



**Applied Learning
(Vocational English)
English for Business Services**

**Hong Kong College of
Technology**

1. Module Design
2. Context
3. Distinctive Features
4. Assessments

Module Design

Year 1

Module 1 - Listening and Speaking (40 hours)

Students will be learning **basic listening and speaking skills in general business context** through the different learning topics.

Module 2 - Reading and Writing (40 hours)

Students will be learning **basic reading and writing skills in general business context** through the different learning topics.



Year 2

Module 3 - Listening and Speaking (50 hours)

Students will be learning **more advanced listening and speaking skills** to handle **more specific** scenarios **in a wider range of business contexts** with the use of appropriate registers and language skills.

Module 4 – Reading and Writing (50 hours)

Students will be learning **more advanced reading and writing skills** to handle more specific scenarios **in a wider range of business contexts** with the use of appropriate registers and language skills.

The modules are designed:
from basic to advanced levels
from general to specific scenarios

Learning & Teaching Example – Describing data

**Progressive
learning**

Module 1

- Basic and general vocabulary, phrases and sentence patterns

3. Graphs show a trend or a change. Verbs are used to describe the directions, while adverbs are used to describe the pace and extent. Complete the following tables about trends and changes with the words provided. ↕

increase↕	grow↕	fall↕	shoot up↕	slowly↕
gradually↕	rapidly↕	decrease↕	steadily↕	slightly↕
sharply↕	stay↕	significantly↕	decline↕	go up↕
stabilize↕	remain stable↕	drop↕	rise↕	expand↕

Verb (phrase)↕	
↑↕	↕
↓↕	↕
No change↕	↕

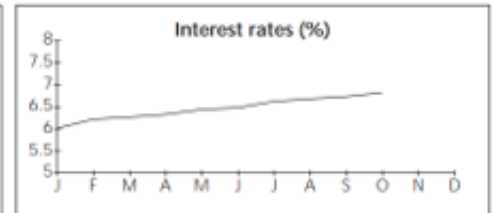
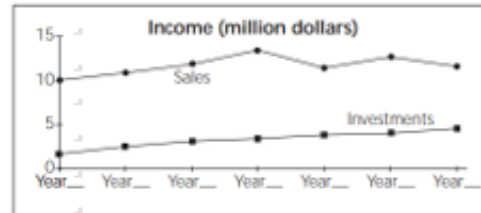
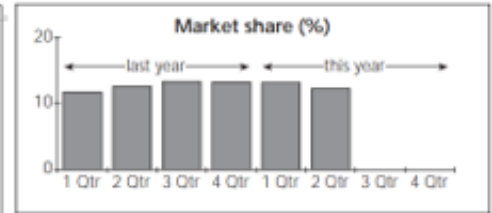
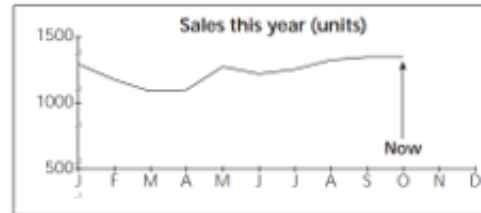


Adverb↕	
Small / slow change↕	Large / quick change↕
↕	↕

Module 3

- Application of previously acquired knowledge
- “Business Context” emphasized

Thanks to his graph making skills Andrew grew up to become a CFO (Chief Financial Officer) of a multinational company. Now he has to give a presentation reporting the company result at a year-end.



Andrew:

“Earlier this year our sales (1) _____ were not looking good. Sales had fallen to 1100 units, and at the (2) _____ of March we appointed a new Marketing Director. During April sales began to (3) _____, although they fell back again in May, probably as a result of seasonal factors. In July and August there was a (4) _____, but in the last few months the growth in sales has (5) _____ off and we probably won’t (6) _____ our target of 1600 units by the end of the year. Our market share remains (7) _____ at about 12% in (8) _____ of very aggressive discounting by our main competitor. Income from company investments is (9) _____ at the moment, while our income from sales has, unfortunately, been rather flat over recent years. In (10) _____ to the economic context in which we operate, the outlook remains uncertain. This is largely (11) _____ to changes in interest rates, which have been going up gradually (12) _____ the last few months.”



