



English Communication
&
Project Work Experience Programme

University of Fukui



MASSEY UNIVERSITY

Programme Proposed by HeyJoung Choi
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This proposal has been prepared for University of Fukui for a 4-week English Communication and Project Work Experience Programme by Massey University Professional and Continuing Education. Participants will be taught online in Massey University's online environment through a mix of synchronous and asynchronous methods tailored to meet the needs of the programme. The programme will make use of Massey University's extensive expertise in the delivery of distance and online learning. We will also use external providers to deliver relevant industry or cultural programmes.



MASSEY UNIVERSITY

For more than 80 years, Massey University has helped shape the lives and communities of people in New Zealand and around the world. Its forward-thinking spirit, research-led teaching, and cutting-edge discoveries make Massey **New Zealand's defining university**.

With campuses in Albany on Auckland's North Shore, Palmerston North, the student city of Manawatu, and the capital city of Wellington, the Massey professional network encompasses everything from business administration, finance, government, education and communication, to food science, agriculture, and the arts. When designing a programme for overseas clients, we are able to draw upon the expertise of the University's academic staff, as well as the diverse cultural wealth surrounding our three campus locations.

Massey University has [five-star ratings](#) for its research, teaching, innovation, infrastructure and internationalisation from the educational benchmarking agency Quacquarelli Symonds (known as QS Stars). The University received maximum scores for academic reputation and for the number of internally recognised academics on staff in the research criteria. In the teaching criteria Massey received maximum scores for student satisfaction with teaching and overall student satisfaction.

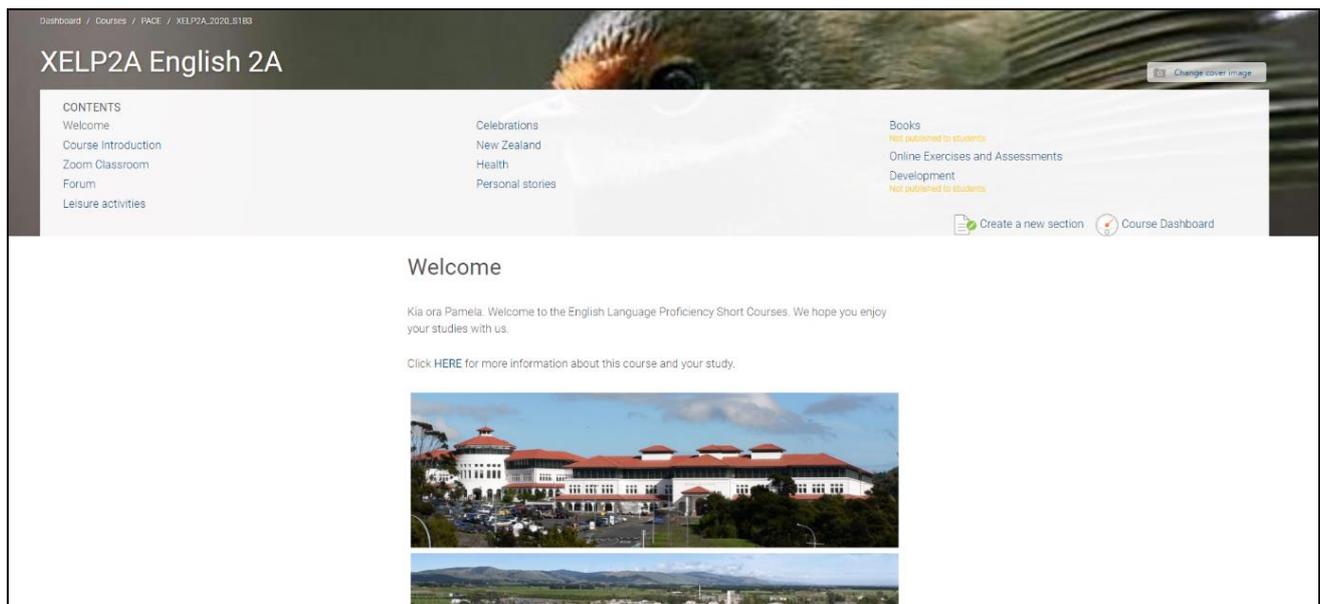
THE CENTRE FOR PROFESSIONAL AND CONTINUING EDUCATION (PACE)

The Centre for Professional and Continuing Education (PaCE) has earned an excellent reputation over 25 successful years of coordinating innovative and customised international programmes. PaCE facilitates and manages international short courses by providing a full range of support services to overseas governments and partner universities. Through PaCE, Massey offers intensive English language training and professional development programmes that are tailored to the needs of international groups and ensure the most effective learning and positive overall experience.

Stream online learning community

As part of Massey University's commitment to providing an exceptional and distinctive learning experience, most of our courses are supported by a rich online learning environment. This environment is called Stream. At the core of Stream is the Virtual Learning System (VLS) known as Moodle but our online environment includes a range of other leading-edge electronic tools.

Stream allows you to share and exchange ideas with fellow students and teachers. Depending on the course, you can also have web-based discussion forums, access the latest news in your subject, study notes, recent journal articles, podcasts, online presentations, interactive exercises and activities, and tests and quizzes.



