

Quality Enhancement Grant Scheme

Final Evaluation Report	Project No. :
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Part A

Project Title : Applied Chinese Self-Learning Resource Data Bank

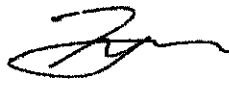
Name of Grantee : School of Continuing Education, Hong Kong Baptist University

Project Period : From 9/2009 (month/year) to 8/2012 (month/year)

Part B

Please use separate A4-size sheets to provide an evaluation of the Project with regard to the following aspects:

1. Project activities contributing to the attainment of Project objectives, extent of attainment of the objectives, evidence or indicators attesting to the attainment of the objectives, and if applicable, reasons for not able to achieve the objectives.
2. Impact or benefits of the Project to the participants, the target institution(s) or the sector.
3. Cost-effectiveness of the Project against clear indicators, e.g. utilization of available resources, unit cost per beneficiaries, sustainability of Project activities/impacts, applicability of Project outcomes/deliverables to other institutions, or alternative approaches for equivalent benefits at less cost, etc.
4. Outcomes and deliverables of the Project.

Signature: 

Organization Chop: _____



Name of Authorized Person: Dr. Liang Man Yu

Name of Grantee: School of Continuing Education
Organization: Hong Kong Baptist University

Position of Authorized

Person: Associate Head

Date: 8/1/2013

Evaluation of the Project : Applied Chinese Self Learning Resource Data Bank

QEGS Project Team, CIE HKBU 2012

- 1. Project activities contributing to the attainment of Project objectives, extent of attainment of the objectives, evidence or indicators attesting to the attainment of the objectives, and if applicable, reasons for not able to achieve the objectives.*

Objective of the Project

The project aims at promoting self-regulated learning to students.

The main objectives are as follows:

1. To set up an Applied Chinese Language Self Learning Data Bank for use by sub-degree students;
2. To enhance students' competency in modern Chinese for vocational purposes;
3. To provide teaching resources for teachers in the sub-degree sector.

As a result, the idea of self-regulated learning is promoted to students through the project.

Project Activities include:

- A. Data research
- B. Data categorization
- C. Writing of self-learning materials
- D. Evaluation/comments
- E. Design of web site
- F. Integration of Curriculum

A. Data Research (Annex 1)

1. Around 10,000 Chinese Language materials from Hong Kong and from the Mainland were collected;
2. Three decades of applied learning Chinese references, including books and articles were sorted out.
3. Some useful applied Chinese learning web sites were collected.

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應用文

WFO-111

網址

關鍵字(必須填寫) :

地區(必須填寫) : 香港 內地 台灣

資料類別 : 圖書 期刊論文

出版年份 : 所有年份

搜尋

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應用文

研究資料

網址

關鍵字(必須填寫) : 應用

搜尋範圍 : 標題 內容 標題及內容

地區(必須填寫) : 香港 內地

相關機構/單位/部門 :

行業(必須填寫)

全選

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| <input checked="" type="checkbox"/> 電力及燃氣供應 | <input checked="" type="checkbox"/> 運動、康樂、郵政及地產 | <input checked="" type="checkbox"/> 專業活動 | <input checked="" type="checkbox"/> 慈善團體 | <input checked="" type="checkbox"/> 零售進出口貿易 |
| <input checked="" type="checkbox"/> 醫療 | <input checked="" type="checkbox"/> 製造業 | <input checked="" type="checkbox"/> 出版 | <input checked="" type="checkbox"/> 服務 | <input checked="" type="checkbox"/> 自來水供應、排污 |

文類(必須填寫)

全選

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| <input checked="" type="checkbox"/> 一般書信 | <input checked="" type="checkbox"/> 專用書信 | <input type="checkbox"/> 電郵 | <input type="checkbox"/> 傳真 | <input type="checkbox"/> 公告 |
| <input type="checkbox"/> 通告 | <input type="checkbox"/> 啟事 | <input type="checkbox"/> 聲明 | <input checked="" type="checkbox"/> 規章 | <input type="checkbox"/> 說明 |
| <input type="checkbox"/> 演講辭 | <input type="checkbox"/> 會議文書 | <input type="checkbox"/> 新聞稿 | <input type="checkbox"/> 邀請書 | <input type="checkbox"/> 報告 |
| <input checked="" type="checkbox"/> 介紹 | <input type="checkbox"/> 備忘錄 | <input type="checkbox"/> 協議書 | <input checked="" type="checkbox"/> 廣告 | <input type="checkbox"/> 其他 |

搜尋

清除

B. Data classification

Selected Chinese language materials are then classified, ranked and presented in the web by using the following categories:

1. Title
2. Unit/Organization

3. Region
4. Industries
5. Genre
6. Date
7. Other Sources
8. Preview

The web site shows all these categories when users perform articles searching.

