





Applied Learning in Vocational English (ApL VocE)

English for Service Professionals

Speaker: Mr. Raymond Cheung









Applied Learning in Vocational English

- 1. Assessment Requirements
- 2. Recognition of Qualifications
- 3. Structure of Our Programme
- 4. Learning and Teaching Activities





- 80% attendance rate required
- Mode 1 (conducted at HKU SPACE) and Mode 2 (conducted at the secondary schools)
- Commencement of the new cohort: September 2024

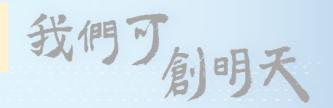
Attained with Distinction (II) Attained with Distinction (I) Attained with Distinction (I)





Schedule: One lesson each week

Duration: 3 hours



COURSE STRUCTURE

Module 1: Listening and Speaking (OF Level 2)

Module 2: Reading and Writing (QF Level 2)

Module 3: Listening and Speaking (OF Level 3)

Module 4: Reading and Writing (QF Level 3)

Personal Setting:
Self-Concept and Local Knowledge

Commercial Setting:
Common Workplace Scenarios in Service Industries

Industry-Specific:
Introducing Six Key Local Service Industries

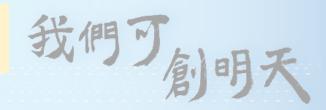
Professional & Employment Contexts:
Internal Communication in the Office Environment





Schedule: One lesson each week

Duration: 3 hours



Teaching Schedule of Module 1

Lesson	Topics	Contact Hours	
Part I: Pleasure an	d Leisure		
1	Self-introduction and Small Talk		8 assessments:
2	Routines and Pastimes	9 hours	
3	The Internet and Social Media		• <i>objective</i> and <i>subjective</i> components → equal
Part II: Local Kno	wledge		
4	Neighbours and Neighbourhood		weighting
5	Local Knowledge	9 hours	
6	Landmarks and Tourist Attractions		• 4 assessments in Module 1 and Module $2\rightarrow 40\%$
7	Assessment 1 Practice and Revision	6 hours	4 'NA 11 2 1NA 11 4 NOO/
8	Assessment 1		• 4 assessments in Module 3 and Module 4→60%
Part III: Enquiry a	nd Reply		Danadia a manan/manadia a sida adia ana 1 a Canada 1
9	At a Local Café	6 hours	• Practice paper/practice situations before each
10	Meeting Your Careers Mistress/Master		assessment
11	Assessment 2 Practice and Revision		assessment
12	Assessment 2 Practice and Revision	10 hours	• Students who fail one assessment will still be
13	Assessment 2		Students who fair one assessment will still be
	TOTAL	40 hours	allowed to progress to the next module.
			The Property of the British and Market

M1: Relatable Topics

B. Talking about Activities on the Internet and Social Media

Task 1B - The following is a table of vocabulary that people use to talk about their activities on social media

notification (n)	feed (n)	hashtag (n)	meme (n)
emoji (n)	tweet (n/v)	tag (n/v)	comment (n/v)
share (v)	like (v)	subscribe (v)	viral (adj)

Do you know what these words mean? Complete the sentences by choosing the correct words given in the table above. You may need to add "s" to make the countable noun plural.



(n) is an image or idea that is spread very quickly on the internet.



(n) is a post made on the social media platform X (formerly Twitter)





(n) is a word or phrase preceded by a hash sign (#) used on social media platforms to identify digital content on a specific topic



(n) is a central place on a social media site which is constantly being updated with new

<u>(v)</u> someone by using the Internet and Social Media

II. Landmarks and Tourist Attractions in Hong Kong



Task focus

In this section, we will explore various places to visit in Hong Kong to gain a better understanding of different tourist spots. This will also assist you in preparing for the upcoming travel blog writing in Assessment 1.

A *landmark* is a building or structure that is easy to recognise for its special features including its design.

