



English for the Workplace (ELLS2231)

Introduction

'Content is King,' and as we are becoming more and more intimately dependent on smartphones and tablets for accessing digital information, the technique in creating appealing, engaging content to grab the users' attention is getting more and more important. Modern marketing is filled with content creating tasks that require cautious use of English to accomplish business goals, and in this course, students will learn from the best examples in the world and try to create their own social media campaigns, landing pages, business proposals, and other types of writing to develop their ability to use English in the workplace.

Programme Type / Level

Reading and Writing II Course (Level 2) ([Token-required](#))

Instructor(s)

Mr Lin Chi Wo Joseph

Target Participants



- S1 to S3 HKAGE student members only in 2019-20 school year
- Class size: 30

Medium of Instruction



English with English handouts

Certificate



An **E-Certificate** will be awarded to participants who have:

- ❖ Attended **AT LEAST 4** sessions AND
- ❖ Completed all the assignments with satisfactory performance

Intended Learning Outcomes



Upon completion of the programme, participants should be able to:

1. evaluate the various types of workplace correspondence and improve their writing skills;
2. apply appropriate strategies for drafting workplace-related texts;
3. create and elaborate ideas in terms of fluency and flexibility;
4. work and contribute towards team goals collaboratively.

Screening



Please answer the screening question in the online application form.

*The screening question is designed to help the applicant understand the course level and the course content. The question must be answered by the student applicant and it can only be attempted once. The answer cannot be changed once the application is submitted. Selection is based on students' performance in answering the question. Only students who can demonstrate motivation and the basic knowledge of English in the screening question can be enrolled in the programme.

Application Deadline

12 June 2020, 12:00 n.n.

Application Result Release Date

22 June 2020

Student members may withdraw from the programme on or before the deadline. Otherwise, the token will be deducted.

Schedule



Session	Date	Time	Content	Venue (HKAGE)
1	1-Aug 23 Dec	9:30 a.m. – 12:30 p.m.	Social Media Post	Room 105
2	6-Aug 28 Dec	9:30 a.m. – 12:30 p.m.	Landing Page	Room 403
3	6-Aug 28 Dec	2:00 p.m. – 5:00 p.m.	KOL/YouTuber/Influencer script	
4	8-Aug 29 Dec	9:30 a.m. – 12:30 p.m. 2:00 p.m. – 5:00 p.m.	SWOT Analysis	Room 303
5	11 Aug 30 Dec	2:00 p.m. – 5:00 p.m.	Business Proposal	

Sha Kok Estate, Shatin, N.T., Hong Kong ([Map](#))

Enquiries



For enquiries, please contact us at 3940 0101. After language selection, press "1".