香港浸會大學 HONG KONG BAPTIST UNIVERSITY 國際學院 COLLEGE OF INTERNATIONAL EDUCATION

應用中國語文自學資料庫 Applied Chinese Self-Learning Resource Data Bank

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已搜尋與「應用」相關的文章，共 10 篇。

文章名稱	相關機構/單位/部門	日期
公關簡介：資訊資料集團	電訊盈科	2009-12-01
浸大舉行第五十屆畢業典禮 榮譽博士主講「文明之光輝」講座	香港浸會大學	2009-11-05
請查閱人權委員會及醫博... 浸大學生工團一公布結果	香港浸會大學	2009-10-09
浸大珠三角區域發展研究中心 提供香港首個國際博覽館預覽推廣服務	香港浸會大學	2009-06-19
浸大工團舉辦亞洲首個多媒體論壇及工作坊系列 國際官員及企業家學者展示多媒體製作的最新發展與成果	香港浸會大學	2009-04-14
「感動浸大人系列」 浸大計算機科學系榮獲W3C國際認證支持科技獎	香港浸會大學	2008-08-20
浸大建築院開放日開幕典禮 新增「運動看『理』」	香港浸會大學	2008-07-04
浸大建築院開放日開幕典禮 Bruce 新增「運動看『理』」	香港浸會大學	2008-07-02
香港高中新學制	香港考試及評核局 秘書長 張永明博士	
香港藝術學院	香港藝術中心	

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資料搜尋

計劃簡介 資料搜尋 自學練習 聽 錄 意見交流 聯繫我們

文章名稱	研究資料	網址
文章名稱	:	公司簡介：電訊盈科集團
相關機構/單位部門	:	電訊盈科
地區	:	香港
行業	:	資料及通訊
文類	:	介紹
日期	:	2009-12-01
網址	:	http://www.pccw.com/
文章預覽	:	公司簡介 電訊盈科集團 電訊盈科有限公司（電訊盈科）是HKT集團控股有限公司（HKT）的控股公司，而 HKT 則是香港首屈一指的電訊商，也是世界級資訊及通訊科技公司。電訊盈科亦持有盈科大行地產發展有限公司的大部分股權以及包括全資附屬公司 UK Broadband Limited 的海外投資。本集團在全球各地轉用...

下載更多

C. Writing of self-learning materials

A dedicated team focuses on the writing of self-learning materials by using the articles collected.

The main focuses of writing are as follows:

1. Focusing on the workflow of writing

- i. Planning;
- ii. Content writing;
- iii. Structuring;
- iv. Wording;
- v. Expressing

2. Focusing on the instruction of writing,

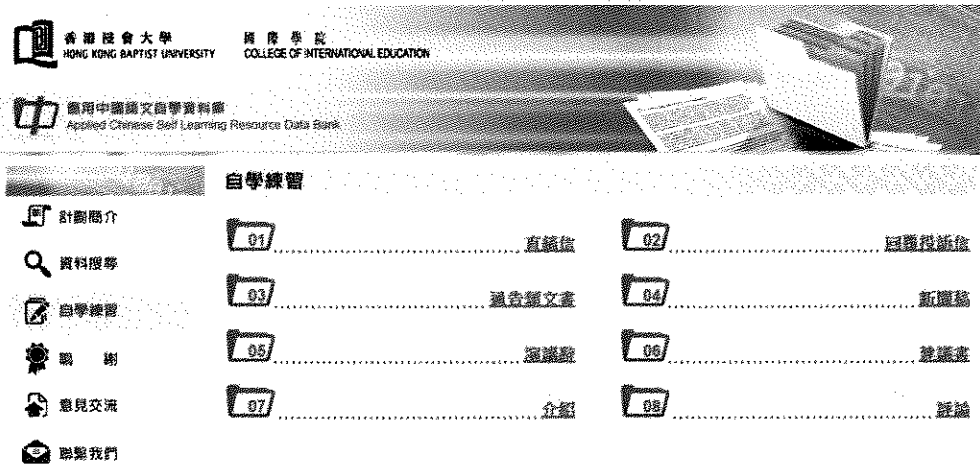
- i. Using real examples;
- ii. Making exercises;
- iii. Setting marking scheme;
- iv. Designing self-evaluation scheme

3. Focusing on different genres

Direct Mail letter; replying complaint letter; notice; press release; proposal; speech; introductory writing and review.

