





Applied Learning in Vocational English (ApL VocE)

English for Service Professionals

Speaker: Ms Wendy Cheung

Applied Learning in Vocational English


- Introduction
- Unique Features of Our Courses
- Learning and Teaching Activities
- Assessment Requirements
- Recognition of Qualifications
- Collaboration with School

COURSE STRUCTURE	Contact Hours	Schedule: One lesson each week Duration: 3 hours	
Certificate in Applied Learning (Vocational English) – English for Service Professionals (QF Level 3)	180		
Module 1: Everyday Communication Certificate in Applied Learning (Vocational English) – Listening and Speaking (QF Level 2)	40	Personal setting 	
Module 2: Workplace Communication Certificate in Applied Learning (Vocational English) – Reading and Writing (QF Level 2)	40	Commercial setting 	
Module 3: Business Communication I Certificate in Applied Learning (Vocational English) – Listening and Speaking (QF Level 3)	50	Industry-specific 	
Module 4: Business Communication II Certificate in Applied Learning (Vocational English) – Reading and Writing (QF Level 3)	50	Professional & employment contexts 	



Food &
Beverages

Industries in
service sector



Airline
Services



Design &
Technology



Tourism &
Hospitality



Transport
& Logistics



Leisure &
Recreation

Topics of Module 1

Basic skills

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	
	TOTAL	40 hours

Topics of Module 2

Basic skills

Lesson	Topics	Contact Hours
Part I: Inspiration and Aspiration		
1	Education and Training	9 hours
2	Job Preferences and Prospects	
3	The Job Market	
Part II: Process and Procedure		
4	Products and Services	9 hours
5	Advertising and Marketing	
6	Entrepreneurship	
7	Assessment 3 Practice and Revision	6 hours
8	Assessment 3	
Part III: Problems and Solutions		
9	Introduction to Incident Reporting	9 hours
10	How to Write an Incident Report	
11	Language in Report Writing	
12	Assessment 4 Practice and Revision	7 hours
13	Assessment 4	
TOTAL		40 hours

Topics of Module 3

Business-related skills

Lesson	Topics	Contact Hours
1	Communication Skills for Workplace Success	6 hours
2	Email Etiquette	
Industry-specific English I		
3	Accommodation	15 hours
4	Food and Beverage Services	
5	Entertainment and Recreation	
6	Tourism, Transport and Travel	
7	Airline and Airport Hospitality	
8	Assessment 5 Practice and Revision	7 hours
9	Assessment 5	
Industry-specific English II		
10	Creative Industries	12 hours
11	Information Technology	
12	Product Design	
13	Service Design	
14	Negotiation	3 hours
15	Assessment 6 Practice and Revision	7 hours
16	Assessment 6	
	TOTAL	50 hours

Topics of Module 4

Business-related skills

Lesson	Topics	Contact Hours
1	Non-verbal Communication in the Workplace	6 hours
2	Intercultural Communication	
Part I: Professional Communication		
3	Business Communication in the Digital Age	15 hours
4	The Writing Process	
5	Positive and Negative Messages	
6	Social Media for Business	
7	Socialising at Work	
8	Assessment 7 Practice and Revision	7 hours
9	Assessment 7	
Part II: Employment Communication		
10	Job Search in the Digital Age	15 hours
11	Attending Business Events	
12	Creating a Customised Resume	
13	Creating a Customised Cover Letter	
14	Job Interview Skills	
15	Assessment 8 Practice and Revision	7 hours
16	Assessment 8	
TOTAL		50 hours

Topics from 4 modules briefly summarized

Job

- - Aspirations / Preferences
- - Job Search
- - CV (Resume & Application Letter)
- - Job Interview

Workplace

- - Product & Services
- - Advertising & Marketing
- - Email & Report Writing
- - Meetings

Up-to-date topics with great practicality

Sample Materials from Module 1

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



From everyday
situations to
workplace
situations

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.



When we visit a neighbourhood café, we should greet the staff member who serves us. It is also members to make small talk with their customers. Companies maintain good providing friendly services.

Concepts

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



Lesson 2 – Intercultural Communication

When employees live and work in a culturally *diverse* (=including different types of people) city, having the ability to speak English (or other foreign languages)

Listening Skills



It is important to develop cultural sensitivity to avoid misunderstandings and conflicts in the workplace.

