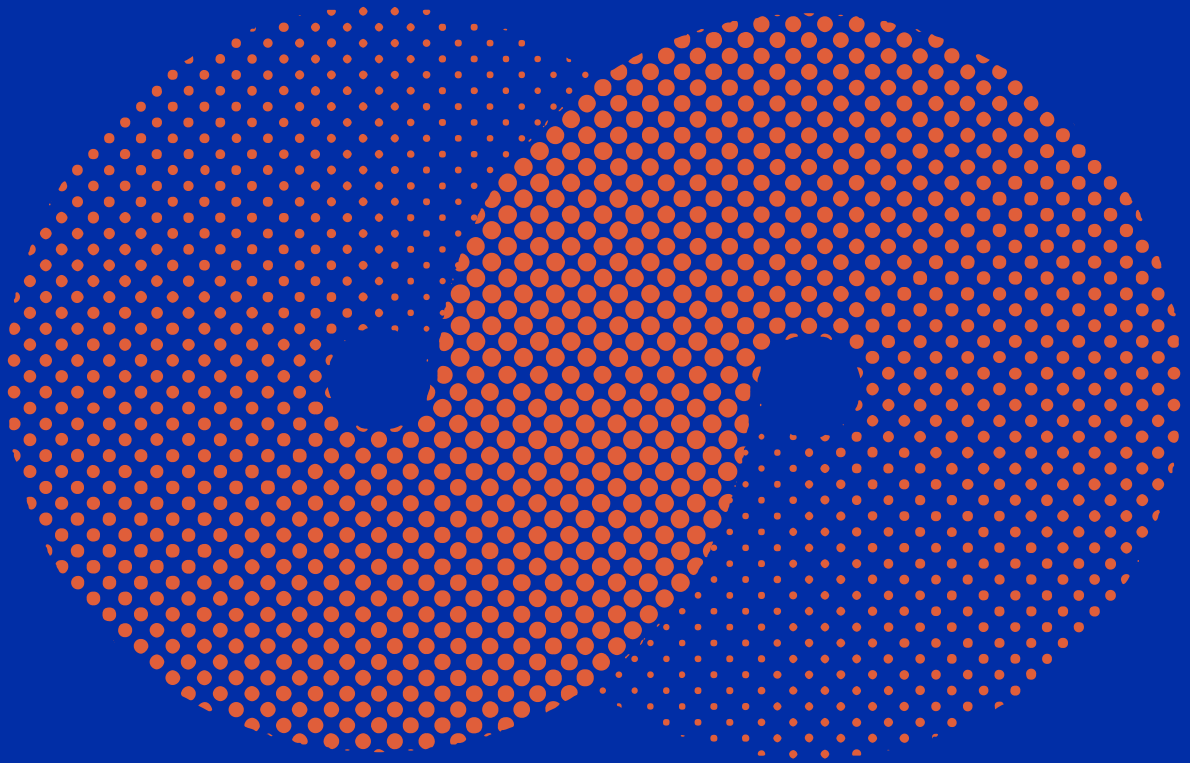


# CREATIVE GROWTH LIMITED

INDEPENDENT EDUCATION CONSULTANCY



## Vocational Curriculum Development, Teaching Resources & Quality Assurance Services

## 国际职业课程开发、教学资源与 质量监控服务

BTEC International Level 3  
Business / Art and Design / FADM / Creative and Specialist Pathways

BTEC National Higher Certificate / Higher Diploma  
Business / Management / Creative Business-related Pathways

SQA Advanced Diploma  
Financial Services / Business / Business-related Progression Routes

为国际学校、双语学校、艺术学校、学院及教育机构提供国际职业课程开发、  
教学资源建设、教师培训、质量监控与升学通道支持。



# Our Positioning

## 我们的定位

Creative Growth Limited works as a curriculum and quality partner for schools that want to build credible, sustainable and progression-focused international vocational programmes.