All in all, eight genres were selected. In each genres, we are using a sequential ways of thinking in writing the exercises. Students can study and learn the process of writing in a step by step ways. We also

provide students with self-evaluation checklists and references for self-referencing and further enhancing the skills obtained.



D. Evaluation (Annex2 a,b,c,d)

1. A team of project advisors have been helping out the task of evaluation.
2. Their expertise make great contribution to the project.

鳴謝

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提供材料編撰

本資料庫承蒙以下顧問團隊提供專業意見，以助資料庫順利完成，謹在此表示衷心謝意。顧問成員包括：(排名按筆劃序)

李家駒 博士

聯合出版(集團)有限公司助理總裁，曾任商務印書館董事、副總經理兼香港教育圖書公司總編輯。從事教育出版業務多年，並在數碼出版、網上學習平台的開發方面擁有豐富經驗。著作包括《商務印書館與近代知識文化的傳播》、《解構334——倦齋新高中》等。

岑紹基 博士

香港大學教育學院中國語言及文學部主任、副教授、博士生導師。研究範圍包括實用文教學法、功能語法的教學應用、作文量表互評法、學科語體、中文第二語言教學等。著作包括《中國內地實用文範疇》、《學校實用文範疇》、《應用文的語言、語境、語用》等。

葉國明 先生

香港中小型企业商會常務副會長，並擔任香港浸會大學國際學院諮詢委員會會員。從事製造及商貿業務，熟知中港兩地的營商環境及交流情況。亦曾多次與大學合作，致力加強商界與教育界的聯繫。

盧丹儀 博士

香港浸會大學語文中心副教授。研究範圍包括第二語言教學、雙語教學及雙語應用、語文教學法、跨文化研究等。著作包括《中港應用文傳意大全》、《香港雙語現象探索》等。

Dr. Lee, Elvin K. K.
Deputy General Manager, Director
Chief Editor of Hong Kong Educational Publishing Co

Professor Shum, Mark S.K.
Associate Professor
Head, Division of Chinese Language and Literature, Faculty of Education.
Project Director, Support Centre for Teachers Using Chinese as the Medium of Instruction, the University of Hong Kong
Deputy Director, Centre of Advancement of Chinese Language Education and Research

Mr. Chau, Joe K. M.
Executive Vice President,
The Hong Kong Chamber of Small and Medium Business Ltd

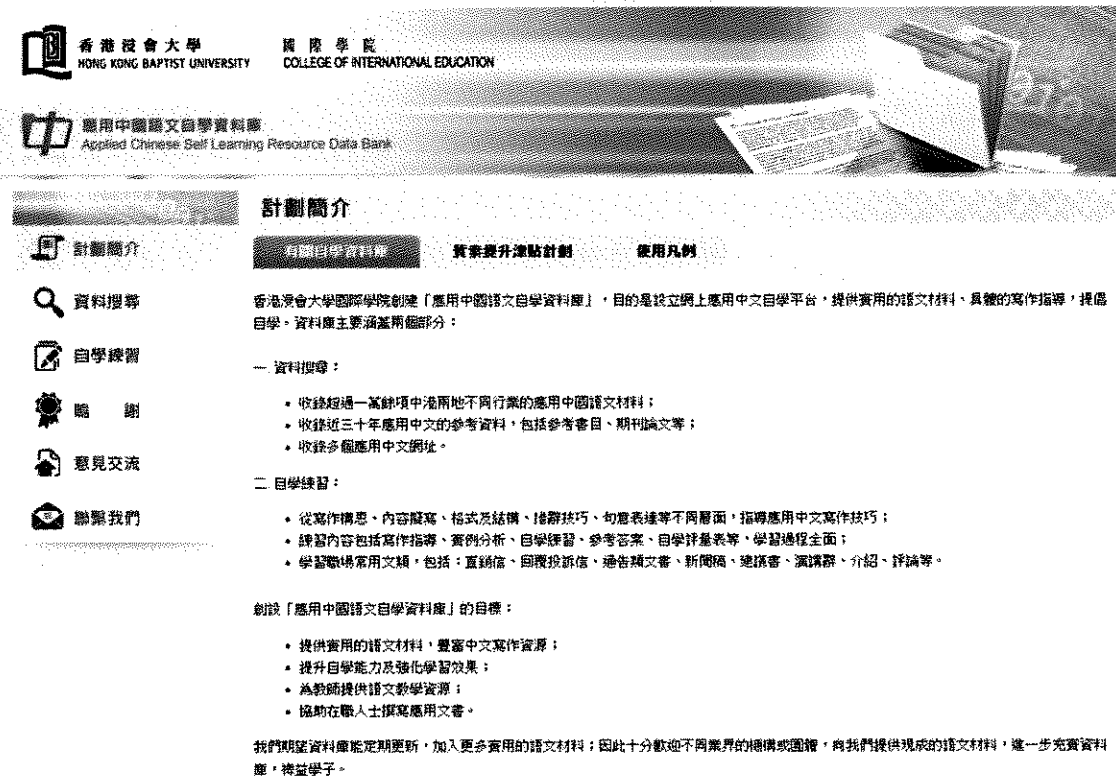
Professor Lu, Danhuai
Associate Professor
Language Centre, Hong Kong Baptist University