The Clock Tower in

Tsim Sha Tsui



Tourist Information Centre Attendant

A tourist attraction is a famous or popular place among visitors or vacationers A lot of landmarks are tourist attractions because they represent an area, a city or a country.



Temple Street Night Market in Yau Ma Tei

Sample Materials from Module 1

Matthaios Tsioni: Local Landmarks and Tourist Attractions

M2: Common Workplace Scenarios in Service Industries

Sample Materials

Teaching Schedule	of Module 2	

<mark>rom Mod</mark>	Contact Hours	Topics	Lesson
17		ing to Customers	art I: Attendi
		Job Preferences and the Service Industry	1
		Retail Services (I)	2
	15 hours	Food and Beverage Services (I)	3
		Accommodation and Hospitality (I)	4
		Travel and Transportation (I)	5
	6.5 hours	Assessment 3 Practice and Revision	6
	0.5 Hours	Assessment 3 (Speaking)	7
		ting a Product	Part II: Promo
		Introduction to Products	8
	12 hours	Advertising and Marketing	9
	12 Hours	Innovation and Invention (I)	10
		Innovation and Invention (II)	11
	6.5 hours	Assessment 4 Practice and Revision	12
	0.5 Hours	Assessment 4 (Writing)	13
	40 hours	TOTAL	
	<mark>dustries</mark>	<mark>stomer Service Skills in Different Service Ir</mark>	Cus

M3: Industry-specific English

Teaching Schedule of Module 3

reaching Schedule of Module 5			
Lesson	Topics		
1	Communication Skills for Workplace Syc		
2	Email Etiquette		
Part I: Industry-	Part I: Industry-specific English I		
3	Accommodation		
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		
9	Assessment 5		
Part II: Industry-specific English II			
10 Creative Industries			
11	Negotiation I		
12	Negotiation II		
13	Negotiation III		
14	Negotiation IV		
15	Assessment 6 Practice and Revision		
16	Assessment 6		

Task 1: Fill in the blanks with words given.

Sample Materia	ls
from Module 3	

greeting	menus	delivering	short
server	clearing	bill	

1. Fast food restaurants and cafes offer simple meals and receive a high volume of *off-premise* (=food consumed *outside* the restaurant) sales. The exchange between restaurant employees and customers is a)_____ and informal. Customers are used to the *self-service* setting.





3. A restaurant *host* is responsible for welcoming and **c**) customers S/he also brings them to their table and present them the **d**) .





4. A e) _____ is responsible for taking orders and the dishes to the guests.



5. A *busser* is responsible for g)_____ the tables between courses of a meal.

English related to the six different service industries

M3: Industry-specific English

Teaching Schedule of Module 3

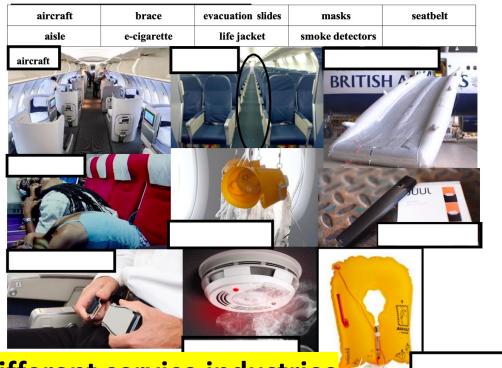
Teaching Schedule of Module 3				
Lesson	Topics			
1	Communication Skills for Workplace Success			
2	Email Etiquette			
Part I: Industry-specific English I				
3	Accommodation			
4	Food and Beverage Services			
5	Entertainment and Recreation			
6	Tourism, Transport and Travel			
7	Airline and Airport Hospitality			
8	Assessment 5 Practice and Revision			
9	Assessment 5			
Part II: Industry-specific English II				
10	Creative Industries			
11	Negotiation I			
12	Negotiation II			
13	Negotiation III			
14	Negotiation IV			
15	Assessment 6 Practice and Revision			
16	Assessment 6			
I				

C. Boarding a Flight

Task 6: Pre-listening Activity

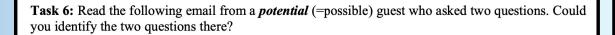
Before watching the video and completing the exercise on <u>p. 9</u>, you need to understand the meaning of the following words and phrases. Here are some pictures to help you. Write the words in the correct boxes.

