

Application for Teaching Award for Business and Financial Education 2019/20

Title: ASK about Business

Subject: English Language (New Senior Secondary)

Summary

One of the eight electives for English Language Paper 2 Writing Part B is Learning English through Workplace Communication. Fulfilling ASK aspects of the curriculum (attitude, skill, knowledge), the lessons (making business decision#, motivating staff#, marketing, handling crisis, managing people) aim to give students a taste of conducting business through different tasks to students to equip themselves with relevant knowledge - therefore language - related to the business environment and develop their higher-order thinking skills essential for their future careers.

Rationales

Through the lessons, it is hoped that students get a taste of running a business and will dare to embrace entrepreneurship and other business challenges, and learn the vocabulary and expressions related while completing authentic tasks with a business context.

Curriculum linkage

- Reading: Understanding main ideas and scanning for relevant ideas
- Writing: Sharing personal experiences, writing letters and proposals
- Listening: Listening for main ideas
- Speaking: Agreeing and disagreeing, reaching consensus

Learning Areas

- Marketing
- Handling crisis
- Managing people

#Remarks: Two preceding topics, making business decision and motivating staff, were discussed and explored through discussion of scenarios and are submitted only as extra reference to the application.

Learning Process:

Roleplay, collaborative learning, enquiry-based learning, lecture, teacher's feedback, peer feedback, expert's feedback, scaffolding, reflection learning

Platform and tools:

Zoom, Google Drive, Google Form, Miro, mentimeter, videos, online meeting platform (e.g. Zoom), news clipping

Remarks: The lessons were conducted online during class suspension.

Learning Outcomes:

Students are able to

- Discuss ideas to market a product / a service and consider necessary factors for the marketing proposal
- Discuss solutions how to handle a business crisis and key areas to pay attention to when handling so
- Discuss qualities required of an employee and ideas on managing difficult employees, and reflect on their own employability
- Understand the different attitudes needed in business

Lesson 1: Marketing – How to think it right

Time	Content	Method	Materials				
5	SWOT Analysis	<p>Class discussion: Students brainstorm ideas for SWOT of the school, examples:</p> <ul style="list-style-type: none">● Strengths: A wide range of extra-curricular activities● Weaknesses: Students easily distracted from study● Threats: Experienced teachers retiring● Opportunities: More funds allocated to improvement of the school <p>Think about ourselves: How can we market our school?</p> <p>SWOT Analysis of Ho Fung College</p> <table><tr><td><p>Strengths (existing)</p><p>have money freedom have a nice school environment Many events Relatively less burden compared to other schools able to learn able to do able to do wide range of extra-curricular activities</p><p>students are able to learn Numerous of extra curricular activities for students</p><p>, play</p></td><td><p>Opportunities (yet to exist)</p><p>many school events</p></td></tr><tr><td><p>Weaknesses</p><p>Location Hard to genuinely ra</p></td><td><p>Threats</p><p>Quality of new f1 students decreases Good teacher left(?)</p><p>wild animal</p></td></tr></table>	<p>Strengths (existing)</p> <p>have money freedom have a nice school environment Many events Relatively less burden compared to other schools able to learn able to do able to do wide range of extra-curricular activities</p> <p>students are able to learn Numerous of extra curricular activities for students</p> <p>, play</p>	<p>Opportunities (yet to exist)</p> <p>many school events</p>	<p>Weaknesses</p> <p>Location Hard to genuinely ra</p>	<p>Threats</p> <p>Quality of new f1 students decreases Good teacher left(?)</p> <p>wild animal</p>	Google Document
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5	Why marketing	<p>Class discussion: Students imagine themselves as school representatives promoting the school to P6 parents, choose a unique selling point for the school and think of ways to promote it.</p> <p>USP - Unique selling point -> quality >>>> quantity (think about your competitors - stand out in the competition)</p> <p>able to learn able to do able to do wide range of extra-curricular activities e-learning Internet celebrities Have a nice school environment able to learn do DSE result students achievement lots of extracurricular activities</p> <p>Lecture: Teacher brings out the point that a company needs a unique selling point for a product/service and suitable ways to promote it.</p>	Google Document				
5	Task introduction	<p>Lecture: Teacher tells students that they are going to do a marketing proposal for a company and introduces things to consider when thinking of a new idea.</p> <ul style="list-style-type: none">• You are going to be asked by a group of investors to suggest a new product or service to help a business grow.• The investors of the business need to decide which team's idea will provide them with the best return (\$\$) on their investment and growth for the business.• They will provide you with some background information about the business and what it is they are looking for. <p>Grouping: Students get into groups.</p>					
5	Scenario – Marketing	<p>Reading & listening: Students read the company profile and listen for relevant information.</p>	Google Document				

