

Points to note

Registration: 14:20 – 14:30

To facilitate the smooth running of the event, kindly note the following:

- For easy attendance taking, please use your **full name as your user name**.
- Please **mute your microphone** during the presentations. Participants will be invited to ask questions in the Q&A session.
- If you would like to raise your questions during the presentations, please send them in the **chat room**.
- **No recording** in any form is allowed.

As the participants today are not limited to English teachers, part of the session will be conducted in English supplemented with Cantonese.

The link and QR code for the **e-questionnaire** will be provided by the end of the session. Please help us evaluate the online session by giving us feedback and suggestions.

Thank you for your cooperation.

Introduction to English-related Applied Learning Courses

(2023-25 Cohort; 2025 HKDSE) (S5 in 2023/24 s.y.)

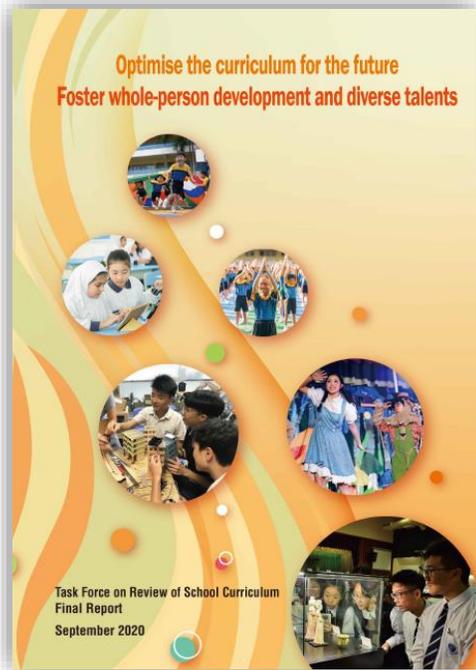
(2024-26 Cohort; 2026 HKDSE) (S4 in 2023/24 s.y.)

28 February 2023

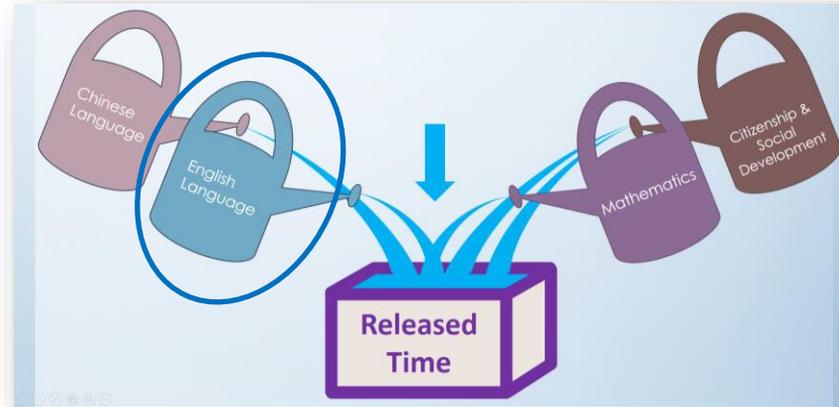
Rundown

Time	Session
2:20 – 2:30 pm	Online Registration
2:30 – 2:40 pm	Overview of English-related Applied Learning Courses
2:40 – 3:25 pm	Course Introduction – ApL (VocE) English Communication – VTC English for Business Services – HKCT English for Service Professionals – HKU (SPACE)
3:25 – 3:55 pm	Course Introduction – English for Creative Communication Creative English – Biz and Media Creative English – PR and Marketing
3:55 – 4:05 pm	Break
4:05 – 4:25 pm	Experience Sharing by Carmel Alison Lam Foundation Secondary School
4:25 – 4:40 pm	Course Introduction – Translation Studies Practical Translation (CHI-ENG) – LIFE
4:40 – 5:00 pm	Important Dates & Things to Note + Q&A

