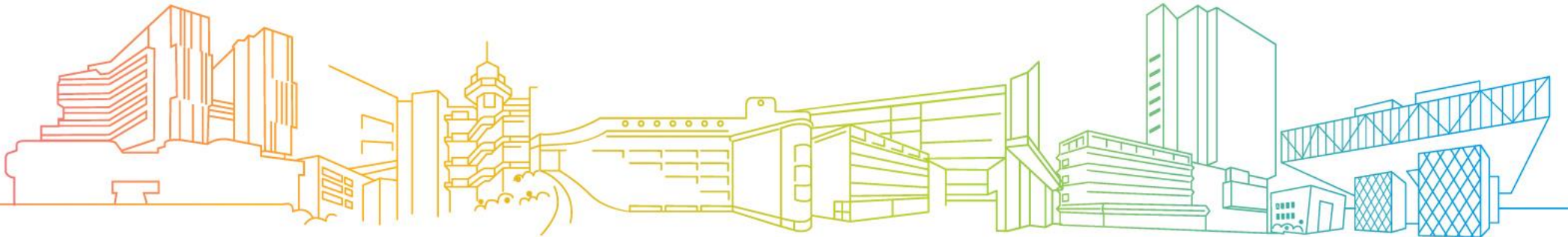


# Applied Learning (Vocational English) – English Communication (QF Level 3)



**Professional Development Programme (PDP) on  
Introduction to English-related Applied Learning Courses**

**28 Feb 2023**




# Basic Course Information

<b>Course Title: (in English)</b>	Applied Learning (Vocational English) – English Communication (QF Level 3)
<b>Qualification Title: (in English)</b>	Certificate in Applied Learning (Vocational English) – English Communication (QF Level 3)
<b>QF Credits:</b>	27
<b>Mode of Study:</b>	Full-time
<b>Nominal Duration:</b>	180 hours (to be completed normally in 1.5 years)
<b>Commencement Date:</b>	February 2021

# Course Objectives

The course aims to:

- a. develop students' English proficiency and generic skills through practice in simulated or near authentic vocational contexts and application;
  - b. enhance students' awareness of the role of English in authentic work environments;
  - c. 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
  - d. enable students to lay a good foundation of English for further studies or work.
- 
- At the bottom of the slide, there are several thin, overlapping diagonal lines in various colors including orange, green, blue, and pink, extending from the left towards the right.

# 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	Unit of Competency	Contact Hour	Self-study Hour	Notional Learning Hour	QF Credit
<b>Module 1</b> <b>Applied Learning (Vocational English) (A)</b> <b>– Listening and Speaking (QF Level 2)</b>	GCEN201A GCEN202A GCEN203A GCEN204A	40	20	60	6
<b>Module 2</b> <b>Applied Learning (Vocational English) (A)</b> <b>– Reading and Writing (QF Level 2)</b>	GCEN205A GCEN206A GCEN207A	40	20	60	6
<b>Module 3</b> <b>Applied Learning (Vocational English) (B)</b> <b>– Listening and Speaking (QF Level 3)</b>	GCEN301A GCEN302A GCEN303A GCEN304A	50	20	70	7
<b>Module 4</b> <b>Applied Learning (Vocational English) (B)</b> <b>– Reading and Writing (QF Level 3)</b>	GCEN305A GCEN306A GCEN307A	50	30	80	8
<b>Total</b>		180	90	270	27