		<p>We are a group of investors who have been given the task of sourcing a new product or service idea to add to the portfolio of TXE, a medium sized manufacturing company that makes their own brand of cakes that they sell to retailers in their local region.</p> <p>TXE is a medium sized family run business that employs around 200 staff. They pride themselves on the uniqueness of their products, and their cakes are sold in many shops in their region.</p> <p>One way they can see to grow their business is to supply retailers on a larger scale. They understand that to do this they will need to invest in new equipment and machinery. They may possibly move to larger premises if the new idea takes off.</p> <p>In order to expand and reach customers outside of their current region, they know that they would need to have a new range that would be attractive to many customers so that retailers would want to stock their product. This is their only idea so far and they are not sure what new product or service they can offer that could help them achieve this.</p> <p>They are open to any realistic new ideas including;</p> <ul style="list-style-type: none"> reaching the end customer directly launching a new range of cakes that might appeal to a wider customer base diversifying into new markets (they have no idea how they could do this or the risks involved). <p>Any proposals you make need to be realistic, but TXE are open to any great ideas that will help them to grow the business and maximise profits in the long term.</p>													
15	Marketing – Discussion	<p>Group discussion: In groups, students discuss a new product / service that the company should launch, and teacher gives comments from time to time.</p> <table border="1"> <thead> <tr> <th>Planning checklist</th><th>Notes</th></tr> </thead> <tbody> <tr> <td>Key features of your product or service – what is it?</td><td> -main type of our cakes is Fondant Cakes (mostly focusing on the decoration combined with arts and exquisite elements) -to open a class to teach customers how to make cakes -they can choose to make different cakes/dessert (e.g. cupcakes, puddings, make unique cakes by themselves for family or friends) </td></tr> <tr> <td>Resources needed – human and physical</td><td> -cake baker (teach students/make cake for sale) -cake designer -classroom -ingredients -machines(Blender, whisk, oven, etc) </td></tr> <tr> <td>The target market for the product or service – who are you targeting this new product or service at?</td><td> -people who want to learn cake-making -all people </td></tr> <tr> <td>Marketing mix for the product or service (Four Ps)</td><td> Product -Cakes -Dessert Price Class with elderly-->\$200 each Class with children-->\$250 each Class with teenagers-->\$300 each Parent-child class (discount) \$350 each Custom cake depends on the process of making cakes (\$300-800) Fondant cakes (\$200-300) Place Mong Kok shopping centre -Convenient for customers to come Promotion Posting pictures of different products and successful examples of customer's handmade products on different social platforms to attract customers and promote our shop. </td></tr> <tr> <td>Why you think customers will buy it or use it?</td><td> Customers can make cake by themselves and enjoy it with friends or their beloved one. As the demand for handmade gifts increases, our cake can be a perfect choice for the gifts. Besides, the outlook of fondant cakes can be a super eye-catching product to people. </td></tr> </tbody> </table>	Planning checklist	Notes	Key features of your product or service – what is it?	-main type of our cakes is Fondant Cakes (mostly focusing on the decoration combined with arts and exquisite elements) -to open a class to teach customers how to make cakes -they can choose to make different cakes/dessert (e.g. cupcakes, puddings, make unique cakes by themselves for family or friends)	Resources needed – human and physical	-cake baker (teach students/make cake for sale) -cake designer -classroom -ingredients -machines(Blender, whisk, oven, etc)	The target market for the product or service – who are you targeting this new product or service at?	-people who want to learn cake-making -all people	Marketing mix for the product or service (Four Ps)	Product -Cakes -Dessert Price Class with elderly-->\$200 each Class with children-->\$250 each Class with teenagers-->\$300 each Parent-child class (discount) \$350 each Custom cake depends on the process of making cakes (\$300-800) Fondant cakes (\$200-300) Place Mong Kok shopping centre -Convenient for customers to come Promotion Posting pictures of different products and successful examples of customer's handmade products on different social platforms to attract customers and promote our shop.	Why you think customers will buy it or use it?	Customers can make cake by themselves and enjoy it with friends or their beloved one. As the demand for handmade gifts increases, our cake can be a perfect choice for the gifts. Besides, the outlook of fondant cakes can be a super eye-catching product to people.	
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		How might technology be used for promotion, where / if relevant?	Different social platform Website Advertising		
		SMART Objectives What you hope to achieve with the product or service	-We hope our customers can learn more about cake-making skills so that they can also make their own cake for themselves -to foster customers' patient character and the inspiration between food and arts. -to treasure the time with their family and friends through making cakes		
		The market 1. Is your product or service catering for niche or mass market? 2. What is the size of the market? 3. What is the potential for growth? 4. Who are the potential competitors to the product or service? 5. Other market research to support your idea	1. Our product is for a mass market which everyone can enjoy the fun of making bread and cake on their own. 2. The size of our market is very large including people of all ages. 3. People who have joined our classes (Person-to-person publicity) More people wish to have a handmade gift Special ideas obtained from customers can be an innovative product for future cakes 4. -Other shops who also sell cakes with cheaper price -Other bakery shop with more novel and innovative ideas -Popular shops (net red shop/time-honored brand) 5. to search the most popular cake style in recent years Investigating some alternative ingredients (with natural spices, not too many chemical stuff)		
		Estimated / projected sales / revenue for the first year	~1 million		
		Estimated / projected direct costs for the first year	-construction and equipment 500k -recruitment 24k -ingredient 10k		
		Why you think your idea will be successful?	-Because we can see that there are more people choosing to make a cake themselves instead of buying one in a cake shop. In addition, all people can enjoy making cake and learn to treasure food by understanding the difficulty of making cake. -For the type of cakes we mainly sell, fondant cakes have an attractive outlook and it is a quite special type of cake so people may be curious about this kind of cake.		
/	Homework	Students should complete the things to consider in the proposal.			Google Document

