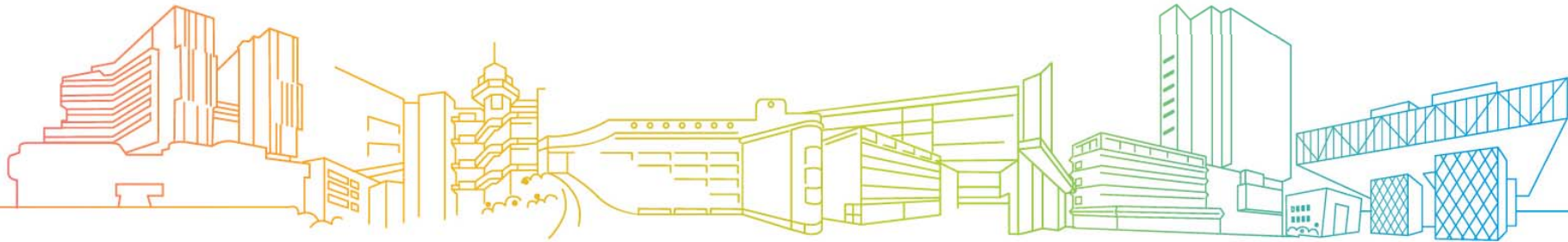


Applied Learning (Vocational English) – English Communication



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

2 Feb 2024



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

Course Structure



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

Course Structure



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

Hospitality

Over to You

You are an account executive at a hotel. You are going to receive a call from a client. Make suggestions when necessary. Use **ALL** the information on the role card to hold a conversation with him/her. Remember to use appropriate intonation, contractions and linking of words. Then complete the booking form below.

T may play the possible output of Part 1 for Ls' reference after the role play. (A4.6)

Role Card: Part 1

Learner A (Caller): Client (Star Eco-tours) seeking venue for upcoming event

(Your partner speaks first.)

Task:

- Greet the call-taker
- Give purpose of call: venue reservation (upcoming event)
- Give the following information
 - 3-hour seminar
 - 7-10 p.m., 15 Feb
 - around 100 guests (including speakers)
- Respond positively to 1st suggestion + request: include
- Respond to 2nd suggestion (too expensive) + request: reception)
- Confirm booking details
- State preference:
 - cheque (balance → pay on 15 Feb)
- Respond positively to reconfirmation
- Reconfirm sending cheque by tomorrow
- End call appropriately

Role Card: Part 1

Learner B (Call-taker): Account Executive at Mirala Hotel

(You speak first.)

Task: Answer call from client

- Greet caller and offer help
- Respond to request
 - suggest Executive Seminar Room (\$6,000/3hrs; round tables; max capacity: 110 persons)
 - suggest \$1,800 Refreshment Package → 3 cold beverages + 2 finger snacks
- Respond to request: 1 free hour for preparation & reception – OK
- Ask for preference: payment for deposit (cheque or direct deposit)
 - 50% deposit required (\$7,800 total, \$3,900 as deposit)
 - may settle balance on day of event
- Reconfirm booking details
- Assure emailing of invoice (within 1 hour)
- Respond positively to payment of deposit
- End call appropriately

Mirala Hotel (Key)

Booking Form – Function Room

Company: Star Eco-tours Caller's Name: Anson Smith

Date of function: 15 Feb 20XX

Time: 6:00 -10:00 p.m. (preparation and reception: 6:00-7:00 p.m. – included for free)

Venue (3-hour use)

- | | | |
|---|---|--|
| <input type="checkbox"/> Fortune Room
(\$8,000) | <input type="checkbox"/> Jade Room
(\$7,000)
• round tables | <input checked="" type="checkbox"/> Executive Seminar Room
(\$6,000)
• traditional classroom
(participants' chairs set in rows) |
| <input type="checkbox"/> Luncheon (semi-buffet)
• \$100/guest
• minimum: 60 guests
• unlimited cold beverages
• salad & dessert bar
• served entrées (5 choices) | <input type="checkbox"/> Banquet
• \$200/guest
• minimum: 50 guests
• unlimited cold beverages
• served appetiser, soup, entrée & dessert | |

Balance settlement: \$ 3,900

cheque on event day in advance

Lucy Liu
Account Executive

Date

Banking



Activity 1: 'To Borrow Or Not To Borrow? Borrow Only If You Can Repay!' (1 hr)

Aim: To provide a context, vocabulary and reading material for Ls for subsequent writing practice/tasks

1. People or businesses may need to have extra money for many reasons. They may get a loan (*i.e. borrow money*) from a bank, as a result. Decide which kind of loan is best for the cases below.

