

English is one of Hong Kong's official languages and is the main language used for formal inter- and intra-departmental communication in both the public and private sectors with approximately 60% of emails, reports, contracts, agreements, letters, minutes, and formal meetings being in English (Evans 2010, 2013, Bacon-Shone 2014)¹.

English is the language of research and the medium of instruction in tertiary education.

The demand for competent users of English who are able to meet the needs of the community is therefore very high.

Features of the AAEC Programme

Curriculum structure: The AAEP C adopts a comprehensive view of English and Communication that puts emphasis on a variety of competencies essential to young people articulating into further studies or entering the workplace, including: spoken and written English, communication skills (especially digital and media communication), problem-solving, creativity and intellectual discovery. This balance of communication and language courses supplemented with digital communication and technology helps students develop the skills and abilities to match current trends in the 21st century.

Capstone project: The capstone project is a research project designed to complement and extend the skills and knowledge gained during their studies and to allow students to showcase their creativity and demonstrate their abilities to their peers and a wider-audience. The project culminates in an **Annual Student Conference** comprised of their peers, teachers, members of the public and guests from other academic institutions. A printed booklet of the top ten projects is distributed to a number of higher education institutions including the University of Hong Kong, the Chinese University of Hong Kong, Hong Kong Baptist University, and City University of Hong Kong, and to specific programme leaders and faculties which house programmes popular with our students.

Study tours: AAEP C students have the opportunity to join annual study tours to English-speaking countries, such as Australia, Canada, USA, and UK, including the QS top 50 ranked University of British Columbia, where AAEP C students may receive credit transfer for two pre-set courses taken over the summer.

Professional Teaching Staff: The AAEP C boasts a team of multi-cultural and multi-professional teaching staff, with knowledge and expertise in language teaching, linguistics, literature, creative writing, corporate communication and digital and media literacy. The AAEP C teaching team is not only highly experienced, but also caring and dedicated to providing students with a rich and rewarding learning experience.

¹ Stephen Evans (2010) Language in transitional Hong Kong: perspectives from the public and private sectors, *Journal of Multilingual and Multicultural Development*, 31:4, 347-363, DOI: 10.1080/01434632.2010.497218; ¹ Stephen Evans (2013) Perspectives on the Use of English as a Business Lingua Franca in Hong Kong <https://journals.sagepub.com/doi/10.1177/0021943613487073>; Bacon-shone & Kingsley Bolton (2014). A study on the use of language in the workplace; of Hong Kong. Standing Committee on Language and Research. Hong Kong: Social Sciences Research Centre, The University of Hong Kong.

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Tom Chan speaking confidently at the Annual Student Conference. Tom graduated from the AAEPCC in 2017 and continued his studies at The University of Hong Kong.

Just like Tom, the AAEPCC has given many other students the chance to develop their English skills and become confident communicators, and successfully continue their studies or enter the world of work.

Apply Create Communicate

The theme of the AAEPCC and the Annual Student Conference