Lesson 2: Marketing – How to write it right

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10	How to write it right	<p>Lecture: Teacher introduces the structure of a proposal and language patterns commonly used in a marketing proposal.</p> <p>IS Workplace Communication A Good Business Plan is Worth Its Weight in Gold</p> <div><div><p>Unit 22</p><p>A Good Business Plan Is Worth Its Weight in Gold 用英文撰寫行銷企畫書</p></div><div><p>Unit 23</p><p>New Product Concept Plan 產品企畫書撰寫與作法</p></div><div><p>Unit 25</p><p>Selling in Writing 產品推銷信與廣告寫作</p></div></div> <p>What ideas should you include in a marketing presentation? Why my idea would work -> current trend? competitors (threat) -> stand out / make ourselves unique? Target customers -> needs? research? Key features of your product or service target market for the product or service</p> <p>Brilliant them -> with attractive things -> attract them -> expected sales revenue / reputation / influence</p> <p>What sentence patterns should you be employing?</p> <table><tr><td colspan="2">A marketing proposal should include the following sections:</td></tr><tr><td colspan="2">Marketing Proposal for a New Line of Fresh Fruit Ice Cream</td></tr><tr><td>1. Executive Summary</td><td>Good Taste, a middle-sized producer of high-quality food in Taiwan, is promoting its new line of 100 percent natural fresh-fruit ice cream, beginning with a retail location in Taipei.</td></tr><tr><td colspan="2">2. Market Analysis</td></tr><tr><td>A. Market Trends</td><td>Domestic consumers are increasingly pursuing natural trends such as chemical-free, locally grown food. Following a series of food scandals, sales of high quality, upscale food products are on the rise.</td></tr><tr><td>B. 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In particular, females aged 18-45 have shown keen interest.</td></tr><tr><td>B. Positioning</td><td>Good Taste will emerge as the only premier food company selling upscale fruit-flavoured ice cream.</td></tr><tr><td>C. Price</td><td>Adjusting for varying costs of ingredients, price per scoop will be NT\$90-150.</td></tr><tr><td colspan="2">5. Marketing Strategies</td></tr><tr><td>A. Distribution Plan</td><td><ul style="list-style-type: none">- Starting with one brick-and-mortar location, the company will open two more in 2018- Online sales will at first be limited to group buying</td></tr><tr><td>B. 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25	How to write it right	<p>Group work: In groups, students finalise their ideas and draft their marketing proposal while teachers would join their group discussions from time to time for ideas for improvement.</p> <p>A marketing proposal should include the following sections:</p> <p>Marketing Proposal for a New Line of Cafe -> Coffee made of natural ingredients</p> <p>1. Executive Summary TXE, a local family-run bakery/coffee business pride itself in offering quality natural cakes/coffee, is now gladly presenting our current business and future marketing proposal.</p> <p>2. Market Analysis</p> <p>A. Market Trends Domestic consumers are increasingly pursuing natural trends such as, chemical-free, locally grown food. Following a series of food scandals, high quality, upscale food products are on the rise.</p> <p>B. Market Needs noted some demographic nuances. African-American consumption of gourmet coffee beverages grew notably, jumping to 40 percent from 33 percent last year. Natural ingredients ring the bell inside of everyone of us, of the desire for the higher quality of life in such a busy lifestyle. Novel ideas are required for limited editions, also to cater with the periodic trends in the society.</p> <p>C. Market Growth Global coffee market is growing at a CAGR of 5.5% during the forecast period (2019 - 2024). The size of the instant coffee market will increase over USD 8 billion by 2022, accelerating at a CAGR of nearly 5%, while the market for cold brew coffee will increase USD 337 million in market size between 2018-2022, registering a year-over-year growth rate of 26.8% in 2018.</p> <p>D. Competition Restaurants or cafes which share the same selling point with us Big and famous companies (Starbucks, Pacific Coffee)</p> <p>3. SWOT Analysis Strengths, Weaknesses, Opportunities and Threats Strengths: The coffee is very healthy. It is because the coffee is made of natural ingredients. Besides, the coffee shop will be set up in shopping districts such as Tsim Sha Tsui. Weaknesses: A lot of human and physical resources are required. Opportunities: Most people are concerned a lot about their health, and young people like snapping in coffee shops. Threats: Most people may think coffee is not a healthy drink, and the cost for decorating the shop may be a bit high.</p> <p>4. Market Segmentation</p> <p>A. Target Market This product would be able to appeal to those who are concerned about their health, as well as those who fancy trying out new things. With the delicacy of our decorations, would allure customers to take selfies or pictures with the ornaments in our shop.</p> <p>B. Positioning TXE will emerge as the only premier food company selling upscale natural coffee.</p> <p>C. Price Adjusting for varying costs of ingredients, price per cup will be HKD30-60.</p> <p>5. Marketing Strategies</p> <p>A. Distribution Plan</p> <ul style="list-style-type: none"> - Starting small at first, a small scale. It would not be at a shopping street, so that there will be less people and therefore, a smaller rent would be provided. - Try to assort with the uniqueness, as reduce expenditures. - The shop will open two more in 2027. - Start off with concise furniture, but focus on decorations (for photo use), and must also be an atmospheric, comfortable place. - Free Wi-fi equipment. <p>B. Promotional Methods</p> <ul style="list-style-type: none"> - Create facebook page/instagram accounts and post pictures of the products - Having promotion and ads on social media like facebook or instagram - Sales would be offered to those who liked/retweeted/hashtagged/shared our shop posts on Instagram or Facebook - Invite KOL to promote in internet like youtube - Grand opening special: 30% off in first two weeks - Tasting booths in shopping malls - Seasonal fresh produce displayed beside the cash register with visible TAP label <p>6. Sales Forecast Sales are expected to reach HKD\$1,400,000-1,500,000 in the first year. (\$40@coffee x 60 - 100 customers@day x 30days x 12months)</p> <p>7. Expense Forecast Expenditures are forecast as follows: one-time cost of HK\$875,000 for location and equipment, such as costs for buying tablewares (HK\$125,000 each year as an amortization expense for seven years). Yearly fees are projected at HK\$75,000 for marketing, and HK\$600,000 million for personnel, utilities and sundry.</p>	Google Document
/	Homework	Students prepare a 2-min presentation to the investment team head (roleplayed by an alumnus studying in marketing related programme in the university)	

Lesson 3: Marketing

Time	Content	Method	Materials
30	Presentation	Group presentations: Groups take turns to present their ideas followed by questions and comments by the investment team head.	Zoom, Google Document
5	Feedback	The alumnus gives general feedback to students, who would revise the proposal and submit their drafts to the alumnus for final rating.	
/	Feedback	Alumnus would choose the best proposal and explain the reasons to students after reading the proposals.	