Sample Materials from Module 3



English related to the six different service industries

M4: Authentic Business Communication



Hui Yuanna <yuannahui@gmail.com>

to Reservation •

Dear Sir/Madam.

I purchased the "Stay for Love" staycation offer for my birthday in August. I had a great time and would like to make a reservation again. May I know if I could use the "Staycation Delights" \$500 discount from the Hong Kong Tourism Board to book the offer? If the answer is yes, do I have to bring the receipts to your hotel for verification before September 7?

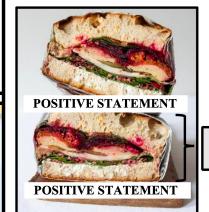
Thanks a lot for your assistance in advance.

Best regards, Yuanna Hui

Sent from my iPhone

i) The Compliment Sandwich

Sep 6, 2021, 10:39 AM (3 days ago)



NEGATIVE NEWS

Sample Materials from Module 3 Dear Ms. Hui. Greeting Thank you for your email. We are delighted to learn that you have chosen the Peninsula Hong Kong for your upcoming visit. Please be advised that this promotion is eligible for all our staycation packages shown on our website With regard to the "Spend to Redeem Staycation" Programme application, please refer to Staycation Delights FAQ | Holiday at home (holidayhk.com) for details, receipt verification or hotel Body email contact. Please be reminded that booking submitted before 7 September 2021 (09:00am) will be disregarded. The "Spend-to-Redeem" Staycation Programme has a limited number of places, and hotel offers are subject to room availability and on a first-come-firstserved basis. The hotel reservation department will contact you after receiving your email and process your reservation. If the booking is successful, you will receive a confirmation notice from the hotel via email. Thank you for your kind attention. Please do not hesitate to contact us if we can be of any further assistance. With best regards. Loque Automated THE PENINSULA Loque Lee (Mr), Assistant Manager signature HONG KONG Global Customer Service Centre, Sales & Marketing

The Peninsula Hong Kong, Tsim Sha Tsui, Kowloon

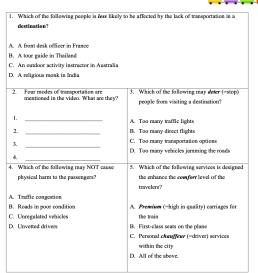
Compliment sandwich and e-mail writing

Language Skill: Listening

Task 3: Listening Task

Answer the following questions. Circle the correct answer A, B, C or D and fill in the blanks.

https://www.youtube.com/watch?v=TeQqZra6ZZI&t=139s (0'34" - 4'30")





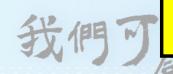
Task 4: Listening Task 2
Complete the notes in Part number for each answer. (In sed)-and-celly

PART ONE of the conversation (0'55" - 2'55")

rain Services from Trebirch			
wo main train stations in Treb	irch		
	for local commuter ling for the national service frebirch and London	A: Greeting the gu Task 9: Fill in the	(https://www.voutube.com/watch?v=wvq[VJX23]g) test and talking about hotel services and facilities lanks with the correct details as you watch the video. (0 – 1'33") arrange role-plays for students.
on week			Good morning. Welcome to the Transnational Hotel. What can I do for you?
uration of journey between Tr About,		600	Good morning. My name is (1) I have a reservation for a (2) room for three nights.
First class tickets (are included)	Hotel Guest Mr. Sanders	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?
Prices of tickets depend on wh		7	I booked it directly through you. I've already also paid a (3) on the first night. I have a reservation number of that helps.
. Standard 	Can be bought No restrictions so Only valid after		Yes. Sure. Can I see that please? Thank you. Oh I see. Maybe there was a (4) Well, we don't have any more single rooms available, with the exception of one (5) room. But you would then be right next door to a family with children, which might get
ii	Only valid after 1 Also valid at		noisy. But that's not a problem. I can (6) you to one of our business suites. They all come with (7)
	The Must be bought a	_	Oh! That sounds nice. But how much more is that going to cost?
v	Limited availabil		That would of course be at no extra charge to you.
	•	_	Oh thank you!
			My pleasure.
		_	What about the wireless Internet?
			Oh! It's really easy. This is your access (8) and instructions on how to use it. If you have any problems, feel free to call the front desk. And this is a list of all the hotel amenities, like the gym and the (9)
		_	Ah! Thank you very much.
			You're welcome. Has the valet already taken your car or will you