Relate the cases to the pictures on PPT Slide 1 for vocab help if necessary.

<p>Case 1 Ah Shing is driving a very old car to carry his customers. He wants to buy a new car.</p> <p>Case 2 Martha runs a factory in Shenzhen. Business is very good. She wants to open another factory in Vietnam.</p> <p>Case 3 Mr and Mrs Smith needs a bigger flat for a new member of their family, a baby girl.</p> <p>Case 4 Peter does not have enough money for his university fees.</p> <p>Case 5 Sally has spent too much money recently and does not have enough money to pay tax.</p>		<p>Business loan</p> <p>Car loan</p> <p>Home/mortgage loan</p> <p>Student/study loan</p> <p>Tax loan</p>
--	--	---

A Financial Hardship Email from a Client

Mail Message

Send		
From:	tobylo@northpolefur.com	CC:
To:	samp@pacificbank.com	
Date:	5 Aug 20XX	
Subject:	Extension of Loan Repayment	

Arial 12 B I U [Rich Text Editor Icons]

Dear Mr Pang

I am writing to request an extension of repayment for our loan.

My company had a Business Instalment Loan from your bank on 1st Mar 20XX. We understand

Possible Output

Dear Mr Lo

Thank you for your email requesting an extension of the loan.

I am very sorry to learn about the fire accident at your warehouse. I understand that your company is now faced with huge, unexpected payments. Our bank will try our best to help you during this hard time.

Your account record shows that you have paid previous instalments of the loan in full and always

Assessment Scheme



Module Title	Task No.	Task Name	Assessment Method	Weighting
Module 1 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%
Module 2 Applied Learning (Vocational English) (A) – Reading and Writing (QF Level 2)	3	Presenting written information	Written Test	5%
		a. Online Quizzes (in Enrichment Package)		5%
	4	b. Email Writing	Written Test	10%
Module 3 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%
Module 4 Applied Learning (Vocational English) (B) – Reading and Writing (QF Level 3)	7	Social media post writing	Written Test	5%
		a. Learning Portfolio		10%
	8	b. Writing corporate social media posts	Written Test	15%

Exit Awards and Requirements

Award	Minimum Requirement
Terminal Exit Award:	
Certificate in Applied Learning (Vocational English) – English Communication (QF Level 3)	<ol style="list-style-type: none">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;2. Met the attendance requirements (80%) for the whole course; and3. Passed at least one module at QF Level 3.
Intermediate Exit Award:	
Successful completion of individual modules by fulfilling certain requirements	



Recognition of Qualification

ApL (VocE) graduates who meet the criteria for the related VTC programmes are eligible for credit exemption:

VTC Programmes	Maximum hours of credit exemption
Higher Diploma	52
Diploma of Foundation Studies	180
Diploma of Vocational Education	180