Lesson 4: Handling business crisis

Time	Content	Method	Materials
5	Communicative styles	<p>Questionnaire – Students do a questionnaire to understand more about their own communicative styles.</p> <p>S5 Workplace communication Communicative styles https://forms.gle/L0N1NayRzb15vYGG37</p> <p>Use the following Rating Scale to score your communication behavior.</p> <p>4 <i>Very Often</i> 3 <i>Often</i> 2 <i>Sometimes</i> 1 <i>Rarely</i> 0 <i>Not at All</i></p> <ol style="list-style-type: none"> 1. I am open and direct when I have something to say 2. I am aware that the words I choose may have different meanings to the listener 3. I recognize that the message I hear may not be the same message that the other person meant to send 4. I analyze the receiver before I send the message and form the message according to that analysis 5. I pay attention to the receiver as I am speaking 6. I am purposeful and brief when I communicate 7. I limit my use of technical jargon?? unless I am sure that the other person understands 8. I don't use slang and colloquialisms?? unless I am sure that the other person understands them 9. I avoid inflammatory?? words <i>carrie lam always says these</i> 10. I know that what I say is as important as how I choose to say it 11. I analyze my communication style to determine which nonverbal? messages (body language) I use most often 12. I think about whether it is best to deliver a message in e-mail, over the phone or in person 13. I form opinions based on what I hear, not what I think before I hear the message 14. I listen to ideas and consider them whether I agree or not 15. I look for ways to improve my listening skills <p>50-60..... You are an exceptional communicator! You almost never contribute to misunderstandings! Or, you <i>extended the truth slightly</i> when completing this appraisal.</p> <p>40-49..... You are an effective communicator! You seldom cause communication breakdowns or misunderstandings. You are a person who can analyze the message and the intent (why the speaker is saying).</p> <p>30-39..... You are an average communicator! You have your share of lapses. Most of us do. Start action planning to improve your communication skills. Start learning to listen.</p> <p>20-29..... You are a below average communicator...but, <i>you are also honest.</i> You are already aware of your shortcomings and should start working on them immediately. Start action planning to improve your communication skills. Pick up a few books and articles on effective communication. Create a daily checklist of action items that you intend to focus on each day. Use this to keep yourself on track.</p> <p>10 and below..... <i>Your honesty is commendable!</i> Not only will you benefit from an action plan, you will also be well-served by taking a few courses in effective communication. Develop a daily checklist. Find ways to analyze misunderstandings to see how and where you contributed. Enlist the aid of colleagues, family and friends to help you in this developmental process.</p>	Google Form
10	Communicative styles	<p>Lecture: Teacher brings out that there are certain communicative styles for business, especially for handling crisis.</p> <p>How would you handle a crisis?</p> <p>Think a reputation-destroying crisis will never come calling at your company? But in the event that it does, are you confident that you could handle it? Like any other pressing business risk, a possible PR crisis should be approached with deliberate preparation and planning.</p> <ul style="list-style-type: none"> • Address perceptions. The gravity of a crisis is directly proportional to the public's perception of it, rather than to what has actually happened on the ground. • Listen to the people who are complaining. It is very important to try to understand what is making people angry. Anger hinders communication, and the person you are addressing will not listen to your message until they have had their say. • Tune in emotionally. You need to know how to interpret the public's mood. Communication should not be treated as an impersonal means for spreading ideas. 	Google Document


5	Communicative styles	<p>Individual work: Students read an email sent by a teacher on school repair work and identify the ideas needed for handling crisis.</p> <p>Usually, a writing piece to respond to complaints or to address issues should include the following elements:</p> <ul style="list-style-type: none"> • Prompt reaction • Never overpromise • Present the problems with detailed explanation • Offer alternatives • Ensure long-term well-being • Sincerity <p>Can you find the aforementioned elements in Mr Lee's email?</p> <p>Date: 2015-06-01 14:15 Sender: Mr. Lee Pui Fai To : All staff Subject: Emergency toilet repair works & pest control</p> <p>Dear all,</p> <p>As you might have noticed, the flushing water supply at the old wing has been suspended due to the fact that the water pump has broken down. Emergency Repairs request has been sent to the relevant government department but it may take longer than expected for such repairs because of the school's structural constraint that cannot accommodate a newer model of the existing water pump which is outdated. It may take longer to replace or repair the existing pump. In the meantime, the flush water supply at the new wing is not affected. Long-term measures against such inconvenience have been planned and requests will be made and sent to the relevant government department.</p> <p>As to the recent reports about the pest problem (harmless ants) at school, it has been addressed and the first pest control was carried out last week and there will be another one in due course.</p> <p>I would like to express my deepest apologies for any inconvenience caused.</p> <p>Best regards, P.F. LEE School Building and Environment Section</p>	Google Form
5	Task introduction	<p>Lecture: Teacher tells students that they are going to handle a business crisis of their choice through brainstorming actions to be taken and writing a response letter.</p> <p>How would you handle a crisis?</p> <p>1.</p>  <p>Henry Amador-Batten, a gay father flying to his North Carolina home last Saturday, was accused by United flight attendants of inappropriately touching his son on the flight, setting off a police investigation and angering the boy's fathers.</p> <p>"This is not something that should have happened in front of my son. This is not something that anyone should have to worry about happening to them on a flight just because someone might not like the looks of them."</p> <p>2.</p>  <p>www.alamy.com - CCA99E</p> <ul style="list-style-type: none"> • Halfway through Valentine's Day, florist Jay Kim realized he was in the midst of a disaster. • His company wasn't going to be able to deliver many of the promised roses and other flowers by the end of the day. Angry customers started venting online, posting negative reviews of UrbanStems on sites like Google and Yelp. It was a public relations nightmare. <p>Reading and grouping: Students read the four business crisis available and choose the crisis they want to deal with.</p>	Google Document

10	Handling business crisis	Group discussion: Students prepare actions to be taken and write a response letter, and teacher gives comments to their work.	Google Document
/	Homework	Students finalise their actions and the response letter.	

