

Designing a Learning Environment for Developing Business Communication Skills

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LANG 201 - Business Communication

- English for Specific Purposes (ESP)
- Student Population
- Challenges

A New Learning Environment

1. Simulation

- **simulates the communication needs & complexities in the workplace**
- **contextualises the entire learning process in a business scenario**



Home

Mission

History

Approach

Services

Clients

▶ Careers

Intranet

contact us

Careers

We are highly regarded for our world-class services and programs and commitment to excellence in corporate management training. We carry that commitment to our people by creating a dynamic work environment that fosters collaboration, personal contribution, and career growth for talented, energetic individuals. We are looking for qualified professionals to join our organization in the following posts.

- [Vice President](#)
- [Assistant Marketing Officers](#)
- [Software Engineer](#)

Vice President - Programs & Services Development (Ref: VP/PSD-04)

We are looking for a seasoned corporate and management training expert to help us to strategically develop our services and programs further. The person should

- To plan and manage programs & services development projects including resources planning, scheduling, costing and quality assurance
- To oversee feasibility and costing evaluation of new services and programs
- To work closely with the President and Vice Presidents for strategic

A New Learning Environment (Cont')

Stage	Process	Outcomes
1	Applying for a job	Application letter, resume
2	Analysing client's needs	Letters of enquiry, informative presentation
3	Proposing solutions	Letters of confirmation, persuasive presentation
4	Making business decisions	Letters of acceptance/bad news, recommendation report
5	Evaluating performance	Appraisal, peer evaluation

A New Learning Environment (Cont')

2. Meaningful Practice

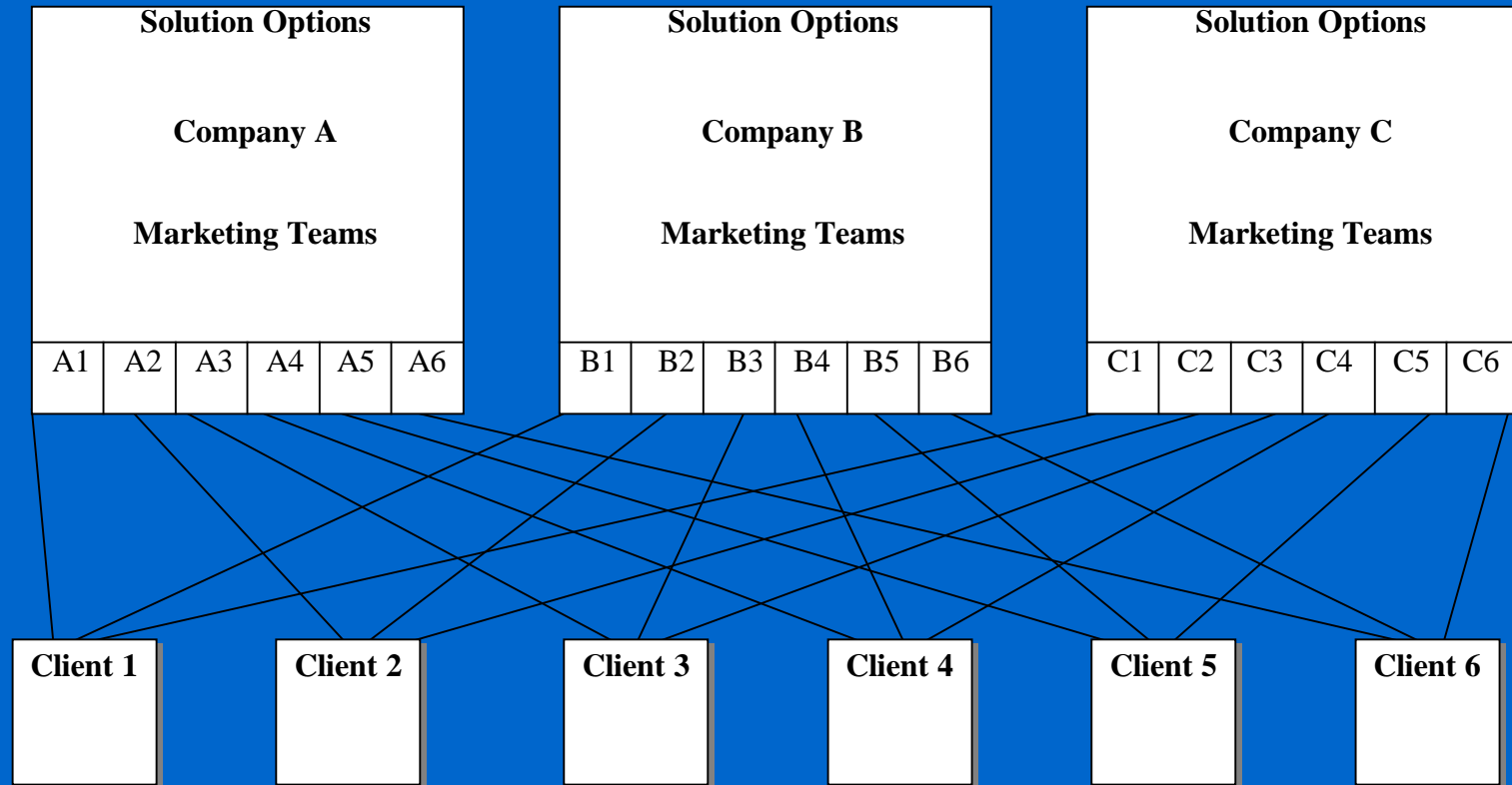
- fully contextualised tasks
- mutually constructed meaning
- emphasis on communication success
 - language skills
 - communication awareness (style & tone, audience)
 - cognitive & meta-cognitive skills
 - knowledge across disciplines