我们是学校开展国际职业课程时的课程与质量合作伙伴，帮助学校建立可信、可持续、可升学、可审计的课程体系。

### Our work combines:

我们的服务结合以下几个方面：

**Curriculum planning** building clear course structures, unit maps and delivery routes.

**课程规划** 建立清晰的课程结构、单元地图与教学路径。

**Teaching resource development** preparing lesson materials, slides, assessment tools and learner support materials.

**教学资源开发** 准备教材、授课PPT、测评工具与学生学习支持材料。

**Quality assurance support** helping centres strengthen internal verification, assessment practice and external review preparation.

**质量保障支持** 协助学校完善内审、评估、证据管理与外审准备。

**Progression planning** connecting vocational learning with university progression, portfolio development and creative career pathways.

**升学与发展规划** 将职业课程学习与大学升学、作品集建设、职业发展路径相结合。

# Who We Serve

## 服务对象

<b>New Centres 新中心</b>	<b>Existing Centres 现有中心</b>
<p>Schools preparing to open BTEC, SQA or vocational Level 3 / Level 4 / Level 5 programmes for the first time.</p> <p>首次准备开设 BTEC、SQA 或 Level 3 / Level 4 / Level 5 职业课程的学校。</p>	<p>Schools already delivering vocational qualifications but requiring stronger teaching resources, assessor training, internal verification or external review preparation.</p> <p>已经开设相关课程，但需要提升教学资源、教师评估能力、内审流程和外审准备质量的学校。</p>

# Service Scope

## 服务范围

We provide course development, teaching resources, assessment support, and quality assurance monitoring services for international vocational and career-related education programmes.  
我们为国际职业教育及升学导向课程提供课程开发、教学资源建设、测评支持与质量监控服务。

Our services cover curriculum planning, teaching material development, assignment and assessment design, internal verification support, quality monitoring, external verification preparation, and progression pathway guidance.  
服务内容包括课程规划、教学资料开发、作业与测评设计、内部审核支持、质量监控、外审准备及升学通道规划。

<p><b>BTEC International Level 3 Programmes</b> <b>BTEC International Level 3 课程</b></p>	<p>We support schools and education providers in the development and delivery of BTEC International Level 3 programmes in the following areas: 我们支持学校及教育机构开设和运营以下 BTEC International Level 3 课程方向:</p> <ul style="list-style-type: none"><li>• Art and Design 艺术与设计</li><li>• Business 商业</li><li>• Business and Hospitality 商业与酒店管理</li><li>• Marketing 市场营销</li><li>• Travel and Tourism 旅游与旅行业</li></ul>
<p><b>BTEC Higher Nationals Business (2021) - RQF</b> <b>Level 4/Level 5 HNC/HND</b></p>	
<p><b>SQA Advanced Diploma Programmes</b> <b>SQA Advanced Diploma 课程</b></p>	<p>We also provide course development, teaching resources, and quality support for SQA Advanced Diploma programmes in the following subject areas: 我们同时为以下 SQA Advanced Diploma 课程方向提供课程开发、教学资源与质量支持:</p> <ul style="list-style-type: none"><li>• Accounting 会计</li><li>• Business 商业</li><li>• Human Resource Management 人力资源管理</li><li>• Marketing 市场营销</li><li>• Financial Services 金融服务</li><li>• Global Trade and Business 全球贸易与商业</li></ul>

# Pre-delivery Preparation for New Centres and New Programmes

## 新中心与新课程开课前准备

Before a new programme starts, we help schools build the academic and operational foundation required for successful delivery.

在新课程正式开课前，我们协助学校建立课程运行所需的教学、管理与质量基础。

This service may include:

服务内容包括：

### Programme structure and delivery map

#### 课程结构与教学地图

Unit selection, delivery sequence, teaching hours, assessment windows and academic calendar planning.

确定单元选择、授课顺序、教学课时、评估时间与学年课程安排。

### Teaching resource preparation

#### 教学资源整理

Textbooks, reading packs, lesson outlines, teaching slides, case studies, worksheets and bilingual support materials where needed.