Lesson 5: Handling business crisis

Time	Content	Method	Materials
25	Presentation	<p>Group presentations: Groups take turns to present their ideas followed by questions and comments by teacher.</p> <p>Dear all,</p> <p>As you might have been affected, no matter the one who expected to receive or the one who wanted to give out flowers, felt disappointed in our service.</p> <p>We are terribly sorry for the mistakes we have made for Valentine's Day . Realising not being able to deliver many of the promised roses, we would replace the flowers by other handmade products instead, such as dried petals, hand-made flowers, accessories, flower-scented perfume. Not only will we compensate for your loss, but we will also offer 50% discount for you on White Valentines' Day. Hope you will accept our sincere apologies.</p> <p>We are here to promise that we will never make the same mistake again and we will assume you have the best service in the future.</p> <p>I would like to express my deepest apologies for any inconvenience caused. Hope you two continue to be loving.</p> <p>Best regards, Ajay Kori Florist Beautiful Flower Shop</p> <p>Action:</p> <ol style="list-style-type: none"> 1.to contact our customers as soon as possible 2. Refund? yea 3. Offer discount? yea For white valentines' day? 4.Replace fresh flowers with other products (e.g. Dried petals,hand made flowers, accessories, flower-scented perfume,Aromatherapy package)ok? Okkk things that gf like then ok Anything related to flowers? 5. Follow-up actions(for the internet venting)? This is actually hard to stop the venting tho <ol style="list-style-type: none"> 1.to post a public apology letter on social media again 2.free promotion to VIP 	Google Document
10	Consolidation and Vocabulary building	<p>Reflection: Students write on the miro board for what terms they have learnt.</p> <p>Class discussion: Teacher elicits from students what they should consider when handling business crisis.</p>	Miro board

Lesson 6: Managing people

Time	Content	Method	Materials
5	Qualities of a good employee	<p>Class discussion: Students suggest essential qualities of a good employee on mentimeter.com and the most popular word would be enlarged in the word cloud.</p> <p>Identifying the various qualities of a good employee can be challenging, but knowing what characteristics to look for helps forecast employees' success in the workplace. Once your company has established a pool of top-notch team members, it's important to recognize those people, as this can boost job satisfaction and decrease turnover.</p> <p>What Are the Qualities of a Good Employee?</p> <p>https://www.menti.com/petf3c7ym8</p> <p>Go to www.menti.com and use the code 40 81 8</p> <p>What are the essential qualities of an employee?</p> 	Google Document, mentimeter
5	Qualities of a good employee	<p>Class discussion: Students scan an article about six qualities of successful employees and see if they match with what they have suggested previously, and fill in the blanks with keywords which teacher will be highlighting and explaining.</p> <p>The following six high-quality characteristics of successful employees are important to keep in mind during the hiring and training processes.</p> <p>1. Leadership Skills</p> <p>Employees who display leadership qualities are generally the ones your organization will want to hire and keep long-term. Leaders have potential to move up the corporate ladder, fill future management positions, lead teams, train new team members and boost workplace productivity.</p> <p>2. Organizational Skills</p> <p>Even if employees aren't natural-born leaders, organised workers benefit your company's bottom line. Organization means better workplace efficiency, and it can boost your company's reputation among customers and competitors.</p> <p>3. Excellent Written and Verbal _____ Communication</p> <p>Communication skills are a key component of every successful employee. Solid writing skills and a dynamic speaking ability (using eye contact) are all qualities to look for during the hiring process. Whether you're filling a sales role, management position, customer service role or creative position, good written and verbal communication skills can make—or break—the face of your company's brand.</p> <p>4. Intelligence</p> <p>Intelligence, especially emotional intelligence EQ, is a strong predictor of job performance. Candidates who are sharp and able to connect with others both socially and emotionally can improve your company's reputation. Intelligent employees will keep your organization on the cutting-edge _____, by introducing new technologies, using high-quality marketing skills and maintaining strong customer relationships. Administer an IQ or personality test to identify the best job candidates, and weed out the others.</p> <p>5. Active Listening Skills</p> <p>Finding employees who actively listen means they'll catch on quickly, follow tasks properly and get the job done efficiently. These employees are typically adept at developing (and maintaining) good relationships and building trust with clients. They also tend to excel in sales, management, customer service and other client-centered roles. Seeking out individuals who actively listen could eventually boost your company's bottom line.</p> <p>6. Honesty, Ambition and a Strong Work Ethic</p> <p>Hardworking, honest employees with ambition can keep your company's morale _____ high. Employees possessing these traits are marketable, can be trusted with increased autonomy/motivation (deciding what to do on your own) and are the ones you want to stick around. Honest, ambitious employees can sometimes be hard to find—so once you have a high-quality candidate pool, find ways to keep them engaged and satisfied.</p>	Google Document
5	Managing difficult employees – introduction	<p>Lecture: Teacher tells students that they will be role-playing different personalities when completing a task to design a recreational space for their office, and will need to guess what personality card their classmate is holding. (Students are sent their own personality card through Whatsapp.)</p>	Google Document, Google Form