I. Listening Comprehension

You are going to listen to three short recordings about cross-cultural misunderstandings. Identify the storyteller in each picture when you listen to the recordings for the first time. In the second time, answer questions ii and iii. Finally, share with your classmates your thoughts about what went wrong in each incident.



- Who tells the story, Neil or Vic?
- Why did Vic and his wife invite Neil to dinner?
- How did the evening suddenly change?
- What do you think caused the unpleasant feeling?



- Who tells the story, Daniela or Madison?
- What was the party like?
- What did Daniela do at the party?
- What do you think caused the unpleasant feeling?



- Who tells the story, Haneul or Virginia?
- How did Haneul act when she greeted Virginia at the airport?
- How did Haneul act at home later?
- What do you think caused the unpleasant feeling?

Task 2 – Circle the correct answer in the brackets (1 – 10) & fill in the blanks with the correct titles (A-H).

Job description	Qualifications	Job responsibilities / duties	Application deadline
Job position(s)	Job requirements	Company information	Job posting date
Remuneration & Benefits			

JobsDB by SEEK Job search Profile Career advice



Ibis is recruiting for the following position(s):
Senior Front Desk Officer / Front Desk Officer A. _____

B. _____:
Ibis North Point, the European leader in economy hotels **offers** guests best market price. The brand guarantees its customers all over the world a connected and soundproofed room, an innovative and comfortable bed.

C. _____:
We are inviting **candidates** with **keen** **I. (passion / interest)** in the hotel industry to join us!

D. _____:

- To **2. (assist / provide)** guests in checking in and out
- To **3. (keep / maintain)** operation at Front Desk
- To **4. (give / provide)** guest service and **5. (enhance / upgrade)** satisfaction of our guests
- To work on shifts

E. _____:

- Diploma** or above in Tourism and Hospitality
- 6. (Fresh / Green)** graduate will be **considered**
- Knowledge** of Opera Hotel Management System is an advantage
- 7. (Good / Fluent)** in both Mandarin & English
- A good team **8. (member / player)** with **excellent communication skills**
- Self-motivated and reliable
- 9. (Immediately / Now)** available

G. _____:

- \$12,000 per month
- 12-day **10. (annual / yearly)** leave (max. 15 days)
- 6 days off per month

Additional Information

Posted on 4 Jan, 23

Location: North Point

Job Type: Full Time

Job Functions: Hospitality / Food and Beverage / Hotel Services



Reading Skills, e.g. skimming & scanning

Responsibilities

- Assist in daily food preparation and production;
- Provide courteous and efficient service;
- Maintain overall cleanliness of the restaurant and personal hygiene

Requirements

- Diploma in food production or related disciplines is preferred
- Knowledge in cooking with hands-on culinary experience is a plus
- Fluent in Cantonese and English
- Immediately available

Additional Information: 12-day annual leave

Question 1 to Question 12

Questions	Apprenticeship (Company A)	Internship (Company B)	Both
1. This company offers a monthly salary .			
2. This company offers an allowance .			
3. This job is suitable for full-time students .			
4. This job is more suitable for candidates who prefer working with their hands.			
5. This job is more suitable for candidates with good school results.			

Indeed.com. **Company A** wants to hire an **apprentice**.
Questions no. 1 to no. 12 by putting a ("✓") the correct box.

B

AIA Summer Internship Programme
AIA International Limited ★★★★★ 343 reviews
Hong Kong Island
\$6,000 a month

Apply Now



We hope that you could gain a lot in **self-confidence**, **business knowledge**, market know-how and understanding of our industry after joining us! You will acquire financial management concepts by working in different departments **on rotation**.

Requirements

- Working towards a **Bachelor's degree** in any **disciplines** with good **academic performance**;
- Excellent command of** spoken and written English and Chinese;
- Exceptional communication and presentation skills;
- A **team player** who is self-motivated, responsible and willing to learn

Additional Information

- \$3000 allowance will be offered to the right **candidate**.
- Hong Kong Island
- \$6,000 a month

Task 9

Read the following example to familiarise yourself with the expressions used to write about your career preference. The words and phrases can be used to prepare for your job applications in Module 4.