Destination of 2023 Graduates

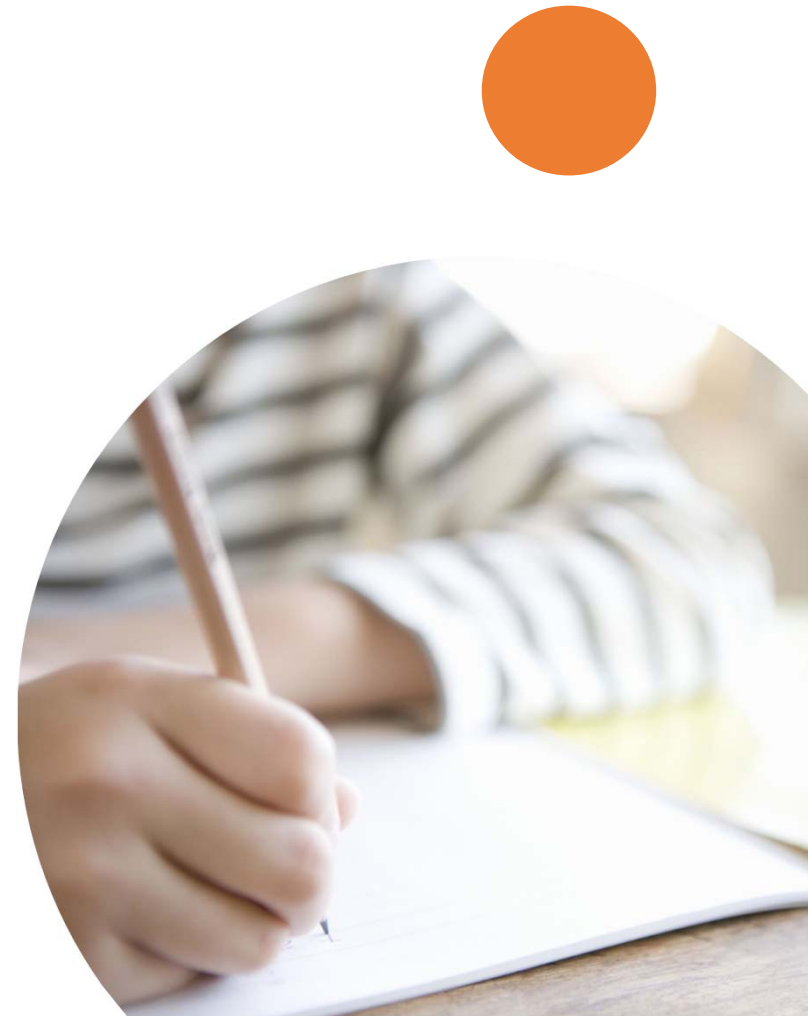
Academic Disciplines	VTC Higher Diploma Programmes
Business	Public Relations and Communication Management Professional Accountancy Banking and Financial Analysis Management for Disciplined Services Aviation and Logistics
Childcare, Elderly and Community Services	Child Care and Education
Design	Illustration Product, Furniture and Jewellery Design Film, Television and Photography
Engineering	Geospatial Science and Land Surveying Aviation Civil Engineering Mechanical Engineering

Destination of Graduates

Academic Disciplines	VTC Higher Diploma Programmes
Health and Life Sciences	Biotechnology Dispensing Studies
Hospitality	Hotel and Catering Management International Hospitality and Tourism Management Airport Operations Management
Information Technology	AI and Smart Technology AI and Mobile Applications Development

Learning and Teaching Strategies

- Learner-centred Approach
- Task-based Approach
- Case Studies
- Projects
- Independent 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:

- 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
- 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

gular Snip

Independent Learning on Moodle Platform



Home ▶ My courses ▶ ApL (VocE) ▶ 2325_M1_WB

You are logged in as Carrie Lee (Log out)

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

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.

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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 (1:34 PM)


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

Quiz 5

Section A - Writing

Purpose: To

Writing Task 5

Email Rules

How much do you remember about the "rules" on writing emails?
Do you agree to the following rules on writing emails?

Question 1
Partially correct
Mark 6.00 out of 8.00

1. Be brief
2. Reply at any time you like

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

Online Practice III(a)

Speaking Practice 1: "f" and "v"

Listen and practise the following:

0:00 / 1:06

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

t frogs flying past fast.
cent vowed to visit the village on vacation.
leaves left, one leaf falls, four leaves left.

Next Page

the progress bar because you can edit this lesson

Social Media Communication

Task A1

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



Suggested Time

CHATalogue (*Please write in English.)*

- 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.