		<p>What if...</p> <p>You are assigned one of the following personalities: Know-it-all, Perfectionist, Grumpy Gills, Cheerleader, Super Shy, Leader, Daydreamer, Procrastinator, Egomaniac, or Yes Man.</p> <p>You now need to design a recreational space for your office from the IT department where 20 young employees (aged 25-35) work. Role play your personality in the breakout room and on the group chat, and guess what personality card your classmate is holding.</p> <p>https://forms.gle/iF7HivBdJtm6Cjhy8</p> <p style="text-align: center;">WORKPLACE PERSONALITY CARDS</p> <div style="display: grid; grid-template-columns: 1fr 1fr; gap: 10px;"> <div style="border: 1px solid black; padding: 5px;"> <p style="text-align: center;">Know-it-All</p> <p>You have all the answers for every problem and know exactly how the task needs to be completed. You are not receptive to the input or feedback of others and might even be annoyed that they have any thoughts to contribute.</p> </div> <div style="border: 1px solid black; padding: 5px;"> <p style="text-align: center;">Leader</p> <p>Any task is your task. You enjoy directing others and naturally fall into the role of project manager. You delegate tasks, check on others work, and encourage the team while also making sure that you constantly progress toward the finish line. You are challenged when others try to take hold of your projects and will push back until you are clearly on top alone.</p> </div> <div style="border: 1px solid black; padding: 5px;"> <p style="text-align: center;">Perfectionist</p> <p>You are not satisfied with any part of a task or project that is not exactly as you imagine it should be. You demand perfection every step of the way and are unbending when others want to cut corners or might have ideas that challenge your vision. It's done right all the way or not at all.</p> </div> <div style="border: 1px solid black; padding: 5px;"> <p style="text-align: center;">Daydreamer</p> <p>You lack focus and direction. You enjoy thinking of ideas but then don't have any follow through. If given a group task you might have a phenomenal idea to share but then don't really contribute to getting it done. Those clouds outside are really pretty. What are you having for dinner? I need to text my best friend about our plans...wait, what were we doing?</p> </div> <div style="border: 1px solid black; padding: 5px;"> <p style="text-align: center;">Grumpy Gills</p> <p>You are just really annoyed that you have to do anything and bring your bad mood to the task at hand. People annoy you. Working annoys you. Talking annoys you. Your grumpiness is just who you are and while you might contribute to the task, you aren't happy about it. (Being grumpy doesn't necessarily mean you are loud or pushy.)</p> </div> <div style="border: 1px solid black; padding: 5px;"> <p style="text-align: center;">Procrastinator</p> <p>You know the task you are assigned are important but you really don't want to work on them now. Later is better than never. If you can push your work off to another time or person, this is always preferred. Why do we have to do this now? If we let some time pass we might work better under pressure, right?</p> </div> <div style="border: 1px solid black; padding: 5px;"> <p style="text-align: center;">Cheerleader</p> <p>Go team! You want the task to be completed and you will make sure you contribute the best attitude and emotional support possible. You enjoy encouraging others and making sure that everyone contributes and feels AMAZING about it. Your primary job is to encourage others toward success.</p> </div> <div style="border: 1px solid black; padding: 5px;"> <p style="text-align: center;">Egomaniac</p> <p>Wow, aren't you wonderful? Any group you work in is proud to have you! While you may have ideas to contribute to a task, you first need to let the group know how great you are. As the task goes on you want to make sure everyone remembers how wonderful you are so you may need to remind them...even if it means this takes time away from actually achieving the task.</p> </div> <div style="border: 1px solid black; padding: 5px;"> <p style="text-align: center;">Super Shy</p> <p>You may or may enjoy working on projects with others, but no one would ever know because you don't really say much and stay to yourself. You are soft-spoken and not likely to share ideas unless you receive lots of encouragement to do so. Generally, you watch the task happen and communicate through others if needed.</p> </div> <div style="border: 1px solid black; padding: 5px;"> <p style="text-align: center;">Yes Man</p> <p>You are a supporter. If someone gives you a task, you agree to it because you are here to support your leaders and team members without question. You identify leaders and say yes to any task you are assigned and support them even when you may not agree with their direction.</p> </div> </div>	
10	Managing difficult employees	Group discussion: Students brainstorm ideas for the recreational space designing task while roleplaying the personality assigned.	
10	Managing difficult employees	<p>Class discussion: Teacher reviews the discussion outcomes with students, and asks them the impact each personality had on the success or failure of the group, and strategies to deal with the difficult personality types.</p> <p>Debrief:</p> <ul style="list-style-type: none"> - What is the impact each personality had on the success or failure of the group as a whole? Super shy: no ideas provided and decisions cannot be made Procrastinator: delay all the works and hence decrease the working efficiency Egomaniac: contribute more on tasks, led to success with a lot of good ideas for the task. Grumpy Gills: cause disharmony to teamwork. Cheerleader: increase morale, motivate others to do their work better n, make the atmosphere better Leader: Organise work effectively to each employee and make a productive division of labour yes man: blindly follow the leader just like the Chinese, resulting in only dumb ideas Leader: manage all the works and projects with high efficiency perfectionist: Providing other ideas, making the mission harder to achieve and the standard is too high, Daydreamer : lower the efficiency - What are the strategies for being able to work successfully with each of these personalities? Communicate Calm Clever 	
5	Consolidation and Vocabulary building	<p>Reflection: Students write on the miro board for the vocabulary they have learnt.</p> <p>Class discussion: Teacher elicits from students what they should consider when managing difficult employees.</p>	Miro board

/	Homework	<p>Students write on the following topic: You are a manager leading one of the teams in your IT department. Your team has a number of difficult employees but fortunately you manage it well. Your boss has asked you to share your experience and strategies dealing with one type of the employees. Write a short paragraph about it.</p> <p>5A34 Sandy</p> <p>The most laborious type of colleagues that I deal with which are the daydreamer. They are those people who work or complete the tasks absent-mindedly. They lack focus and direction, especially in team work. The extraordinary group ideas should be given out efficiently and clearly by all of the teammates, but the daydreamers surely do not contribute to get it done. To get other colleagues off the hook, I am able to manage them strictly and check on their work frequently in order to make sure the team is in the process. For example, when the teammates start discussing the tasks or projects, they are the first one to have a presentation. As a result, they will pay more attention to their work. Focus should always be the optimum, which definitely is the spontaneous way to associate with each other.</p>	
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Lesson 7: Managing people - Hiring