# Course Structure



Module	Contexts	Learning Elements & Topics	Language Output
<b>Module 1: Listening and Speaking (QF Level 2)</b> (40 hrs)	General Workplace Contexts	<b>Oral Presentations</b> <ul style="list-style-type: none"><li>• Describing Product/Service Features</li><li>• Making Offers and Suggestions</li><li>• Giving a Product Demonstration</li><li>• Giving a Product Presentation</li></ul> <b>Oral Interactions</b> <ul style="list-style-type: none"><li>• Conducting Workplace Telephone Conversations</li><li>• Selecting the best courier</li><li>• Discussing Workplace Health and Safety</li><li>• Handling Manpower Issues</li></ul>	Discussions, presentations, telephone conversations, etc.
<b>Module 2: Reading and Writing (QF Level 2)</b> (40 hrs)	General Workplace Contexts	<b>Presenting Written Information</b> <ul style="list-style-type: none"><li>• Organising Trade Fairs and Exhibitions</li><li>• Selecting Means of Promotion</li><li>• Planning Business Trips</li></ul> <b>Written Correspondence</b> <ul style="list-style-type: none"><li>• Planning an Office Supplies Fair</li><li>• Stating Preference for Office Expansion</li><li>• Offering help to customers/colleagues</li><li>• Opening a New Branch</li></ul>	Emails, letters, promotional leaflets, etc.

# Course Structure



Module	Contexts	Learning Elements & Topics	Language Output
<b>Module 3: Listening and Speaking (QF Level 3)</b> (50 hrs)	Specific Trade Sectors (e.g. banking, engineering, <a href="#">hospitality</a> , <a href="#">import/export</a> , logistics, retail)	<b>Oral Presentations</b> <ul style="list-style-type: none"> <li>• Arousing Audience's Interest</li> <li>• Using Body Language and Visual Aids</li> <li>• Calling for Action</li> <li>• Conducting a Briefing Session</li> </ul> <b>Oral Interactions</b> <ul style="list-style-type: none"> <li>• Handling Enquiries and Requests</li> <li>• Conducting a meeting with customers/clients</li> <li>• Handling Late Payment and Delivery</li> <li>• Handling Problems and Complaints</li> </ul>	Briefings, discussions, meetings, presentations, telephone conversations, etc.
<b>Module 4: Reading and Writing (QF Level 3)</b> (50 hrs)	Specific Trade Sectors (e.g. <a href="#">banking</a> , engineering, hospitality, import/export, <a href="#">logistics</a> , retail)	<b>Presenting Information on Social Media Sites</b> <ul style="list-style-type: none"> <li>• Promoting Products/Services</li> <li>• Announcing New Products/Services</li> <li>• Responding to Negative Feedback</li> <li>• Presenting Survey Results</li> </ul> <b>Written Correspondence</b> <ul style="list-style-type: none"> <li>• Handling Orders</li> <li>• Promoting Products/Services</li> <li>• Responding to Customers' Requests</li> <li>• Handling Problems and Complaints</li> </ul>	Emails, promotional leaflets, reports, social media posts/responses, etc.



# Assessment Scheme



Module Title	Task No.	Task Name	Assessment Method	Weighting
<b>Module 1</b> Applied Learning (Vocational English) (A) – Listening and Speaking (QF Level 2)	1	Oral presentation of a new product	Mini-project	10%
	2	Role-play on telephoning	Speaking Test	10%
<b>Module 2</b> Applied Learning (Vocational English) (A) – Reading and Writing (QF Level 2)	3	Presenting written information a. Online Quizzes (in Enrichment Package)	Written Test	5%
		b. Email Writing		5%
	4	Responding to an incoming email	Written Test	10%
<b>Module 3</b> Applied Learning (Vocational English) (B) – Listening and Speaking (QF Level 3)	5	Conducting a briefing session	Mini-project	15%
	6	Role-play on face-to-face discussion	Speaking Test	15%
<b>Module 4</b> Applied Learning (Vocational English) (B) – Reading and Writing (QF Level 3)	7	Social media post writing a. Learning Portfolio	Written Test	5%
		b. Writing corporate social media posts		10%
	8	Responding to an incoming email	Written Test	15%

# Exit Awards and Requirements

Award	Minimum Requirement
<b>Terminal Award:</b>	
<b>Certificate in Applied Learning (Vocational English) – English Communication (QF Level 3)</b>	<ol style="list-style-type: none"><li>1. Successfully completed the course with reference to the attainment descriptors, taking into consideration the cut score proposed by Course Provider, the VTC, and moderated by an expert panel;</li><li>2. Met the attendance requirements (80%) for the whole course; and</li><li>3. Passed at least one module at QF Level 3.</li></ol>
<b>Intermediate Exit Award:</b>	
<b>Successful completion of individual modules by fulfilling certain requirements</b>	