Task Force on Review of School Curriculum



Optimising the Four Senior Secondary Core Subjects, including English Language



Providing a wider range of ApL courses to cater for learner diversity

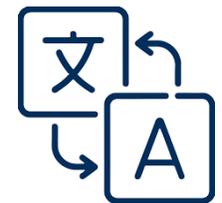


Providing English-related ApL to widen students' subject choice

Vocational English



English for Creative Communication



Translation Studies

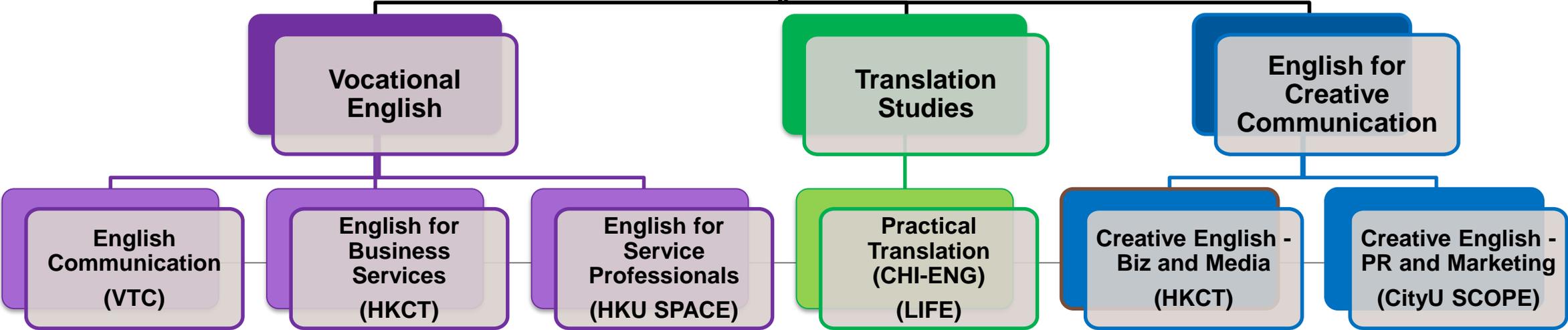
English-related Applied Learning



2023 - 25 Cohort; 2025 HKDSE



English-related ApL Courses





Vocational English

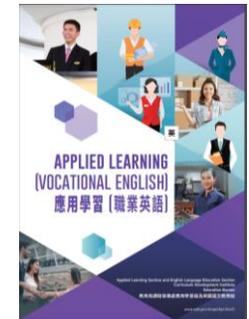
MOI: English



Link to ApL(VocE): https://www.edb.gov.hk/en/curriculum-development/kla/eng-edu/VocE_info.html



Video on ApL(VocE)



Leaflet on ApL(VocE)