The duties of consultants are as follows:

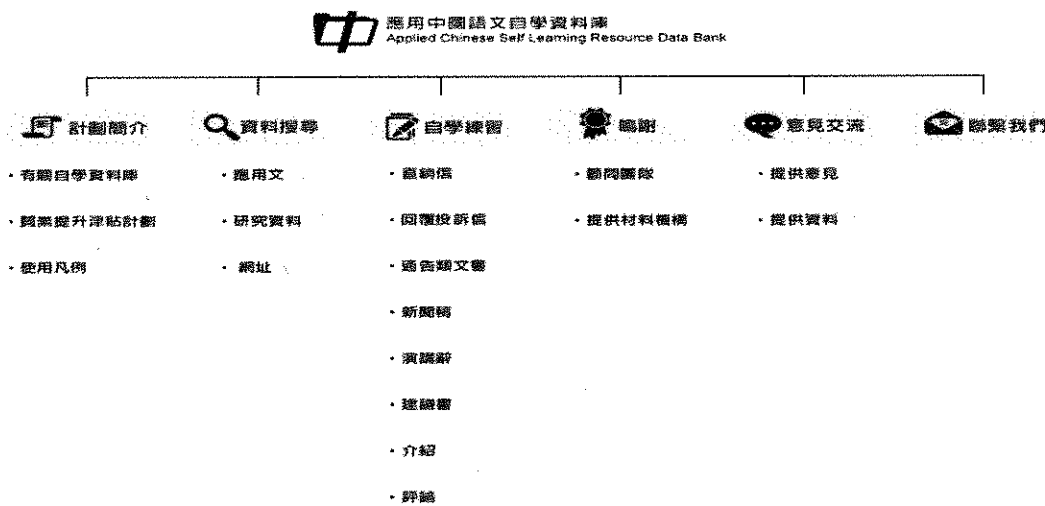
- Providing advice throughout the process of data collection;
- Providing advice on categorizing the materials and data collected;
- Providing advice on compiling self-learning materials;
- Providing advice on the content, structure and application of the data bank.

E. Design of web site

1. Designed by CIE's in house designer
2. A logo of the Applied Chinese Self Learning Resource Data Bank is adopted



The following is the sitemap of the web site.



Testing web link will be closed after the release of the web site.

http://www.cie.hkbu.edu.hk/slarning_test/

F. Integration of Curriculum (Annex3 a,b,c)

A group project regarding accessing the self-learning materials had been assigned to students. In 2010, all year one students of CIE (College of International Education, HKBU) taking the course, RCS0152 Written and Spoken Modern Chinese, were divided into small groups to finish a project entitled, "Report on the Chinese Language use in Hong Kong". The project was revised according to feedback from lecturers, in 2012, all year one students had to finish a group project called, Special Topics in Applied Chinese Learning.

2. Impact or benefits of the Project to the participants, the target institution(s) or the sector.

A. Benefit to our College, CIE:

In 2011, we implemented the idea of the project into our Chinese language curriculum. We designed a group project, extracting ideas from the self-learning exercises. In 2012, the group project was further revised to suit the need of our sub-degree students. Result of the group project was encouraging.

The number of beneficiaries of the project was estimated to be 4,000 up till now, including 1,000 CIE AD students in 2010, 1300 CIE AD students in 2011 and 1700 CIE AD students in 2012. More CIE students will be benefited in the future. The number will be continue to grow as the web site will be opened to the public soon.

Project team members attended University seminars to learn from others on the design of Chinese language self-learning materials.

B. Benefit to Post -Secondary Students:

The web site will be free to use. The target users of the project are sub-degree students. We are using these learning materials in our College for pilot running. The standard of these self-learning materials are suitable for our students.

