



English for the Workplace (E2ELL001C)

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 II) (Token-required)		
Instructor(s)	Mr. Lin Chi Wo Joseph		
Pre-requisite	<ul style="list-style-type: none">➤ No special prerequisites are needed.➤ Students are recommended to bring their own laptops / tablets to come to the class.		
Target Participants	<ul style="list-style-type: none">➤ S1 to S3 HKAGE student members only in 2020-21 school year➤ Class size: 30 This programme is same as Reading & Writing II Course (Level 2): English for the Workplace (ELLS2231) in 19/20 school year.		
Medium of Instruction	English with English handouts		
Certificate	An E-Certificate will be awarded to participants who have: <ul style="list-style-type: none">❖ Attended AT LEAST 5 sessions AND❖ Completed all the assignments with satisfactory performance		
Intended Learning Outcomes	Upon completion of the programme, participants should be able to: <ol style="list-style-type: none">1. Identify the attributes of different types of workplace correspondence and apply them to improve their own writing skills;2. apply appropriate strategies for writing workplace-related texts;3. create and elaborate ideas fluently and flexibly;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 understands 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	24 May 2021, 12:00 n.n.	Application Result Release Date	4 June 2021
If 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	2 Aug	9:30 a.m. – 12:30 p.m.	Social Media Post	To be confirmed
2	3 Aug		Landing Page	
3	4 Aug		Video script	
4	5 Aug		SWOT Analysis	
5	6 Aug		Business Proposal	
6	6 Aug	2:00 p.m. – 5:00 p.m.		

Sample Notes

In this course...



Marketing and Selling



Multimedia Communications



Persuasion and "Nudging"

A GOOD PITCH IS...



SHORT



TO THE POINT



NOT JUST TALK



CLEAR & SIMPLE



WELL-PREPARED



SMOOTH & STYLISH

Enquiries

For enquiries, please contact Academic Programme Development Division on 3940 0101 after language selection, press "1".