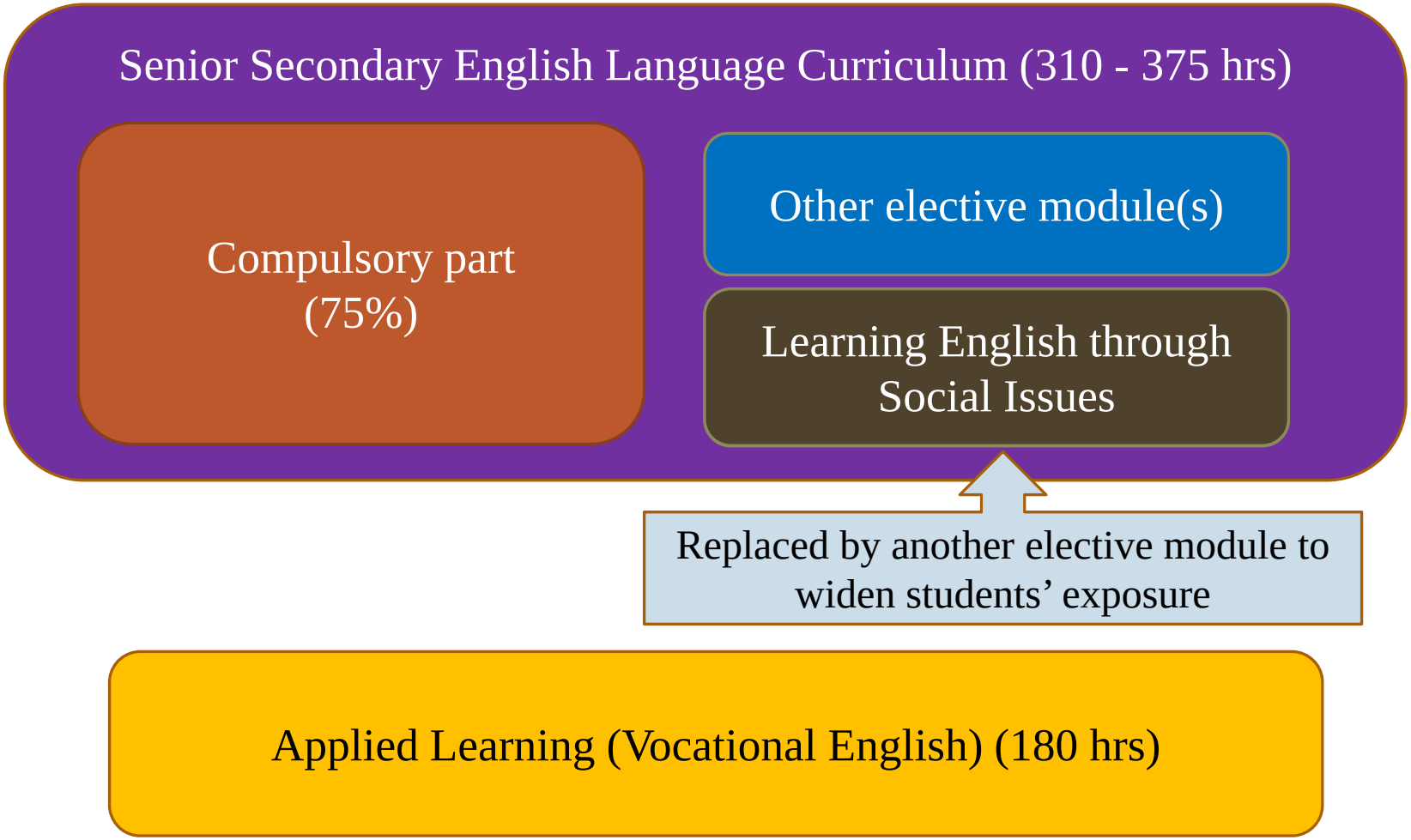
- If the minimum class size requirements cannot be met, schools are encouraged to consider offering Mode 2 ApL(VocE) courses **in collaboration with other schools** or offering Mode 1.