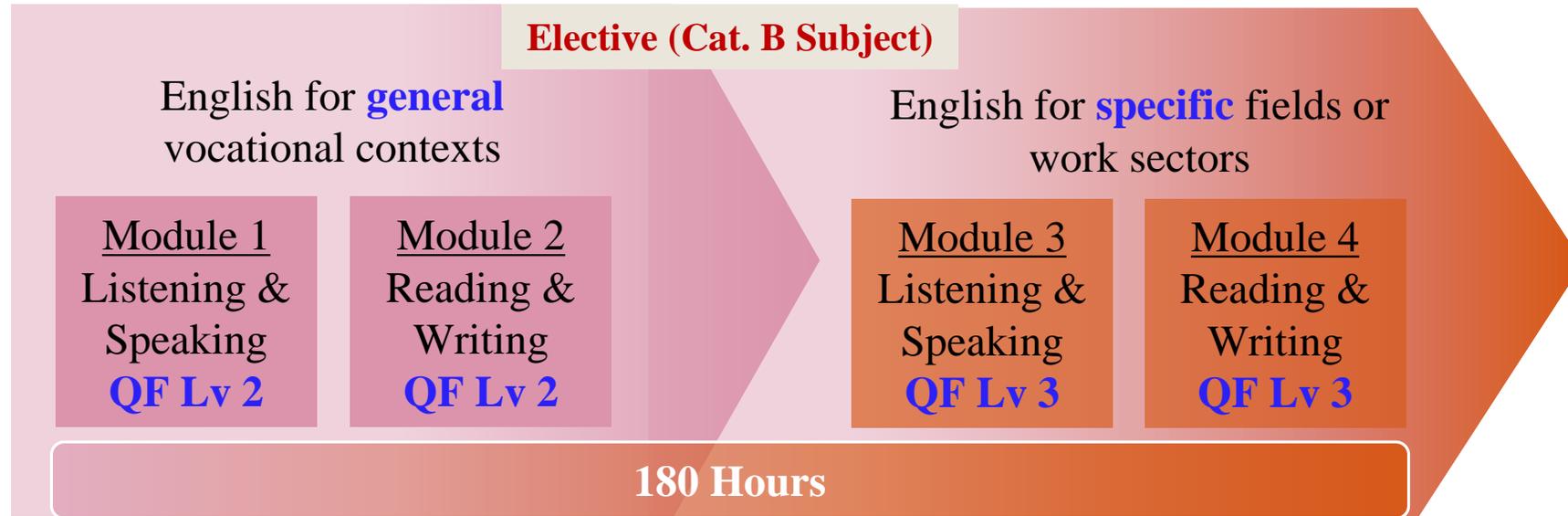
Curriculum Aims

ApL(VocE) aims to:

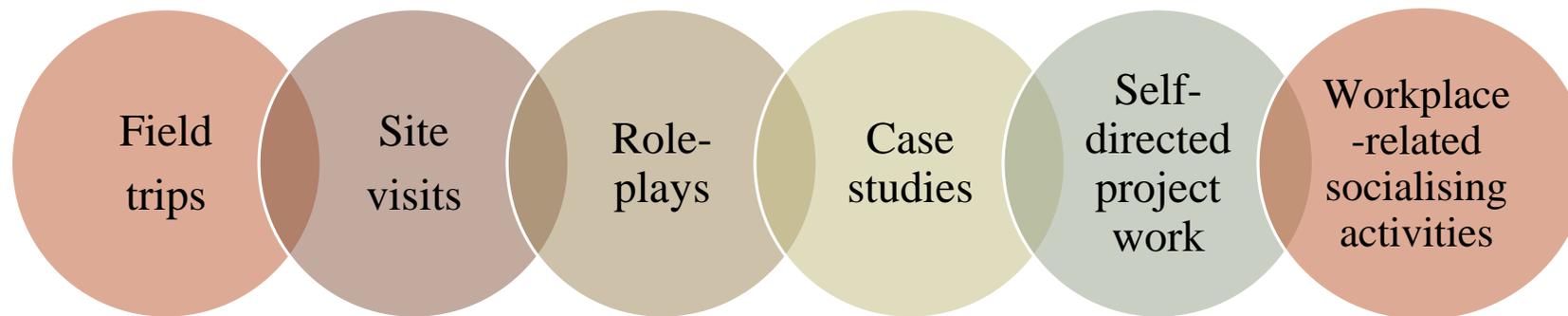
- develop students' English proficiency and generic skills **through application and practice** in simulated or near authentic vocational contexts
- enhance students' awareness of the **role of English** in authentic work environments
- develop students' **career-related competencies**, foundation skills (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



Examples of Learning & Teaching Activities



Applied Learning (Vocational English)

Recognition

 香港中學文憑 HKDSE HONG KONG DIPLOMA OF SECONDARY EDUCATION	 資歷架構 Qualifications Framework	
HKDSE Elective Subject*	Qualifications Framework	
Attained with distinction (II)	<u>Terminal Exit</u> QF Lv 3 certificate upon satisfactory completion of the whole course	<u>Intermediate Exit</u> Module certificates upon satisfactory completion of individual modules
Attained with distinction (I)	or	
Attained		
Unattained (will not be shown on the diploma)		

*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.