be needing a parking pass?

Oh. I don't have a car. I took a (10)



Sample Materials from Module 3



Luxury hotels and upscale restaurants offer valet service (代客泊車服務) to their



International travellers are required to present their passport while domestic visitors simply present their ID card.

Task 10: Fill in the blanks with the given words that you've just learnt.

upgrade	code	jacuzzis
adjoined	deposit	glitch

	Questions	Answers
i.	Which word means "a set of numbers or alphabets that p enter into the computer so we use a special service?"	
i.	Which word means "a small problem"?	
iii.	Which word means "to improve the quality of something"?	
iv.	Which word means "part of the total payment"?	
v.	Which word means "connected"?	
vi.	Which word means "bath tubs fitted with holes from which water is pumped out at high pressure"?	

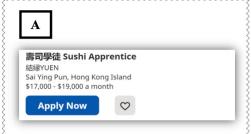




Video watching

Task 3 Authentic functional texts

Read the following two job advertisements from Indeed.com. <u>Company A</u> wants to hire an *apprentice*. <u>Company B</u> wants to hire an *intern*. Answer questions no. 1 to no. 12 by putting a (" $\sqrt{}$ ") the correct box.



KIT YUEN is a sophisticated Omakase restaurant situated in Sai Ying Pun. We are looking for an **enthusiastic team player** who is willing to learn with a **true passion** for Japanese culture and cuisine.

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



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

Language Skill: Reading



Ouestion 1 to Ouestion 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 .			
 This job is more suitable for candidates who prefer working with their hands. 			
This job is more suitable for candidates with good school results.			
6. This is a short-term job.			
7. This job will provide different learning opportunities.			
8. This job requires a team player.			
9. This job requires good language skills .			
10. This job requires the candidate to start working as soon as possible.			
11. This job offers annual leave.			
12. This job prefers the candidate to have some experience.		Sample M from Mo	