# Learning and Teaching Strategies

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



# Projects



ApL(VocE)

M3 – L&S (QF 3)



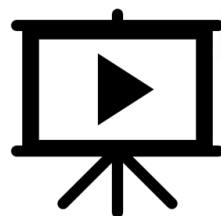
## Module 3: Assessment Task 5 Mini-project: Conducting a Briefing Session

Assessment weighting: 15%

Submission deadline: \_\_\_\_\_

### Notes to students:

1. In this mini-project, you are required to do the following tasks:
  - submit a **3-minute** videotaped oral presentation
  - submit the final script of the presentation
2. Choose one of the situations on P.3 for your project and conduct a briefing to explain the pros and cons of a new plan.



Situations (choose one):

#### 1. Shopping Mall Facilities

**Your role: a marketing executive at Sunflower Shopping Mall**  
**Audience: department managers**

- Problem: shoppers demanding better facilities
- New plan: new/improved shopping facilities → attract more shoppers

#### 2. Magazine Subscription

**Your role: a circulation officer at Island Magazines**  
**Audience: colleagues**

- Problem: number of subscribers for your magazines ↓ recently
- New plan: rebranding the company → attract more young readers

#### 3. Delivery Service

**Your role: a marketing executive at Sunny Fast Food**  
**Audience: colleagues**

- Problem: company profits ↓ for 6 months
- New plan: providing food delivery service → reach more customers

#### 4. Self-service Checkout Counters

**Your role: an operations officer at City Supermarket**  
**Audience: shop managers**

- Problem: complaints from customers about long queues at checkouts
- New plan: self-service checkout counters → more convenient system

#### 5. Parking System

**Your role: a management officer at Kowloon Estate**  
**Audience: residents**

- Problem: ↑ complaints about illegal parking in estate
- New plan: new parking system → stop illegal parking



# Independent Learning on Moodle Platform



You are logged in as Carrie Lee (Log out)

Home ▶ My courses ▶ ApL (VocE) ▶ 2325\_M1\_WB

**Navigation**

Home

- My home
- Site pages
- My profile

**Current course**

- 2325\_M1\_WB
  - Participants
  - General
  - ENRICHMENT Package
  - Experiential Learning
  - AT1 (Mini-project) Submission
  - Social Media Communication
  - Interactive Learning Kit

**My courses**

**Administration**

**Course administration**

- Users
- Reports
- Grades

**My profile settings**

**Study Reminders**

16 February 2023 (Thu)  
No reminders at this moment (4:34 PM)

Tomorrow (Fri)  
No reminders at this moment (4:34 PM)

**Applied Learning (Vocational English) – English Communication (QF Level 3)**

**Enrichment**

**Piazza**

**Interactive Learning Kit**

**Experiential Learning**

**AT1 (Mini-project) Submission**

**Contact**

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

This course aims at helping you develop your listening and speaking skills to meet the challenges at workplace or study. The following will enable you to learn at your own pace.

- 1. Enrichment Package**  
Complete the package to polish your English.
- 2. Piazza**  
This is a place for you to discuss issues about this course.
- 3. Interactive Learning Kit**  
Let's learn with fun.
- 4. Experiential Learning**  
Join us on virtual tours of different workplaces!
- 5. AT1 (Mini-project) Submission**  
This is a place for you to submit your mini-project.
- 6. Contact**  
You may contact us for general enquiries.

Copyright © Vocational Training Council, 2020-2021. All rights reserved.

Piazza

**Calendar**

February 2023

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

**Events key**

- Hide global events
- Hide course events
- Hide group events
- Hide user events

# Independent Learning on Moodle Platform – Enrichment Package



- Diversified task types covering four language skills

## Enrichment Package

### What is the objective of the Enrichment Package?

The objective is to help you work and learn independently in your English language learning. You should make use of materials from various sources to improve your English.