1. I **aspire** to be a chef.
2. I am so **passionate** about cooking **that** I watch a lot of cooking videos online in my spare time.
3. I am **interested** in **pursuing** a **career** in the food and beverage industry.
4. My greatest **strengths** are my culinary skills **that** can help me develop my career.
5. In terms of my **personal traits**, I am flexible and persistent.

Complete the following sentences with your ideas. Share your ideas with your classmate. If you wish to challenge yourself, you can tailor your script by altering the following sentence structures or adding your ideas.

- I **aspire** to be _____.
- I am so **passionate** about _____ **that** I _____.
- I am **interested** in **pursuing** a **career** in _____ industry.
- My greatest **strengths** are my _____ **that** can help me develop my career.
- In terms of my **personal traits**, I am _____ and _____.



it's
your
turn

Writing Skills

Speaking Skills

A. Expressing opinions

Task 2 What should a chairperson say in the beginning of a meeting? After the meeting is initiated, how should other members respond? Highlight the phrases which are used for expressing opinions.

Thanks for coming to the meeting. Let's get down to business, shall we? As we need to increase the revenue of our fitness centre, we're here today to discuss some possible methods.

Chairperson

From my point of view, upgrading clients' membership sounds feasible, because this could attract them to come and enjoy more services by paying more visits.

Do you have other ideas?



From my point of view...

Members

I believe extending the membership duration could boost our income too as our members may buy our other services.

It seems to me that it is a good idea to extend the Centre's opening hours, as the longer service time will benefit our income.

Member

I believe...

It seems to me that...

In my opinion, the best method is to promote our Centre. For example, we could do online advertising.

In my opinion,...

Task 13 Speaking Task

Read the following two situations and negotiate with your groupmates according to the teacher's instructions.

Situation 1

You all work for SPACE Fun Park, a theme park located in Tung Chung.

Two days ago, your boss asked you to suggest a proposal for *improving customer experience*. Each of you has a different proposal and will persuade the others that your proposal should be chosen. You are now meeting to listen to each other's opinions before making the final agreement together.

Proposal A (Student A)	<ul style="list-style-type: none"> Provide free shuttle bus services between large housing estates and SPACE Fun Park
Proposal B (Student B)	<ul style="list-style-type: none"> Sell discounted tickets to senior citizens
Proposal C (Student C)	<ul style="list-style-type: none"> Offer free gifts to every entrant for three months
Proposal D (Student D)	<ul style="list-style-type: none"> Offer discounted group tickets to primary and secondary schools

7 pros of social media marketing

1. Reach a larger audience

[1] **Major** social media platforms give your business access to a large audience of people who can choose to follow your business's online profiles. Also, unlike in traditional media, there is no predetermined audience on social media, giving you access to a **limitless** demographic regarding gender, age or social status. This means that you can reach your target audience, but also others who may be interested in your services but are **unaware** that they exist.



2. Connect directly with your audience

[2] Social media allows you to connect **directly** with your audience. Because people choose to follow your social media accounts, you can tell that they are interested in your business. Understanding how the public **perceives** your brand puts you in a better position to re-strategize and **adapt** a new social media strategy that meets your audience's needs. Connecting directly with your audience enables you to get to know them better and you can:

Deliver more **relatable**, personalized and valuable content
Resolve disputes faster and easier
Understand how your audience perceives your business.

3. Build brand loyalty

[3] The greater the interaction and connection between your business and your customers, the more comfortable they can become with your brand. Providing **consistent** updates, quality content and **exceptional** customer service may help customers create an emotional connection to your company. This **ultimately** leads to brand **loyalty**.

Vocabulary

I: Social Media for Business

Situation:

You are Chris Wong. You work as a Marketing Officer in Organic Express, a farm selling locally grown, organic food produce. You receive the following email from your supervisor. Produce of Organic Express:



From: jonathanw@organicexpress.com

To: chrisw1221@organicexpress.com

Subject: New Marketing Method

Dear Chris,

Our current methods of marketing appear to be ineffective and have become outdated. Also, we are spending huge amounts of money using these traditional methods of marketing that are no longer working for us. We cannot afford to continue losing money this way. It does not make sense for us to continue to do this.