English for Creative Communication

MOI: English

Course Aims

To lay in students a foundation in the **basic skills and knowledge in creative use of English** through applied learning contexts related to professional and vocational fields

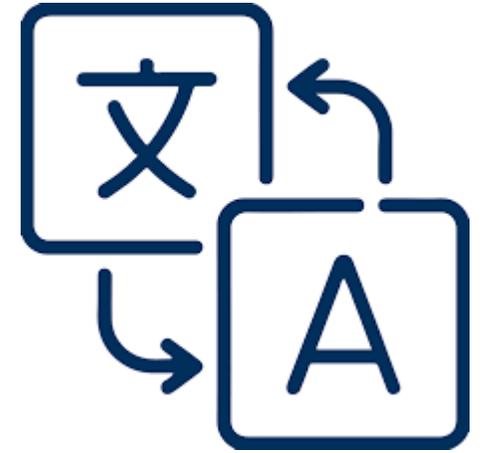
To develop in students a set of **writing, presentation, critical analysis and cultural literacy skills** essential for **effective communication in different genres, forms/modes and contexts**

To develop in students essential **language knowledge and skills for further studies and career pursuits** in a range of professions requiring strong language and communication skills

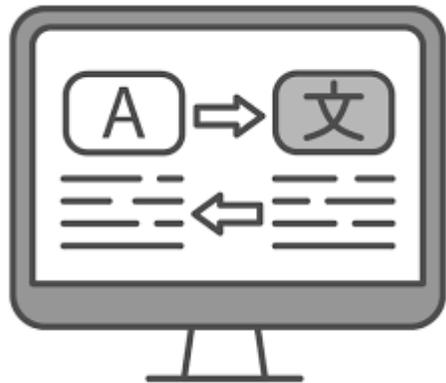
To develop students' **career-related competencies**, foundation skills, thinking skills and people skills as well as nurture students' **generic skills, positive values and attitudes** as in Applied Learning curriculum pillars through **application and practice**

Translation Studies

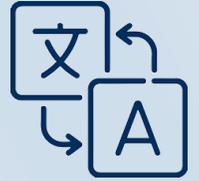
翻譯學



MOI: Chinese and English



Translation Studies – Course Aims



Course Aims:

to lay in students a **foundation in the basic principles and practice of translation through applied learning contexts related to professional and vocational fields**

to develop in students **fundamental language and cultural awareness of a variety of texts in Chinese and English**

to develop in students **essential language knowledge and skills for further studies and a range of professions requiring bilingual competency**

to develop students' **career-related competencies, foundation skills, thinking skills and people skills as well as nurture students' generic skills, positive values and attitudes in ApL curriculum pillars through application and practice**

Comparison of the Three English-related ApL Courses

Vocational English

- Common text types across different businesses and industries
- Formulaic in nature

Translation Studies

- Language and cultural awareness in English and Chinese
- Contrastive linguistic approach

English for Creative Communication

- Language and cultural awareness
- Creative use of English
- Creating impacts through the use of different language techniques

ApL(VocE) – Courses & Course Providers

Applied Learning (Vocational English)



**English
Communication
(VTC)**



**English for
Business Services
(HKCT)**



**English for Service
Professionals
(HKU SPACE)**

Applied Learning (Vocational English) –



English Communication

Speaker: Ms Carrie LEE
Senior Project Officer

Applied Learning (Vocational English) –



English for Business Services

Speaker: Mr Blaine LAM
Course Coordinator

Applied Learning (Vocational English) –



English for Service Professionals

Speaker: Ms Wendy CHEUNG
College Lecturer

English for Creative Communication

– Courses & Course Providers

English for Creative Communication



**Creative English –
Biz and Media
(HKCT)**



**Creative English –
PR and Marketing
(City U SCOPE)**

English for Creative Communication –



Creative English – Biz and Media

Speaker: **Ms Daphne CHOI**
Course Coordinator

English for Creative Communication –



Creative English – PR and Marketing

Speaker:

**Dr Paul CHEUNG
Instructor**

Break



Experience Sharing by

Carmel Alison Lam Foundation
Secondary School

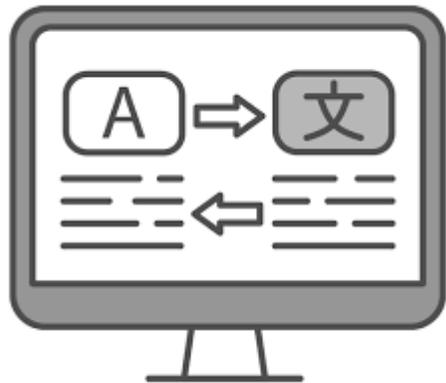
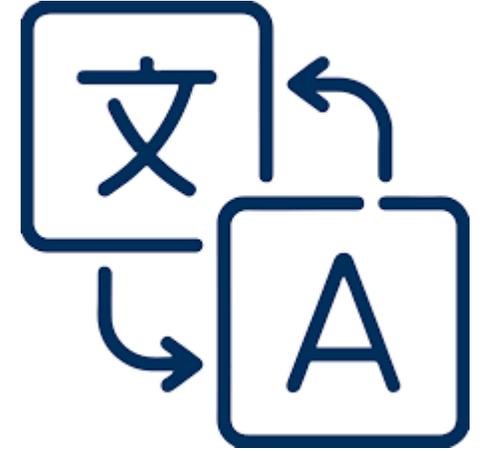
Applied Learning –
Vocational English



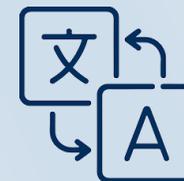
Ms LUM Yu-po
(English Panel Chairperson)
Mr LIU Pak-kee
(Careers Master)

Translation Studies

翻譯學



Translation Studies – Course & Course Provider



Translation Studies



**Practical Translation
(CHI-ENG)
實用翻譯（漢英）
(LIFE)
嶺南大學持續進修學院**

Applied Learning – Translation Studies

 **Lingnan *Life***

嶺南大學持續進修學院
LINGNAN INSTITUTE OF FURTHER EDUCATION

Practical Translation (CHI-ENG)

實用翻譯（漢英）

(LIFE)

嶺南大學持續進修學院

Speaker: Mr Honcin CHOW

Subject Leader (ApL)

ApL Posters (2023-25 Cohort)



ApL

Media and Communication

Applied Learning Courses (2023-25 Cohort)

Applied Learning Section
Curriculum Development Institute, Education Bureau

Applied Learning (Vocational English) – English for Service Professionals

The course provides opportunities for students to enhance their English communication skills in authentic / near-authentic vocational and professional settings. It enhances students' flexibility in articulation pathways by increasing their academic literacy, functional workplace literacy as well as critical literacy necessary for a smooth transition from a vocational training route to higher education in colleges and universities.

Creative English – Biz and Media

This course enables students to lay a good foundation in the basic skills and knowledge in creative use of English through applied learning contexts related to professional and vocational fields, including broadcast and media, advertising and public relations, and eCommerce and global business. Through application and practice, students are given opportunities to develop a set of writing, presentation, critical analysis and cultural literacy skills essential for effective communication in different genres, forms / modes and contexts, facilitating their development of essential language knowledge and skills for further studies and career pursuits in related professions.

Creative English – PR and Marketing

This course enables students to use English creatively in the contexts of public relations and marketing. Through practice in different simulated or near authentic contexts, students are given opportunities to apply creative approaches to storytelling, dubbing, and language games to create a variety of written and spoken persuasive texts, such as product descriptions, proposals, and pitches, in various business contexts.

Practical Translation (CHI-ENG)

In Practical Translation (CHI-ENG), student-centred learning and teaching activities are designed to enable students to understand fundamental theories and concepts, develop their generic skills, and address their career aspirations in translation.