### What is the amount of work?

The package consists of 3 parts.

Parts

#### Quiz 5

##### Section A - Writing

**Purpose:** To practise email writing skills.

##### Task

You are Benson Lau. You work as Programme Assistant and you are writing a new programme to your regular client, Daisy Lee, Student.

##### Section B - Reflections

**Purpose:** To reflect on English language learning.

#### Online Practice III(a)

##### Speaking Practice 1: "f" and "v"

Listen and practise the following:

0:00 / 1:06

/f/ fan fat ferry fine few fail fein leaf life knife  
/v/ van vat very vine view vale vein leave live knives

- Fat frogs flying past fast.
- Vincent vowed to visit the village on vacation.
- Five leaves left, one leaf falls, four leaves left.

Previous Page Next Page

You will not see the progress bar because you can edit this lesson

Social Media Communication

Preview

Edit page contents

Reports

Social Media Communication

#### Task A1

Watch the two videos below and consider these questions. When you have finished, click 'Check answers' to see the suggested answers.



Suggested Time

8 hours

5 hours

# Independent Learning on Moodle Platform – Enrichment Package



Discussion Forum

## Writing Task 5

長方形剪取(R)

### Email Rules

How much do you remember about the "rules" on writing emails?

**Question 1**  
Partially correct  
Mark 6.00 out of 8.00

Do you agree to the following rules on writing emails?

☒ Yes ☐ No  
Mark 1.00 out of 1.00  
The correct answer is: Yes

☐ Yes ☒ No  
Mark 0.00 out of 1.00  
The correct answer is: No

1. Be brief

2. Reply at any time you like

Instant feedback

### CHATalogue

(\*Please write in English.)

In relation to the content on this page, you can

- ask questions
- make comments
- respond to questions raised and comments made by other learner(s) and tutor

Send

☐ Send notification to all Users in this course.





# IT-enabled Teaching and Learning



## Instruction

1. There are 6 rounds
2. In each round, there will be 4 sentences of making offer
3. Choose the correct one
4. They will be some grammatical mistakes made in the wrong ones
5. Points will be given to the first one who answers correctly
6. The one with the highest points will be rewarded



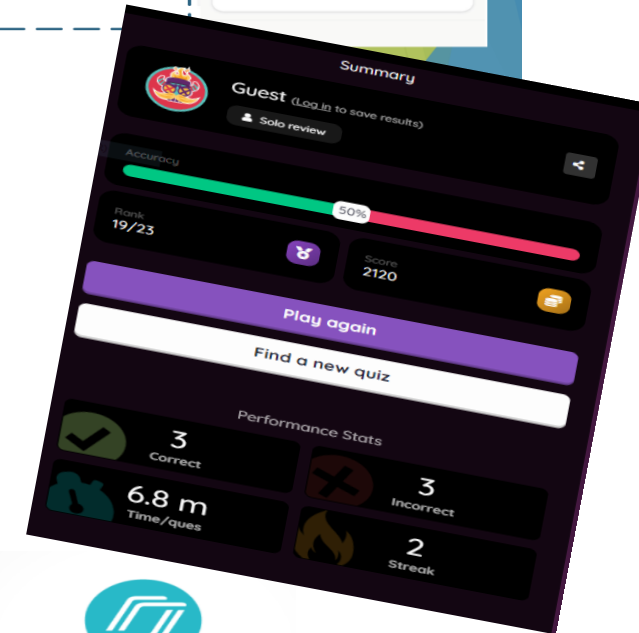
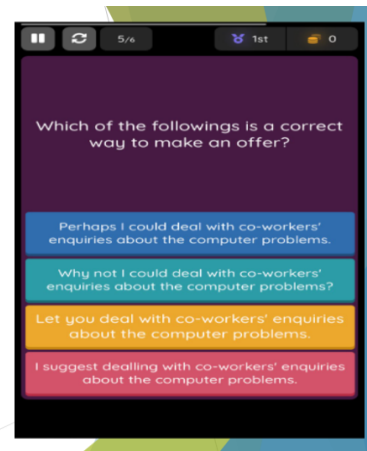
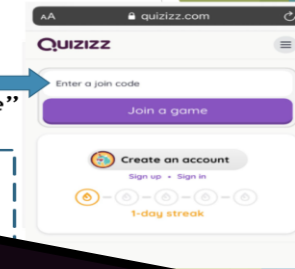
Join our game now