Language Skill: Writing

You may also include some other information, for example, - where you/your parents are from	b. Here are some more useful expressions we can use when giving directions. Can you match them with			useful Expressions Summary			
what you studied at school/university Example I was born and raised in Hong Kong, but my parents are from Chengdu. I just turned 25 year old last month. I studied Chinese Language at the university and I'm a huge fan of K-pop an Korean drama. (simple past tense: events happened in the past (simple present tense: a general statement of truth and hobbies	the functions below and write "E To talk about how easy to get there	v To talk about how To	make suggestions/ commendations	To talk about how easy to get there: - It is located/situated in the central part of the city. - It's close to several MTR stations. - That's the ideal route. - It's within walking distance. - It's quite convenient and accessible.	To make Suggestion/ Recommendations: To reach there, I suggest you take/ride To get there, you might consider taking/riding If you're headed to (a place), you could take/ride If you want to go there earlier, you may want to take/ride		
Task 3: Writing your Self-introduction Prepare a few sentences to introduce yourself to your colleagues. You may use the topics suggested by Lucy. You can also add some other information to make your self-introduction more creative or interpretation.	(1) It's located in the central part of the city.	(2) It's a bit distant/remote from the train station.	(3) It's close to several MTR stations.	To talk about how difficult to get there: - It is located/situated far away from the city centre. - It's a bit distant/remote from	- One of the possible ways is to take and alight at/get off at (a place/ station) - Another possible option(=choice) is to take/ride I suggest/ recommend taking		
	(4) It's quite convenient and accessible.	(5) To get there, I suggest you take a taxí.	(6) To get there, you might consider taking the MTR.	Now, write a short paragraph to teach your readers how to get to Ocean Park. You can find all the information from Google Maps on the right. Remember to make good use of the expressions you have learnt today!	To talk about duration of the journey: - It takes approximately/about (how many) minutes/hour(s). - You will arrive at/reach (a place) in (how many) minutes/hour(s). - It's approximately/about (how many) minutes/hour(s) away.		
	(F) If you're headed to Lady Street, you could take the MTR to Mong Kok Station.	(8) That's the ideal route.	(9) If you want to go there earlier, you may want to take a bus.	How to get to Ocean Park	19:49 ▼		
(Name of my partner:	(1) One of the possible ways is to take MTR and alight at Tsim Sha	(11) It's within walking distance and takes approximately (=about) five minutes.	(12) It isn't situated far away from the city centre.		Happo > 🛱 378 90 45 min fram: Happy Valley Station Ride service - Fastest HKTaxid 11 min		
One thing about him/her that impresses me most: Opportunities for personalization	(13) I sugge recommend I ferry across Víctoría Harb	taking option (= ch	oíce) is to	al language	Sample Materials from Module 1		

Language Skill: Speaking

and (ontinuing Education		0				-
	After watching the video answers provided.	, recall the expression	ns used in the v	Role-play E	cercise in the Cont	ext of Service	Industries
	Room Rate	One moment	Includes	There are currently	answer your questions one by one, and yo	ou should write down the answers on the	note.
	Extra Charge of	Happy to help	City	Would that be	1. Greeting guests who call to make a re	room reservation:	
	Reservation	Please feel free to	Costs	Would you prefer	1. Greeting guesis who cut to make a re	room reservation.	
	alogue 1 – Helping Guest aff: Good evening, the			ow may I assist you?		d evening, the	
G	uest: I was wondering i	if a twin room is avail	able starting Sa	turday the 20 th for 5 nights?	I	you?	
St	aff: I'd be 1.	Whic	th type of room	2. ?			A Guest Making a Room
G	uest: I would prefer a d	leluxe room.			A Hotel Receptionist		Reservation
St	aff: Just give me 3.	while l	look that up	Alright, on the 20th for 5 nights. Yes, 4.	(image source: gettyimages.com)		(image source: gettyimages.com)

_two deluxe twin rooms available. However, one is a smoking room. Oh, great. How much is the room rate for the non-smoking room? \$200 per night and 6. a continental breakfast. Both rooms do have a great view of the 7. That sounds nice. Is breakfast included? \$25 per day for breakfast. Okay. I'd like to book the non-smoking room, checking in on the 20th and then the 5 nights following. I'll check out on Thursday morning. Great, I can handle all of that for you. What name 9. (It would be under) John Lee. Thank you, Mr. Lee. Let me confirm your reservation. You would like (to reserve) a nonsmoking twin deluxe room for 5 nights at a 10. of \$200. Your check-in date will be Saturday 20th September and your check-out date will be on the 25th of September. This includes continental breakfast during your stay. Is that correct? Yes, that's all correct. Thank you very much for your 11. , Mr. Lee. Do you have any questions that I may help you with? Yes, I have one more question. What's my earliest check-in time? Your earliest check-in time will be 3 pm. Great. Thank you so much for your help. You're very welcome, Mr. Lee. If you have any questions, 12. anytime. Have a great day.