A New Learning Environment (Cont')

3. Interactive & Collaborative Learning

- team work
- self & peer evaluation
- competition among classes

A New Learning Environment (Cont')



A New Learning Environment (Cont')

4. Empowerment

– An Online Staff Training Programme

- self-direction & autonomy
- individual differences in learning needs
- learning profile

Virtual Management Training Company

- **Homepage**
- **Mission**
- **History**
- **Approach**



▶ Home

Mission

History

Approach

Services

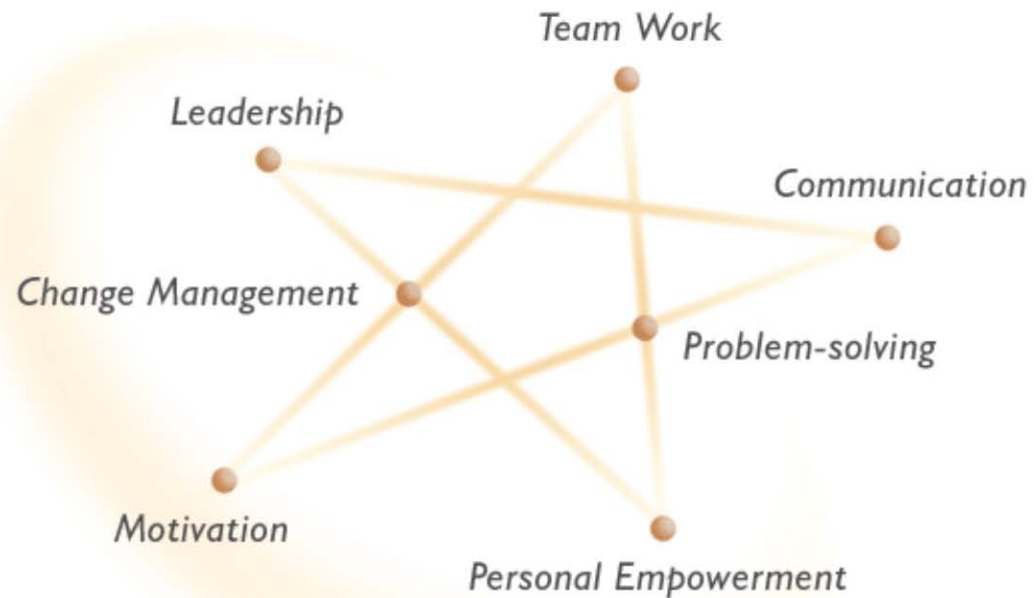
Clients

Careers

Intranet

contact us

Our commitment is to create significant improvements in organizational performance. We work in partnership with you to deliver high-impact programmes that produce powerful results in various areas.





Home

▶ Mission

History

Mission

Approach

Services

Clients

Careers

Intranet

contact us

Our Mission

- *We believe that the human factor is the key to organizational success.*
- *We help organizations and managers to reach their greatest potential.*
- *We empower leaders and accelerate corporate development.*



Home

Mission

▶ History

Approach

Services

Clients

Careers

Intranet

contact us

■ *About AP Corporate Training*

Our Profile

AP Corporate Training is the provider of world-class management training and organizational change consulting services. From building teams to developing a leadership culture, we have exactly what you need to create outstanding, seamless learning experiences from start-to-finish.

AP Corporate Training emphasizes practical principles and processes by designing programs that offer people the knowledge, skills and practices they need to add value to the business. AP Corporate Training is recognized internationally as the leader in bringing out the best in people. Our programs and activities are grounded in sound principles of management training. Participants will have the confidence and the ability to apply new skills to real world scenarios.

We work closely with our clients through every stage of the training and development to make sure that your expectations are exceeded every time.

Founder

Alan Peters, our founder and head of corporate training services, has unrivalled expertise in developing managers and corporate reengineering in cross-cultural settings. He was educated at London School of Economics majoring in Human Resources Management. He served as





Home

Mission

History

▶ Approach

Services

Clients

Careers

Intranet

contact us

■ 4 A's Approach

At the core of the AP Corporate Training Program is a four 'A' s approach:

- *Attitude change* - Top performers distinguish themselves with their attitudes and skills. We encourage your staff to strive to surpass their goals and realize their potential, thus creating a proactive, self-initiated attitude.
- *Acquisition of knowledge* - We identify the information, the knowledge and the strategies which form the foundation for your staff to achieve success.
- *Application* - We present your staff with real challenges. We encourage and teach them to apply their newly acquired skills in your organizational situations.
- *Assimilation* - Top performers learn to build effective habits and confidence, create positive results, pursue intelligent risk-taking and much more. They learn to assimilate their newly acquired skills to create significant impact in their working environment. We encourage the same for your staff.

Virtual Management Training Company

- **Staff Intranet**

- **Company News (Calendar)**
- **Email / Discussion**
- **Appraisal**
- **Client Profiles**
- **Development**

Intranet



News



Discussion Board



Email



Client's Profile



Development



Appraisal

Q & A