1. Scan this QR code



2. Enter the code  
3. Press "Join a game"

Code: 6287





# Experiential Learning



- Virtual Tour Series

## Information Technology

### Health & Life Sciences



#### Science Labs (UK)

by Abertay University (website)

[Take A Tour](#)



#### Vertex Pharmaceuticals Lab (USA)



#### Microsoft Data Centre (Many Countries)

by Microsoft (website)

[Take A Tour](#)



#### Google Data Centre (USA)

by Google Cloud Tech (YouTube)

[Take A Tour](#)

## Business



#### DP World Southampton Container Terminal (UK)

by DP World Southampton (website)

[Take A Tour](#)

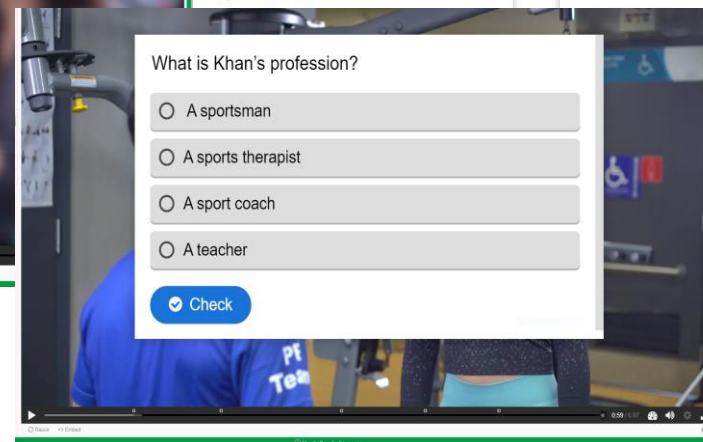
## Design



#### Design & Engineering Workshops (UK)

by Bournemouth University (website)

[Take A Tour](#)



# Experiential Learning

- Visit to T-Hotel



# Feedback from stakeholders

The learning and teaching materials for the course are well designed and highly useful for students. They equip students with relevant skills necessary for their career.

**External Examiner**



The design of the mini-projects and learning portfolio enabled students to develop their thinking skills and people skills, in addition to enhancing their English language proficiency.

**Tutors**

The topic of corporate social media communication covered in Module 4 is particularly interesting.

**Students**

The lessons are delivered in a professional manner. Clear explanations and useful feedback are given by tutors, which facilitates our learning.





# Class Arrangements



**Commencement Date: September 2023**

## **Mode 1**

**Time:** Saturday 2:00 pm - 5:00 pm  
(Note: Lessons will also be scheduled during 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 Design Institute (HKDI)  
3 King Ling Road, Tseung Kwan O, N.T.
  4. Hong Kong Institute of Vocational Education (Shatin)  
Yuen Wo Road, Shatin, New Territories

## **Mode 2**

Class venues can flexibly be arranged in either students' own schools, or the premises of the VTC. Details will be confirmed between the VTC and schools concerned.

# Admission & Selection



<b>Taster Programme</b>	<b>March and April 2023</b>
	<ul style="list-style-type: none"><li>• Hands-on activities</li><li>• Role-play in a hair salon</li><li>• Online self-learning package</li></ul>

## Selection Interview May - July 2023

Selection Interview	Criteria
<b>Group Discussion</b>	Motivation in learning Vocational English
	Aptitude
	Communication skills

# Contact Us



**Enquiry Hotline**      (852) 2836 1264 (Applied Learning)



**Email Address**      [apl-enquiry@vtc.edu.hk](mailto:apl-enquiry@vtc.edu.hk)