- **Close liaison and collaboration with the Course Provider** to facilitate learning and monitoring students' progress and attendance.

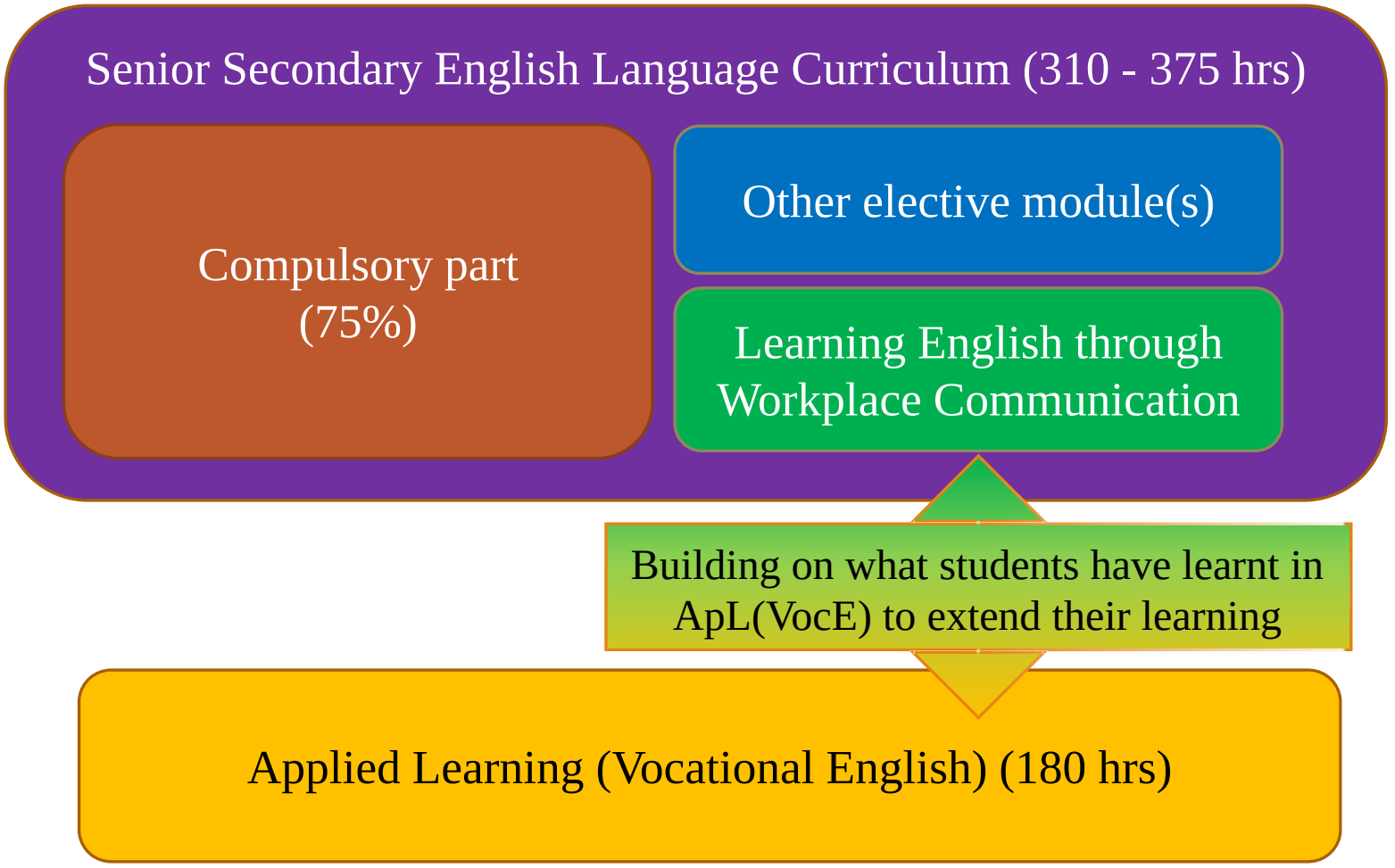
Considerations in curriculum planning & implementation



Considerations in curriculum planning & implementation



Considerations in curriculum planning & implementation



Advice for students

Target students:

- Students who would like to advance their **English communication skills and career-related competencies** in simulated applied learning contexts related to work and social situations.