Time	Content	Method	Materials								
5	Reviewing measures for difficult employees	<p>Class discussion: Students fill in the type of employees that the solutions direct to while teacher discusses its effectiveness.</p> <p>Managing difficult employees – How would you cope with those?</p> <table><tr><th>How to handle...</th><th>Solutions</th></tr><tr><td>Egomaniacs</td><td><p>1. They are not likely to change, although it's not entirely impossible. If that person on your team is very talented, there might be a way to make it possible for him or her to work alone or with limited team interaction.</p><p>If they are highly motivated, some might even be able to make adjustments to their behavior. It's up to you to find the right way to approach them and present a plan that enables them to focus on themselves without negatively affecting the rest of your staff.</p></td></tr><tr><td>procrastinators</td><td><p>2. Just like Egomaniacs, this person rarely changes. It might be because deep down, they know that the job they have now isn't for them. Try talking honestly about their fit and role in your business and see if there is something else they would rather be doing in order to find a way in which he or she can truly contribute to the team.</p></td></tr><tr><td>Know it all</td><td><p>3. Have that person explore the ways in which his or her intelligence impacts the team both positively and negatively. Let the Einstein do a solo analysis and draw his or her own conclusions. But guide the process so that you can coach Mr. or Ms. Einstein through any necessary change.</p></td></tr></table>	How to handle...	Solutions	Egomaniacs	<p>1. They are not likely to change, although it's not entirely impossible. If that person on your team is very talented, there might be a way to make it possible for him or her to work alone or with limited team interaction.</p> <p>If they are highly motivated, some might even be able to make adjustments to their behavior. It's up to you to find the right way to approach them and present a plan that enables them to focus on themselves without negatively affecting the rest of your staff.</p>	procrastinators	<p>2. Just like Egomaniacs, this person rarely changes. It might be because deep down, they know that the job they have now isn't for them. Try talking honestly about their fit and role in your business and see if there is something else they would rather be doing in order to find a way in which he or she can truly contribute to the team.</p>	Know it all	<p>3. Have that person explore the ways in which his or her intelligence impacts the team both positively and negatively. Let the Einstein do a solo analysis and draw his or her own conclusions. But guide the process so that you can coach Mr. or Ms. Einstein through any necessary change.</p>	
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5	Negotiating a deal	<p>Lecture: Teacher brings out the message that we may not have the best option all the time, and therefore we need to think strategically to reach the best deal.</p> <p>Class Discussion: Students fill in the blanks for the key strategical thinking.</p> <p>Hiring a candidate</p> <div><p><i>No matter you are the one hiring or applying for a job, or negotiating for a deal, you need to know the following:</i></p><p>Position – An individual's worth in a specific context. What qualities do you hold that make you or your investment valuable? What qualities do you hold that make you or your investment risky? For the item of negotiation, is the supply greater than the demand or vice versa? How does the supply-demand dynamic affect a negotiation?</p><p><i>Example:</i> Who has a better position in a rock band? The lead singer or the bass guitarist? What is the importance of each to the band? Who is more easily replaced? Who influences the image of the band more? If either left the band in an instant, would the band survive?</p><p>Interests – What are your priorities in a negotiation? What have you got to win or lose? What are the "must have"s, the "it would be nice to have"s, and the "it doesn't matter to me"s. Organizing your interests helps in planning for the bargaining stage of a negotiation.</p><p>BATNA (Best Alternative to a Negotiated Agreement) – Best option when an ideal outcome cannot be reached. If the other party refuses to continue negotiation or if you reach a standstill, what is your best 2nd option? Having a backup plan gives you perspective when trying to get the best deal possible. Your counterpart may also have an ideal outcome and a BATNA...or they may not. It is up to you to discover positions and interests to determine your power in the negotiation and BATNA.</p></div>	Google Document								
5	Hiring - Introduction	<p>Lecture & class discussion: Teacher tells students that they are going to be an employer considering different candidates, and that they should figure out the position, interests and BATNA before interviewing the candidates.</p> <p>Which employee would you hire? Now you are the HR manager of Pipeline Welder Employer:</p> <p>Scenario #1: Pipeline Welder</p> <p>Employer:</p> <ul style="list-style-type: none">• You are hiring a welder and can offer up to \$187/hr for someone with at least one year of experience. You may offer less. One year of experience is preferred but not required.• Your company benefits include full medical and dental, a retirement plan, a company vehicle for work, and 15 vacation days a year.• You must hire someone with at least a 2 year welding certificate that has some experience in pipeline welding. No exceptions.• Your company has had trouble hiring people for evening and overnight shifts. The last three hires have left because they either get offered better hours or cannot balance the schedule with their family obligations.• If you hire someone for \$125/hr or less, you CAN offer a SECOND person a job for \$125/hr or less, but the 2nd hire must have at least a one-year certificate. You also receive a \$39000 bonus for hiring two people for less than the price of one.									

