



職業英語 (商業電郵寫作)證書 (兼讀制)
Certificate in Workplace English (Business Email Writing) (Part-time)

- Target Trainees:** Trainees who wish to enhance their competitiveness and employment sustainability through training on writing effective email in workplace
- Course Objectives:** This course aims at further developing business email writing skills of English learners of intermediate level who have a need for writing business email in workplace.
- Entry Requirements:**
- Form Six ; or Form Five with at least two years' working experience ; and pass entry test ; or
 - Holder of “Foundation Certificate in Workplace English (Reading & Writing) II (Part-time)” of ERB, or equivalent
- Course Duration:** 38 hours
- Teaching and Learning Activities:** Lecture and discussion
- Graduation Criteria:** Trainees will be awarded the certificate if they have fulfilled the following course requirements:
- (i) Attain an attendance of 80% or above; and
 - (ii) Pass the overall assessment; and
 - (iii) Pass the final assessment

Training Content:

Module	Content	Training Hours
1. Present information, ideas, related explanations, discussions, arguments and evaluation clearly and accurately in business email	<ol style="list-style-type: none">1. Skills of writing business email :<ul style="list-style-type: none">- Basic rules of writing business email : Clear and concise message, formal tone and professional image- Write appropriate subject line : topic and purpose- Write formal greetings and closings- Organize the information and ideas logically- Structure the text appropriately : headings, generalizations, and paragraphs- Apply appropriate format and grammar structures2. Common mistakes in writing business email	12
2. Prepare business email for different communicative functions	<ol style="list-style-type: none">1. Delivering information, and requesting for actions<ul style="list-style-type: none">- Reporting progress or results of projects- Requesting quotations and information2. Complaints and responses<ul style="list-style-type: none">- Complaining products and services- Replying to complainants3. Persuasions<ul style="list-style-type: none">- Introducing products and services- Seeking help4. Apologies<ul style="list-style-type: none">- Rejecting invitations or requests- Delivering bad news5. Negotiations, evaluations, explanations and suggestions<ul style="list-style-type: none">- Clarifying problems- Negotiating the trading terms and conditions- Disagreeing suggestions/ opinions	24
3. Course assessment	Final written examination	2
Total :		38

Assessment:

1. Continuous Assessment (40%): Class assignments
2. Final Examination (60%): Written examination

Remarks:

1. Training materials are provided in English only.

[The content of this course outline would be updated in accordance with the comments received from HKCAAVQ, amendments made in relevant legislation, license or industry certification requirements. The latest version of the course outline published by Employees Retraining Board shall prevail.]