The screenshot shows a Moodle course page for 'XELP2A English 2A'. The page has a dark header with the course title and a breadcrumb trail: 'Dashboard / Courses / PACE / XELP2A_2020.8183'. Below the header is a navigation menu with 'CONTENTS' and a list of items: 'Welcome', 'Course Introduction', 'Zoom Classroom', 'Forum', and 'Leisure activities'. To the right of the menu are sections for 'Celebrations' (New Zealand, Health, Personal stories) and 'Books' (Online Exercises and Assessments, Development). At the bottom right of the menu area are buttons for 'Create a new section' and 'Course Dashboard'. The main content area features a 'Welcome' section with a message from 'Kia ora Pamela' and a link to 'Click HERE for more information about this course and your study.' Below the text is a large image of a building, likely a Massey University campus building.

DESCRIPTION OF THE PROGRAMME

This 4-week short course for University of Fukui consists of 4 weeks of English study in the morning and a project work in the afternoon with a New Zealand start-up company. By engaging in a combination of academic study and a project a New Zealand start-up company, the University of Fukui students will get a unique opportunity to sharpen your skills both in the classroom and workplace and bridge the cross-cultural challenges that face today's integrated global economy. This gives the students a leading edge in the highly competitive market in professional and academic settings. The students will have to successfully complete the appropriate level of the Intensive English Programme before joining the project work. The Internship Programme provides students with an opportunity to get workplace experience and university credit at the same time, while helping students to develop as professionals.

English Classes

The English Communication course is a carefully designed, customised 3-week interactive English Study programme to take maximum advantage of the students' experiences. The course provides opportunities for the development of students' English language reading, writing, listening and speaking ability along with grammar and vocabulary skills through a topic-based curriculum. The principal aim is to develop the students' confidence and fluency for communicating with native English speakers. Therefore, the classes will place particular emphasis on listening, speaking and email writing practice. The classes include a mix of CV writing, job interview practice and workplace English speaking sessions.

Virtual interns (Project work)

Virtual interns are those who work remotely—at school, home, library and so on—rather than in an office. The intern's project will vary depends on each company which hosts each group of students. Please see the work sample below.

- market research into the Japanese Market industry and related
- translate some marketing material into Japanese
- make some initial connections into the Japanese market via email
- create marketing material
- product packaging design
- product survey & review

For the afternoon project work, there will be Zoom meetings with the company staff, Project Manager and the students will be supported by academic staff at Massey.

ADMISSION REQUIREMENT

A minimum IELTS 4.5 for project programme

RESPONSE REQUIRED

We hope this proposal meets your expectations. Please respond to this proposal by e-mailing h.j.choi@massey.ac.nz . We would be pleased to answer any questions or customise the programme further to meet the requirements of the participants.

Yours sincerely,

HeyJoung Choi

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Professional and Continuing Education

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Appendix 1: Proposed Planner for week 1-3 (English study)

5 Feb	Fri	Submit your CV on Stream			
Japan Time		9am –10.30am	11am – 12pm	1pm-2pm	2pm -4pm
8 Feb	Mon	No class - Waitangi day (New Zealand Public Holiday)			
9 Feb	Tue	Welcome, meet support staff, digital orientation, intro to programme and Stream	Introduce yourself	Goal setting for the programme	Stream
10 Feb	Wed	English Class	English Class	Lecture: Massey's career advisor	Stream
11 Feb	Thu	Lecture review/discussion	English Class	Zoom meeting with company staff Introduction to a project	Stream Cultural activity
12 Feb	Fri	English Class	Cover letter/Finalise your CV		Free
Weekend					
15 Feb	Mon	English Class	English Class	Project work	Stream
16 Feb	Tues	English Class	English Class	Project work	Stream
17 Feb	Wed	English Class	English Class	Lecture: Leadership	Stream
18 Feb	Thu	Lecture review/discussion	English Class	Project work	Stream Cultural activity
19 Feb	Fri	English Class	Finalise your Cover Letter		Free
Weekend					
22 Feb	Mon	English Class	English Class	Project work	Stream
23 Feb	Tue	English Class	English Class	Project work	Stream
24 Feb	Wed	English Class	English Class	Lecture: Business Practice Comparison between Japan & New Zealand	Stream
25 Feb	Thu	English Class: Lecture review/discussion	English Class	Project work	Stream Cultural activity
26 Feb	Fri	English Class	Interview practice		Free
Weekend					
1 Mar	Mon	English Class	English Class	Project work	Stream
2 Mar	Tue	English Class	English Class	Project work	Stream
3 Mar	Wed	English Class	English Class	Lecture: Business Practice Comparison between Japan & New Zealand	Stream
4 Mar	Thu	English Class: Lecture review/discussion	English Class	Project work	Stream Cultural activity
5 Mar	Fri	Student presentation	Student presentation	Zoom meeting with company staff Project feedback	Programme Evaluation

Appendix 2: Proposed Programme Fees

Course Fees <ul style="list-style-type: none"> • Course fees per participant for a group of 10 students • Classes/workshops/Lecture • online materials • Internship placement • Reference letter from the company • Certificate 	Total cost incl. GST \$2,816.79
Admin fee <ul style="list-style-type: none"> • Enrolment fee 	\$65.80
Total Cost Per participant	\$2,881.59

FEE NOTES

- Tuition fees are valid until 31 December 2021. In case of unexpected or significant increase or decrease of costs, however, we reserve the right to amend our costing structure accordingly.
- All fees are quoted in NZ dollars and include Goods and Services Tax (GST).
- These quotes are based on a group of 10 participants, with the course held at Massey University Manawatu. Should the final number of participants change, fees may also change and Massey reserves the right to provide a new quote.