2. Asking guests for information: 1. May I have your name, please? 1. My name is Anson Lo. Ask the guest for the following information: 1. Guest Name: 2. Check-in & Check-out Dates: No. of Nights for Stay: 2. I would like to check in on . 4. Type of Room Preferred: and check out on ... The Name which the reservation is 3. I will be staying for ... nights. 5. It would be under (the name of) Jenny **Sample Materials**

Emphasis on functional language

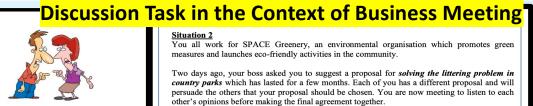
Prepared by Faith Ng [HKU SPACE CC 2023/24]

from Module 2

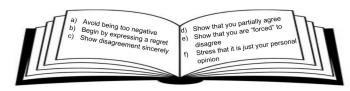
Language Skill: Speaking

B. Expressing disagreement or reservations politely

In workplace meetings, sometimes you need to disagree or have reservations about others' opinions, but you need to do that in a polite manner to avoid offending anyone.



Task 9a Match the expressions in the table with the methods of expressing disagreement or reservations politely in the book. Write the letters a-f in the appropriate boxes.



Method (a-f)	Expression
	Honestly, / To be honest, Frankly, /To be frank,
	I hate to disagree, but I really think that
	I think/ feel/ guess/ believe In my opinion, That's not the way I see it.
	I'm sorry to say that I'm afraid that
	I see your point, but To a certain extent, yes, but I partially agree, but
	(not + positive remark) Your suggestion does not sound very reasonable. It seems that your proposal is not very practical.

Task 9b Improve the following sentences using the expressions above to show your disagreement or reservations in a more polite attitude.

- 1) You have not solved the problem thoroughly. (honest)
- 2) The customer service provided by your staff is unacceptable. (not + up to standard)

You all work for SPACE Greenery, an environmental organisation which promotes green measures and launches eco-friendly activities in the community.

Two days ago, your boss asked you to suggest a proposal for solving the littering problem in country parks which has lasted for a few months. 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)	Raise the fine for littering which discourages people with a severe punishment
Proposal B (Student B)	Increase the patrol frequency to reduce the problem
Proposal C (Student C)	Increase the number of rubbish bins in country parks
Proposal D (Student D)	Conduct school talks to educate youngsters

Situation 3

You all work for SPACE Air, a budget airline that offers cheap flights between Hong Kong and Southeast Asia.

Two days ago, your boss asked you to suggest a proposal for *improving revenue* as the airline is suffering from profit loss. 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)	Improve customers' flight experience so that they will return				
Proposal B (Student B)	Launch new routes between Hong Kong and European countries				
Proposal C (Student C)	Reduce the air ticket prices during peak seasons				
Proposal D (Student D)	Launch a customer loyalty program which encourages existing.				

Sample Materials from Module 3





Video watching



Some information is missing in the two dialogues below. Fill in the blanks with the correct details as you watch the views $(0-1^{\circ}33^{\circ})$