Applied Japanese and Japanese Culture

After completing the course, students could use basic communication skills in Japanese, and apply the skills to daily life and work contexts. Students can also understand the history of Japanese culture, contemporary Japanese culture, and Japanese business culture. Students will acquire effective written and oral communication skills in Japanese for further studies and career development in related industries.

Everyday Japanese and Japanese Culture

This course introduces knowledge of Japanese language and culture. This course covers topics such as foundation Japanese language, Japanese culture, geography, society and lifestyle, pop culture, and Japanese business culture. After completing this course, students should be able to communicate in Japanese language in daily life and work contexts, demonstrate an understanding of contemporary Japanese culture, apply Japanese business culture in workplace, and enhance self-understanding and personal growth.

Korean Language and Culture

This course introduces knowledge of Korean language and Korean culture. The course covers topics such as foundation Korean language, facts about Korean, past and present of Korean culture, Korean society and lifestyle, Korean wave and Korean business culture. Students who have completed the course should be able to apply Korean language acquired to daily life and work contexts, demonstrate an understanding of contemporary Korean culture, and enhance self-understanding and personal growth.

ApL

Media and Communication

Applied Learning Courses (2023-25 Cohort)

Applied Learning Section
Curriculum Development Institute, Education Bureau

Digital Media and Radio Production

This course aims to equip students with the knowledge and skills of the latest radio broadcasting and media technology production. Students can transfer their knowledge and skill acquired to different professional aspects of the digital media industry through radio broadcasting and digital media production, which help them further develop their career in the field.

Film and Transmedia

This course provides students with authentic learning experiences to acquire the fundamental theories and concepts of film and transmedia, and helps students develop their creative mind, work ethics and various soft skills in communication, team work, problem-solving and critical thinking through hands-on practice and interactive learning and teaching activities.

Digital Brand Communication

The course aims to enhance students' understanding of brand communication and their skills in using digital media for achieving goals of branding. Through hands-on written exercises, projects, written reports, presentation and tests, the course will enable students to understand and master the skills of professional writing for brands, principles of photo- and video- taking and editing, and how to design appropriate communication strategies to effectively build a unique brand identity. In addition to brand communication, the knowledge and skills acquired in communication and digital content production can be transferred to different digital communication industries, to help students further develop in the related fields.

Multimedia Storytelling

Multimedia Storytelling course aims to provide a student-centred platform for students to learn the foundation of storytelling, content creation, multimedia production, creative thinking skills and gradually building students' portfolio for social goodness. The course is designed to encourage students to learn through experiential activities; enable students to address their career aspirations across the diverse range of industries in the field of creative media and communication; and prepare students for further studies and work.

PR and Multimedia Communication

The course aims to develop students to be professionals with the multimedia knowledge in the field of Public Relations (PR). The course offers studies with equal emphasis on theory and practice, covering PR strategies, communication skills, brand images and the application of multimedia communication, in which students acquire the knowledge and skills of PR and Communication. Through the production of a PR and communication project, students consolidate the theories and skills acquired to prepare them for further studies and career pursuits.

Applied Learning (Vocational English) – English Communication

This course provides students with opportunities to practise English in simulated and near authentic vocational contexts, develop their English proficiency and generic skills, and to enhance their awareness of the important role of English communication in real-world work environments. Through application and practice, students are also given opportunities to develop their career-related competencies, communication skills, thinking skills and people skills while laying a good foundation of English for further studies and work.

Applied Learning (Vocational English) – English for Business Services

This course aims to develop students' English proficiency and generic skills through practice in simulated or near authentic vocational contexts and applications, and to enhance students' awareness of the role of English in authentic work environments. Through application and practice, students are given opportunities to develop their 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 curriculum pillars. This enables students to lay a good English foundation for further studies or work.



In addition to the HKDCE qualification, students who have successfully completed ApL courses that are registered in the Qualifications Register as certificate programmes in Qualifications Framework (QF) Level 3 will obtain a QF Level 3 certificate to be issued by the relevant provider. Details are available at the QF website (<http://www.gov.hk/qef/>) or the Qualifications Register website (<http://www.qr.gov.hk/>).