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](#)

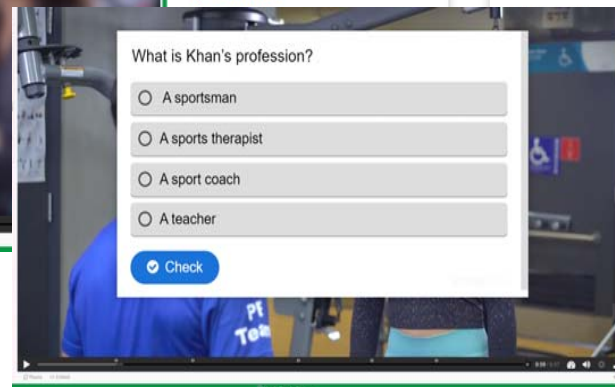
Design



Design & Engineering Workshops (UK)

by Bournemouth University (website)

[Take A Tour](#)



Experiential Learning

- Visit to The T-Hotel

The T Hotel
Training Professionals

About Us
Hotel Location
Rooms & Suites
Dining
Spa & Leisure
Room Reservations
Photo Gallery
Awards
Contact Us

BOOKING REQUEST

Check-in Date
2024-02-02

Check-out Date
2024-02-03

Adults
2

Children (3-11)
1

Number of rooms
1

Room type
Harborview suite

First Name
Applied Learning

Last Name
Vocational English

Email
apl-enquiry@vtc.edu.hk

685ybk

Enter the code above here

Cannot read the image? click here to

WELCOME TO THE T HOTEL HONG KONG

The T Hotel is set amidst the greenery of Pokfulam, above the west coast of Hong Kong Island. The surroundings are peaceful and there are panoramic views of sea and islands. It lies just 20 minutes from Hong Kong's city centre.

The T Hotel is a training concept hotel. Whilst providing vocational training in hospitality and tourism, we are dedicated to delivering a pleasant hospitality experience to our guests. Students are attentive and friendly, rooms are well equipped and spacious, meeting the needs of both leisure and business travellers.

The neighbourhood has a fascinating past. Immigrants from China have integrated with the former fishing community, and this was the location for the original Hong Kong Dairy Farm.

Nearby attractions include Béthanie Chapel, Ocean Park, Repulse Bay, and Stanley Market.

[Hotel Fact Sheet](#)
[360 Virtual Tour](#)
[Offers](#)

The T Hotel Awarded by TripAdvisor



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.

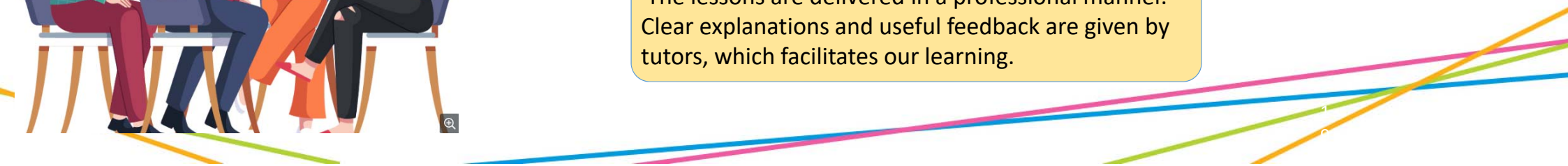
Tutors



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 2024

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.

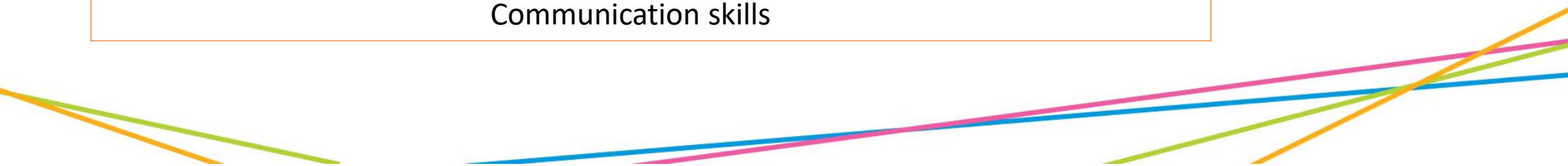
Admission & Selection



Taster Programme	March 2024 <ul style="list-style-type: none">• Hands-on activities• Role-play in a hair salon• Online self-learning package
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Selection Interview **May - July 2024**

Selection Interview	Criteria
Group Discussion	Motivation in learning Vocational English
	Aptitude
	Communication skills



Contact Us



Enquiry Hotline

(852) 2836 1264 (Applied Learning)



Email Address

apl-enquiry@vtc.edu.hk



Website

www.vtc.edu.hk/apl