Interactive learning

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



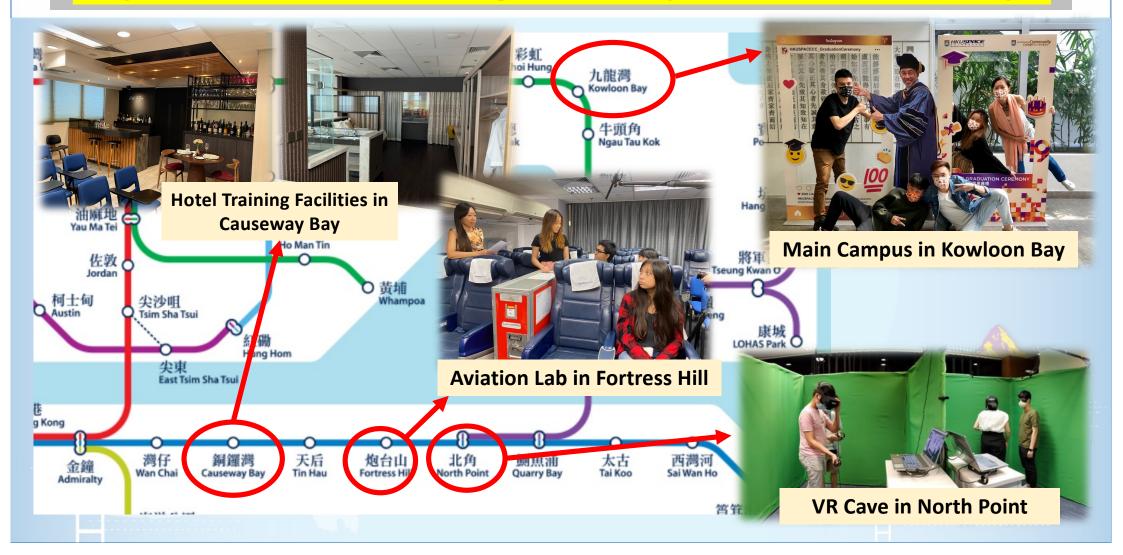
Collaborative learning & Role play



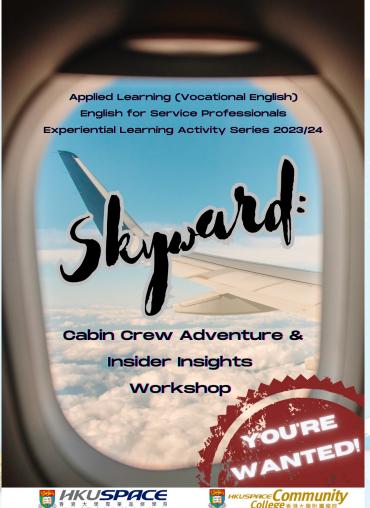


Submit Answers

Experiential Learning Activity (ELA) Workshops













Semester 1, 2023/24

Skyward: Cabin Crew Adventure & Insider Insights Workshop



Positive feedback from our participants



PART I – Feedback on the Workshop	Strong Agree	Agree	Neutral	Disagree	Strong Disagree
The content of this workshop helped me learn about the Aviation-related service industry.	65%	32%	3%	0%	0%
The activities in this workshop helped me learn more about Aviation-related vocational English throughout the workshop.	65%	30%	5%	0%	0%
The workshop encouraged my active participation in the learning throughout the workshop.	62%	27%	11%	0%	0%
Overall, the workshop was effective in helping me achieve the intended learning outcomes.	57%	35%	8%	0%	0%

PART II – Feedback on the Lecturer	Strong Agree	Agree	Neutral	Disagree	Strong Disagree
The teacher adopted appropriate methods to help me learn.	62%	35%	3%	0%	0%
The teacher was well-prepared for the workshop.	68%	30%	3%	0%	0%
I could understand the teacher well.	59%	32%	8%	0%	0%
The teacher encouraged me to participate actively in the workshop.	65%	32%	3%	0%	0%
Overall, the teacher helped me learn more about the Aviation-related service industry.	70%	30%	0%	0%	0%

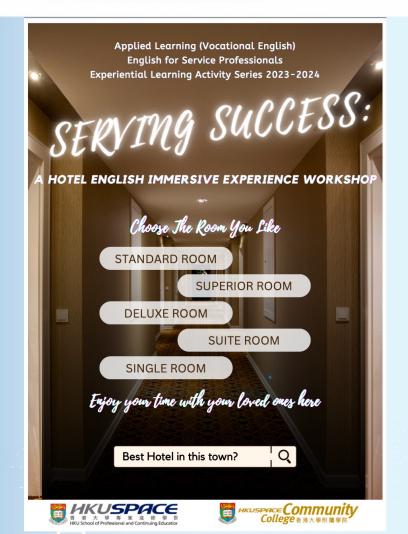






HKUSPACE Upcoming Events in Semester 2, 2023/24









Upcoming Events in Semester 1, 2024/25 WINDERSTRIP College 香港大事附屬事院



Virtual Reality and Vocational English









Motivate students to practice vocational English through innovative approaches





Contact person: Mr. Wing Lo

Telephone: 3416-6338

Email: wing.lo@hkuspace.hku.hk