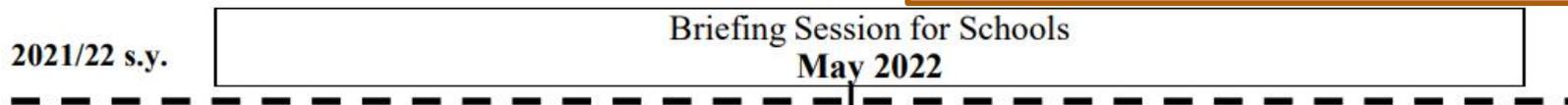


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Applied Learning Courses
(2023-25 Cohort; 2025 HKDSE)

Annex 10

Important Dates for Course Commencement at **Secondary 5 in the 2023/24 school year**

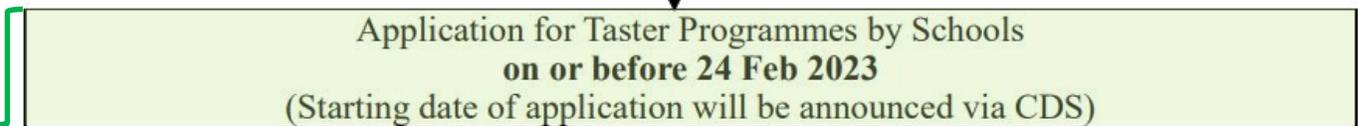


Application



For current
S4

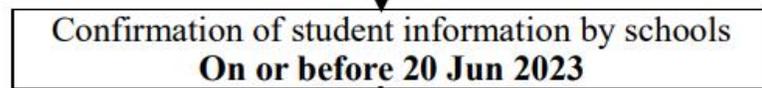
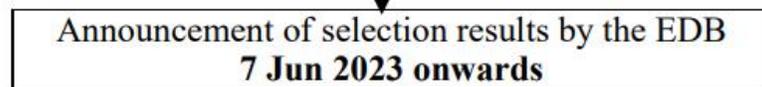
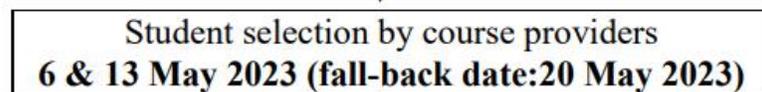
Taster Programmes



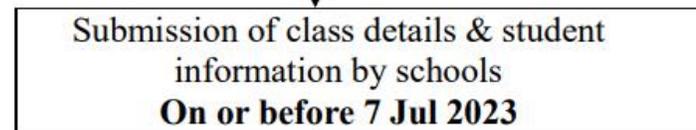
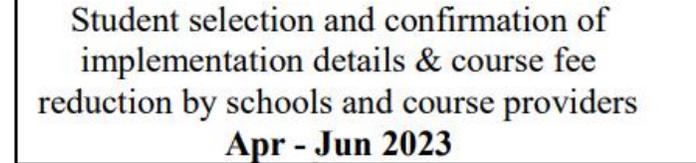
Virtual Exhibition



Mode 1



Mode 2



EDBCM No.
73/2022
(for current S4)

School-level Planning for English-related ApL Courses

Considerations

- To **cater for learner diversity** through diversifying learning opportunities to develop students' career-related competence and English proficiency
- To ensure **fair chances** among all applicant schools

What to consider

Students' interests, needs and aspirations

School support
(e.g. time-tabling, admin support)

Capacity of course providers

What to offer

For each individual course

- **1 class per course**
- More than 1 class **ONLY IF**
 - justification is provided (applications will be considered on a case-by-case basis)
 - places are available