I understand that most people now use the internet and that there are social media platforms that have brought success to a number of businesses. Are you familiar with using such techniques and do you think it would be feasible for our business to use these channels to market our product?

I am quite certain the cost is considerably lower than what we have been paying. Can you investigate the different platforms and weigh up the pros and cons of each one?

I think this is the way forward and I hope you can do some solid research to get us back on the right footing.

Please get back to me with your findings.

Regards,

Jonathan

**Application:
Writing in authentic
vocational context**



Checking-in

(<https://www.youtube.com/watch?v=wwqfYJX23lg>)

Part 1: Greeting the guest and talking about hotel services/facilities

Some information is missing in the two dialogues below. Fill in the blanks with the correct details as you watch the video. (0 – 1'33'')



Hotel Guest
Mr. Sanders

Good morning. Welcome to the Transnational Hotel. What can I do for you?

Good morning. My name is (1) _____. I have a reservation for a (2) _____ room for three nights.

Alright, Mr. Sanders. Let me pull up your reservation. *I can't seem to* find a record of your booking. Did you book the room directly through us, or did you use a hotel reservation service or a travel agent?

I booked it directly through you. I've already also paid a (3) _____ on the first night. I have a reservation number if that helps.

Front Desk
Officer

Videos



Collaborative learning

Interactive learning

Thank you for your booking _____. You will receive _____ in the post within three working days.

delighted

press conference

purchase

restore

external

in advance

asynchronous

press release

eligible

confirmation

internal

first-come-first served

compensation

synchronous



Wordwall

Submit Answers

**WINNING
SPACE**

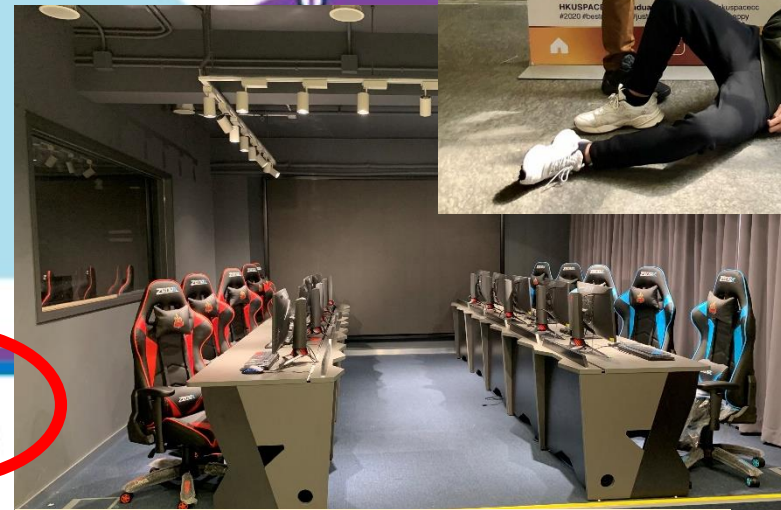


Visits to training facilities

Experiential learning



Aviation lab in Fortress Hill



E-sports lab in North Point



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	
	TOTAL	40 hours

8 assessments:

- *objective* and *subjective* components
→ equal weighting
- 4 assessments in Module 1 and Module 2 → **40%**
- 4 assessments in Module 3 and Module 4 → **60%**
- *Practice paper/practice situations* before each assessment
- “**Bonus Challenge**” in each assessment → encourage students to attempt the more advanced questions
- Students who fail one assessment will still be allowed to progress to the next module.



- 80% attendance rate required
- Mode 1 (conducted at KEC) and Mode 2 (conducted at the secondary schools)
- Commencement of the new cohort:
September, 2023



Vocational English VS Academic English

- Listening & Speaking (Level 2 & 3)
- Reading & Writing (Level 2 & 3)

Choice of Award Titles for Different Levels

QF Levels	Equivalent Qualification
Level 7	Doctor
Level 6	Master / Postgraduate Diploma / Postgraduate Certificate
Level 5	Bachelor
Level 4	Associate / Higher Diploma
Level 3	Diploma / Certificate
Level 2	Certificate / Foundation Certificate
Level 1	Foundation Certificate



To cater for the diverse needs of students, ApL tutors will keep close contact with the contact person of the secondary school.

Contact person: Ms Lucia Ip
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