C. Benefit to various sectors:

There are 34 organizations provided us their Chinese Language materials using in their workplace. People can access the web site as a reference tool for practical Chinese. We are welcoming more organizations share their materials with us.

感謝

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論壇

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顧問團隊

提供材料機構

本資料庫多蒙以下機構及團體提供中文材料，謹在此表示衷心謝意，機構及團體包括：

政府部門：

財經事務及庫務局

運輸及房屋局

環境局

教育局

財經事務及庫務局

運輸及房屋局

環境局

教育局

水務署

渠務署

衛生署

保險業監理處

水務署

渠務署

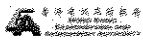
衛生署

保險業監理處

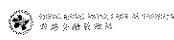
香港郵政

香港海關

政府部門有關機構：



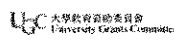
匯業策試及評估局



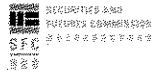
香港金融管理局



醫院管理局



大學教育資助委員會



證券及期貨監察委員會

其他機構（請明不分先後）



香港浸會大學



中英劇團



中國銀行(香港)



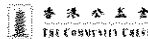
仁濟醫院



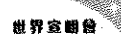
金至尊珠寶(香港)有限公司



城巴有限公司



香港公益金



世界宣明會



香港特許會計師公會有限公司



香港城規畫代理商團



香港電氣工作委員會



香港電燈有限公司



香港總商會



測量師學會



電訊盈科



建文教育及研究發展委員會



數碼港中心



麗鏡集團
麗鏡鏡



永安旅遊



基督教教育協會

3. **Cost-effectiveness of the Project against clear indicators, e.g. utilization of available resources, unit cost per beneficiaries, sustainability of Project activities/impacts, applicability of Project outcomes/deliverables to other institutions, or alternative approaches for equivalent benefits at less cost, etc.**

Utilization of available resources:

A. IT support from HKBU

Web site is running on the CIE Server. It will continue to operate for years. The maintenance of the server will be taken by the Office of Information Technology of HKBU and IT team from CIE, HKBU.

B. Writing/Revising learning materials

Self-learning materials are written and will be revised in the future by a team of dedicated teachers from the Chinese Team of CIE. More than 10 lecturers have been joining the project since 2009. They all have excellent background in accomplishing the writing.

香港浸會大學 HONG KONG BAPTIST UNIVERSITY 國際學院 COLLEGE OF INTERNATIONAL EDUCATION

應用中國語文自學資源庫 Applied Chinese Self Learning Resource Data Bank

聯繫我們

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 電郵 : cie@hkbu.edu.hk
 電話 : 3411 3388

計劃統籌
 梁基如博士

副計劃統籌
 林麗文先生

自學教材編寫及修訂
 吳巧雲女士 林嘉穎女士 邱月兒博士 郭詩詠博士 陳應華先生
 陳漢文先生 曾智聰先生 劉喜傑博士 鄭瑞琴博士 謝芷芬女士

資料搜集
 吳志瑜女士 張巧儀女士 陳應華先生

網頁製作及設計
 黃潔貞女士 黃鎮傑先生

* 排名按筆劃序

C. Sustainability of Project activities/impacts

We are open to accept different kinds of Chinese Language materials from different organizations. Information sharing is the key for the sustainability of the web site. Promotion of the web site to organizations in Hong Kong and the Mainland will be an ongoing process.



D. Applicability of Project outcomes/deliverables to other institutions

The web site will be opened to the public. Students can access to the web site, search the data base and use the learning materials freely. Teachers can make use of the platform as a reference tool to teach students to write properly without out of touch with the reality.

4. Outcomes and deliverables of the Project

As stated in the project proposal, outcomes of the Project are as follows:

1. A Self-Learning system for sub-degree students
2. Self-Learning materials can be downloaded from the web
3. The Data Bank focuses on the usage of Applied Chinese in the Mainland and Hong Kong.

The web site consists of a database for searching materials used in Hong Kong and the Mainland, exercises for self-learning, recommendation of books, papers and web links for references. All those materials can be accessed and downloaded from the web site. In this regard, all sub-degree students and teachers will benefit from the project.

4. Final word

We believe that the project will not only be benefited to our students, but also students from other institutions. Thanks to the funding from EDB.

Thanks to all project advisors who gave us their valuable comments.

Thanks to all organizations, for providing us their Chinese language materials.

Special thanks to the joint effort of many CIE academic staff, project team researchers and web designer, the Applied Chinese Self-learning Resource Data Bank Project was completed satisfactorily.