Contexts

- Sports & Recreation
- Social Services
- Public Relations
- Hospitality
- Social Media
- Marketing

and more~





EXAMPLE

Catering Industry



- How to greet customers and take orders
- Useful words and phrases for serving customers

e.g.

2. Benny, the receptionist at Four Seasons Steak House is having a conversation with a guest. Listen to the speakers and fill in the blanks of the following conversation.

R: Good evening. Welcome to Four Seasons Steak House. Do you have a _____?

G: Yes, we do.

R: May I have your _____, please?

G: Ben Chan.

R: What's your _____, Mr. Chan.

G: 9115-0005.

R: Okay Let me repeat that. 9115-0005. A _____ of 4?

G: That's right.

R: This way please, Mr. Chan.

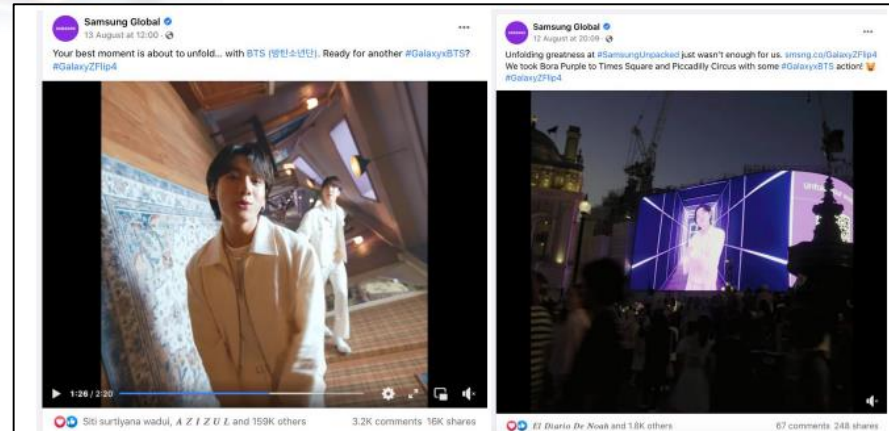
G: Thank you.

Social Media & Advertising



e.g.

- The role of social media in the modern society and how it intertwines with English
- How businesses can be promoted via social media using English



- What elements mentioned above can be found in these social media posts?
- What are these posts selling?
- Can you find any product descriptions in the caption? How do these posts describe the product to the audience?
- Why these posts are so viral (i.e. with a large number of 'liked' and 'shared') on social media? Try to think of 3 reasons and compare your answers with your classmates.

Social Services



- Introduction to social services
- Social work related English usage, e.g. reference form

e.g.

Part 1: Scenario task #1.

You are Dona Lau, an assistant social worker in Caritas Family Crisis Support Centre. Your boss, Miss Annie Yau has asked you to follow a referral case, which you have just received a call from Jor Yan Family Services Centre about. Listen to the phone call and fill in the details for the referral case file.

Referral Case File:

Personal Profile:	
Ref No.	1. _____
Gender	F. _____
Name	2. _____
Age	3. _____
Marital Status	4. _____
Place of Birth	5. _____
Date of Birth	6. _____
Year of Arrival in Hong Kong	7. _____
Health Condition	<ul style="list-style-type: none"> • She has suffered from paranoid 8. _____ since 2010. • Receiving regular psychiatric treatment at the SAR Specialist Clinic.
Family & Living Condition	<ul style="list-style-type: none"> • Legally granted residence in Hong Kong in 2009. • Husband passed away 9. _____ • No public housing tenancy with her son. • A very stormy relationship with her in-laws and she moved away from them with her son in 2011 to the reported address, at a monthly rental of 10. _____ • Depending on Comprehensive Social Security 11. _____ • Share a flat with other tenants.
Medical Reference	SAR Specialist Clinic.
Referral	<ul style="list-style-type: none"> • The case of Ms. Chau was referred by Jor Yan Family Services Centre on 4/4/2022.
Remarks	<ul style="list-style-type: none"> • Preference for living in 12. _____ district. • Certified 13. _____ fit to be a householder. • Her son is 9 years old, name is Chan Man Hei.