		<p>Figure out the following as an employer:</p> <div> <p>Position: What is valuable for employees working in this job? What can attract people to work in this job?</p> <p>good welfare</p> <p>high wages</p> <p>full medical and dental, a retirement plan, a company vehicle for work, and 15 vacation days a year.</p> </div> <hr/> <p>up to \$187/hr for someone with at least one year of experience</p> <hr/> <p>Interests: What are the 'must-have's of the employee?</p> <p>knowledges about metal</p> <p>with at least a 2ear ywelding certificate that has some experience in pipeline welding.</p> <p>patient in welding metal</p> <p>able to withstand shifts.</p> <hr/> <p>BATNA: Any alternative?</p> <p>cut down working time at night</p>																	
15	Hiring	<p>Reading: Students read the profiles of the four candidates.</p> <p>Group discussion: Students get into groups and discuss which candidate to hire.</p> <p>Candidate #1</p> <ul style="list-style-type: none"> You are an experienced pipeline welder of five years and have a one-year certificate from Lone Star College. You are looking to make no less than \$140/hr You are married with four children, ages 4, 7, 14, and 23 – good employer benefits are important to you. Your spouse works as a night nurse's aide and so an evening shift is least desirable. You are looking for new work because your last company has asked you to work nights and it is difficult on your home life. You were fired from your first job after college for yelling at a co-worker. You have since not had any discipline or other write-ups at any of your jobs. <p>Candidate #2</p> <ul style="list-style-type: none"> You are fresh out of college with a two-year certificate in pipeline welding. You have done an internship at PipeCo Inc. for four months and had good ratings from your mentor. You are a single parent of two children ages 9 and 11. Good employer benefits are important to you. Your family lives with your parents who take care of your children when you are working. You prefer not to work nights but can accommodate any schedule. Your previous work experience is as a pizza delivery driver, a retail sales clerk for a shoe store, and a night janitor for the school district. You do not know how much a welder with your experience should make and would be happy with anything over \$78/hr. <p>Now discuss in groups. Which candidate(s) would you hire? Why? Are there other things you would suggest to your boss or your potential candidates?</p> <table border="1"> <thead> <tr> <th>Group</th><th>Which candidate would be hired</th><th>Why</th><th>BATNA</th></tr> </thead> <tbody> <tr> <td>5</td><td>Candidate 2,3</td><td>Lower salaries have fulfilled the requirement of the job.</td><td>candidate 2 ,1</td></tr> <tr> <td>3</td><td>Candidate 3</td><td>lower salaries can work nights or overnights more elastic</td><td></td></tr> <tr> <td>2</td><td>Candidate 2</td><td>prefer all schedule low salary have good rating two-year certificate in pipeline welding</td><td></td></tr> </tbody> </table>	Group	Which candidate would be hired	Why	BATNA	5	Candidate 2,3	Lower salaries have fulfilled the requirement of the job.	candidate 2 ,1	3	Candidate 3	lower salaries can work nights or overnights more elastic		2	Candidate 2	prefer all schedule low salary have good rating two-year certificate in pipeline welding		
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2	Candidate 2	prefer all schedule low salary have good rating two-year certificate in pipeline welding																	

5	Hiring	<p>Class discussion: Teacher asks students what the essential qualities that an employee should have and whether the answer is different from the one they have given in the previous lesson. Teacher also brings out that apart from personal qualities, there are other factors that affect employability as a person ages.</p> <p>Discussion</p> <p>1. For the employers, what did you consider most important when looking for a new hire?</p> <p>Working experience</p> <p>qualifications (certificates)</p> <p>Personal qualities (from past employers)</p> <p>Low salary (expected salary)</p> <p>2. If Candidate 3 was hired, how was this possible since s/he did not meet any of the parameters needed for a new hire?</p> <p>3. Did any employers or candidates talk about anything other than skill-related information? Families? Past work experience? Other circumstances? If so, did this affect your decision either negatively or positively? If so, how and why?</p> <p>4. What does this make you think of the employment process? Would this scenario be different if the labor pool had more qualified candidates? What if the job requirements were reduced? Can we think of an example where a job has fewer qualifications and many available candidates? How might this affect wages and benefits?</p>	
5	Consolidation and vocabulary building	<p>Reflection: Students write on the miro board for the vocabulary they have learnt.</p> <p>Class discussion: Teacher elicits from students what they should consider when managing difficult employees, and asks students to reflect on their employability.</p>	miro
/	Homework	<p>Expectation vs Reality</p> <p>Students do a self-evaluation on their performance.</p> <p>Self-evaluation</p> <p>Please note that the rating "fully meets" does not signify an average performance but a consistently strong one. Therefore, this should be the most frequent rating.</p> <p>Outstanding (4) = consistently and effectively demonstrates the behavior; is a model for others.</p> <p>Exceeds Standards (3) = skilled in demonstrating the behavior beyond what is expected.</p> <p>Fully Meets Standards (2) = fully capable — behavior corresponds with what is expected.</p> <p>Below Standards (1) = demonstrates minor deficiencies but is coachable in the behavior.</p> <p>Unsatisfactory (0) = does not demonstrate behavior and is not responding to coaching.</p> <p>1. Cross-Border Thinking:</p> <p>A. Awareness: thinks and acts beyond boundaries, seeks out the approaches of others Rating ____</p> <p>B. Perspective: thinks "outside of the box", beyond own area of responsibility Rating ____</p> <p>C. Problem Solving: makes decisions based on facts, evaluates risks and benefits Rating ____</p> <p>D. Continuous Improvement: questions how things are done; creates new methods Rating ____</p> <p>Afterwards, students do a DiSC personality test to assess their dominant traits and suitable jobs, and write a reflection about their own strengths and weaknesses, and why they are suitable for the field they have chosen to study:</p> <p>Topic: You have just taken a career aptitude test on https://www.123test.com/career-test/index.php to understand more about yourself and about suitable jobs for your personality type. You are also thinking about the programme you should study in after your graduation from secondary school.</p> <p>To prepare yourself better for the mock interview held in summer, write a passage to reflect on your strengths and weaknesses shown from aptitude test, and why you think you are a suitable candidate for your ideal degree programme, in no less than 150 words.</p>	

Extension activityInterview Workshop (jointly organized by the English Department and the Careers Counseling Section)

After students have completed their DiSC personality test and the essay on their strengths and weaknesses, they will attend an interview skill talk followed by two rounds of mock group interviews conducted by alumni studying / working in the field(s) that the students aspire to pursue. This is to help students equip themselves for future interview opportunities, learn from their alumni and peers, obtain insiders' information about the field(s) and expand their network. Students will reflect on the experience and areas to improve on through writing after attending the workshop.