- Students who aspire to **further their studies in VPET** (vocational and professional education and training).

Advice:

- Enhancing English learning
- Diversifying subject choice [e.g. 3X + ApL(VocE) or 2X + ApL(VocE) + another ApL course]
- Creating synergy between subjects to be taken (e.g. Tourism and Hospitality Studies)
- Starting at S4 or S5

Example of planning for implementing ApL(VocE)

S4 exploring different inclinations

Chinese Language	English Language	Mathematics	Liberal Studies
Elective subject (e.g. BAFS)	Tourism and Hospitality Studies (THS)	Elective subject (e.g. Econ)	ApL(VocE) Early commencement in S4 (completion in S5)

Making informed decisions about further studies & multiple pathways

S5 & S6 engaging in different areas of interests

Option 1	Option 2	Option 3	Other options
THS + BAFS + Econ + ApL(VocE) Regular commencement in S5 (completion in S6)	THS + BAFS + ApL(VocE) Regular commencement in S5 (completion in S6)	THS + Econ + ApL(VocE) Regular commencement in S5 (completion in S6) + ApL course	…

ApL courses (2021-23 Cohort)

Business, Management and Law

6 Accounting and Finance

Accounting for e-Business

7 Business Studies

Data Application for Business

Marketing and Online Promotion

Services

9 Food Services and Management

Pâtisserie and Café Operations

Western Cuisine

10 Hospitality Services

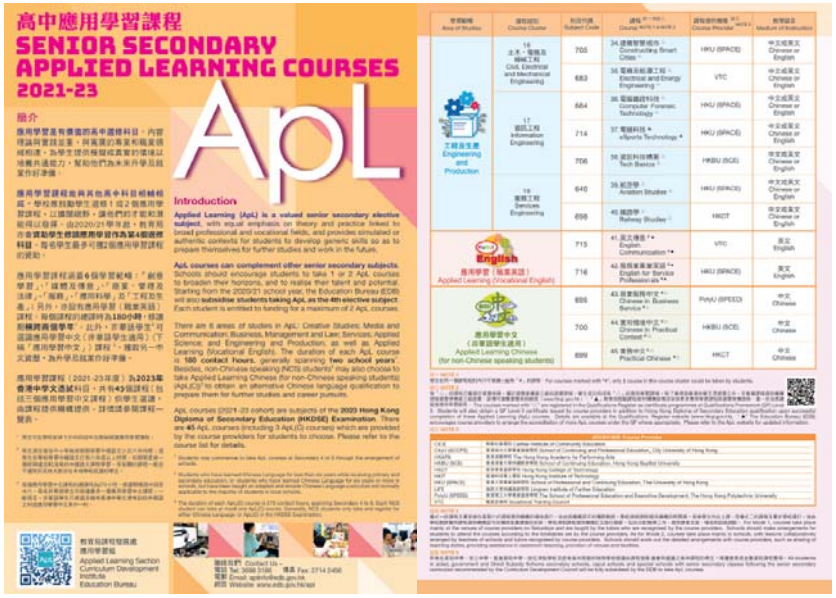
Airport Passenger Terminal Operations

Hospitality Services in Practice

Hotel Operations

Information and resources on ApL(VocE)

1. Curriculum Framework
2. EDBCM No. 69/2020
3. Course Information (2021-23)
4. Communication Delivery System (CDS) Message on Application Details
5. CDS Message on Application and Online Taster Programmes
6. Leaflet on ApL(VocE)
7. Leaflet on Senior Secondary ApL Courses (2021-23)



Links

Information on ApL(VocE)

Web link to ApL(VocE) web page:
https://www.edb.gov.hk/apl/ApL(VocE)

Information on ApL

Web link to ApL web page:
https://www.edb.gov.hk/apl

Q&A Session