Consider offering other English-related ApL courses

Q&A Session

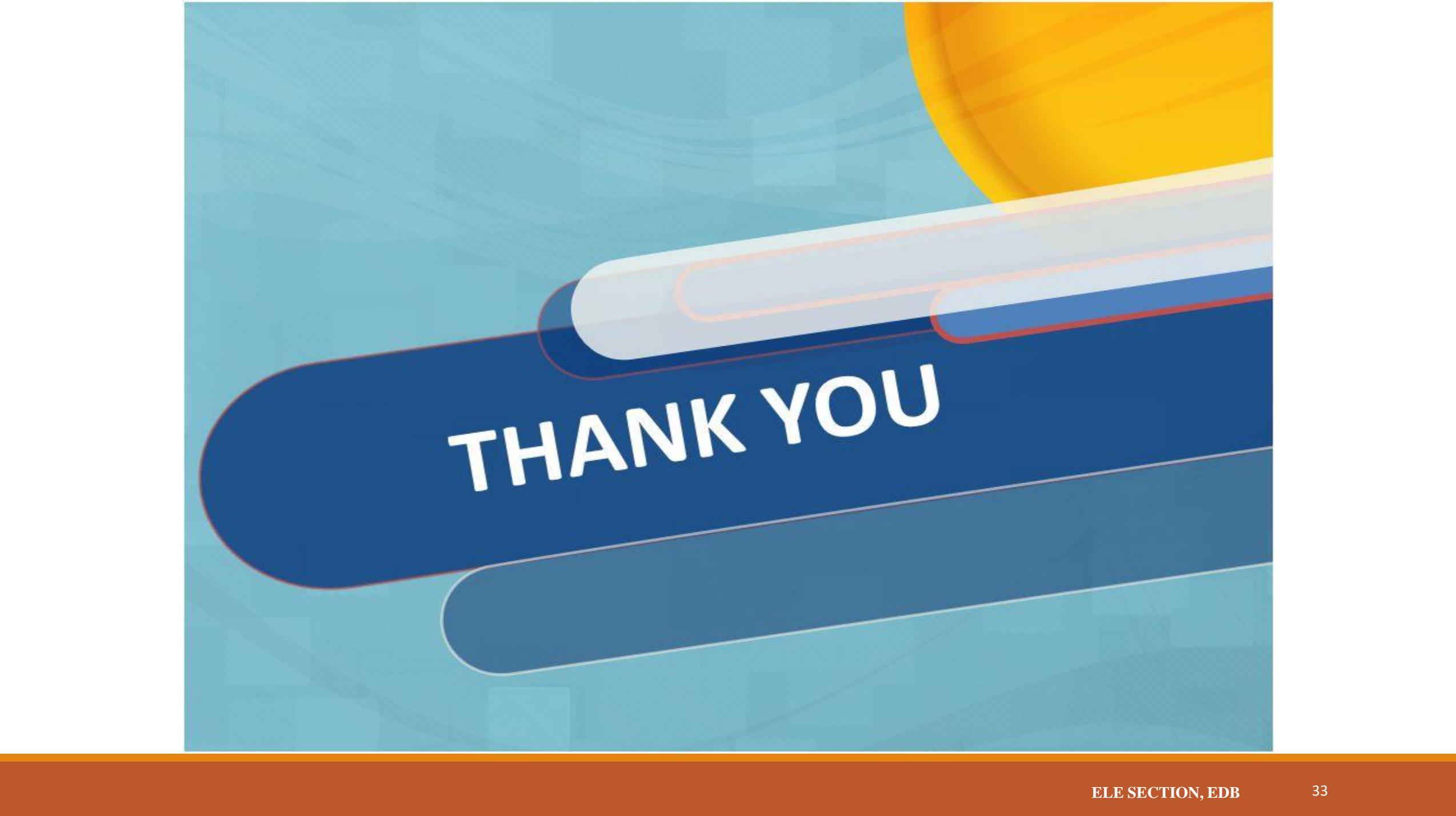
Online Evaluation Form

Please give us feedback and suggestions via the e-questionnaire



Web link to e-questionnaire:

<https://forms.gle/33qQTZzaNmijyvuy9>



THANK YOU