Distinctive Features

1. Simulation of business service setting

Enhancing students' English Language skills through simulating different workplace scenarios:

Answering phone calls and taking enquiries at a reception counter

Speaking to clients in an event reception setting

Attending a job interview in a panel interview setting

Serving customers and making suggestions in a restaurant or a flight cabinet setting

Handling a complaint letter and writing social media posts in an office setting



English for Business Services Distinctive Features

2. Opportunity to immerse in native English speaking environment

HKCT's language center organises a series of English enhancement workshops and provides facilities for learning support:

- Chat Café - group discussions with native English speaker
- Theatre and computers for movie appreciation
- English learning through reading story books or using tablets for online learning
- Online library for mode 2 students



Hong Kong Public Relations
Professionals' Association

Professional Talks/Sharing



Good connection with
professional language
associations or institutions
&
Enormous database of
employers in different
industries



Sharing sessions for our
students



Airline Services

- Airline services experts will be invited to have a sharing session with the students.
- During the session students will learn the importance of English in this setting along with some frequently used vocabulary and phrases in this industry

English for Business Services Passionate & Experienced Teaching Team

Experienced
and
passionate
teaching team

- To keep an eye on students' progress throughout the course
- To adopt different pedagogies and teaching tools such as role play, movie appreciation, online interactive platforms
- To be well acquainted with professional language tests



Assessments

Assessment 1 (Self-Introduction)

- Self-Introduction for a Career
- **Individual** Oral Presentation
- Students are required to finish an individual oral presentation for 1.5-2 mins introducing themselves for a career
- **10%** of the final score

Assessment 2 (Listening)

- Listening to a Business Conversation
- Based on an about 5-6 mins listening extract from servicing business, students are required to answer questions on test papers.
- **10%** of the final score

Assessment 3 (Letter of Enquiry)

- Letter of Enquiry (General Business)
- Written Test
- Students are required to complete written responses in 100-150 words individually towards a wide range of correspondence which they may face in their future careers.
- **10%** of the final score

Assessment 4 (Report Writing)

- Marketing Strategy Report
- Written Report
- Based on a given case, a group of 2 students is required to devise a strategy by pinpointing the issues. The whole report has to be in 400-450 words with other visual aids. (Each student should write 200-250 words.)
- **10%** of the final score

Assessment 5 (Dialogue Simulation)

- Dialogue Simulation as a Social Worker
- Individual Oral Presentation
- Students in **pair** are required to demonstrate their understanding and strategy when settling a certain case. The presentation should be about 6-7 mins after some information was given.
- **15%** of the final score

Assessment 6 (Proposal)

- Proposal Presentation
- Group Oral Presentation
- With reading information, students are required to hand in a presentation in a group of 3 on a case mentioning their settling method. The task is composed of a presentation of their proposal for 8-10 mins.
- **15%** of the final score

Assessment 7 (Blog Writing)

- Written Test
- Students are required to write their blog to promote a specific business. The blog should be in 250-300 words.
- **15%** of the final score

Assessment 8 (Letter of Suggestion/Reply)

- Written Test
- Students are required to complete and answer more complicated correspondence learned previously in 300-350 words.
- **15%** of the final score

Students' learning effectiveness across different subjects

Opportunities

Developing students' self-understanding for further studies and career development in various fields of the service sector.

- Students will attain **QF level 2 or 3 certificates** upon completion
- **Further studies:** business and management, social services, sports and recreation, public relations, tourism and hospitality, ecommerce and social media
- **Career development:** Positions at entry-level (e.g. event assistant, marketing assistant, project assistant, customer service officer, recreational clubhouse officer, restaurant attendant, social media executive)

English for Business Services Contact Information

Learning English

is



&

Practical

English for Business Services Contact Information

For any enquiries you are welcome to
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