教材、阅读材料、课程大纲、授课PPT、案例、课堂练习及必要的双语支持材料。

### Assessment tool development

#### 测评工具建设

Assignment briefs, assessment checklists, grading rubrics, learner tracking sheets and formative assessment tools.

作业简报、评估清单、评分标准、学生成绩追踪表与形成性评估工具。

### Centre documentation preparation

#### 中心文件准备

Assessment policy, internal verification policy, malpractice and plagiarism guidance, learner handbook and staff delivery guidance.

评估政策、内审政策、学术诚信与抄袭管理指引、学生手册与教师授课指引。

### Start-up readiness review

#### 开课前准备度检查

A pre-delivery check to identify gaps in staffing, resources, assessment planning and quality assurance procedures.

对师资、资源、评估安排与质量流程进行开课前诊断。

# Staff Training for Teachers, Assessors, Internal Verifiers and Programme Coordinators

## 教师、评估员、内审员与课程协调员岗位培训

High-quality vocational delivery depends on staff understanding not only what to teach, but also how to assess, verify and evidence learning.

高质量的职业课程不仅要求教师会“教”，也要求教师理解如何评估、如何内审、如何保存证据。

Training areas include:

培训内容包括：

### Teacher induction

Understanding vocational learning, unit outcomes, applied teaching methods and learner-centred delivery.

#### 教师入职培训

理解职业课程逻辑、单元学习目标、应用型教学方法与以学生为中心的课堂设计。

### Assessor training

How to interpret assessment criteria, make assessment decisions, provide feedback and record learner achievement.

#### 评估员培训

如何理解评分标准、做出评估判断、提供反馈并记录学生成绩

### Internal verifier training

How to review assignment briefs, sample assessment decisions, standardise assessors and maintain internal quality records.

#### 内审员培训

如何审核作业简报、抽样评估结果、统一评分标准并保存内审记录。

### Programme coordinator training

How to manage unit schedules, staff communication, learner tracking, assessment deadlines and external review preparation.

#### 课程协调员培训

如何管理单元进度、教师沟通、学生成绩追踪、评估截止日期与外审准备工作。

### Bilingual support

Where needed, we provide English and Chinese training materials to help local teaching teams understand international quality expectations.

#### 双语支持

根据需要提供中英双语培训材料，帮助本地教师团队理解国际课程质量要求。

# Internal Verification and Centre Quality Review

## 课程内审与中心内审服务

We support schools in building a reliable internal quality assurance system before external review takes place.

我们帮助学校在外审前建立稳定、可靠、可追踪的内部质量保障系统。

This includes:

包括：

### Assignment brief review

Checking whether assessment tasks are valid, clear, fair, accessible and aligned with learning aims and assessment criteria.

#### 作业简报审核

检查评估任务是否有效、清晰、公平、可操作，并与学习目标和评分标准一致。

### Assessment decision sampling

Reviewing selected learner work and assessor decisions to check whether grades are accurate and consistently applied.

#### 评估结果抽样内审

抽查学生作品和教师评分，确认成绩判断是否准确、一致。

### Standardisation support

Helping teams conduct standardisation meetings to align assessor understanding before and during delivery.

#### 评分标准统一支持

协助教师团队开展标准化会议，统一评估理解与评分尺度。

### Quality documentation review

Checking assessment records, IV forms, learner tracking sheets, feedback records and evidence folders.

#### 质量文件审核

检查评估记录、内审表、成绩追踪表、反馈记录与学生证据文件夹。

### Centre-level quality audit

Reviewing the school's overall readiness in staffing, resources, delivery, assessment, learner support and quality procedures.

#### 中心层面质量审查

从师资、资源、教学、评估、学生支持和质量流程等方面进行整体审查。

# External Review, Standards Verification and Audit Preparation

## 外审、标准验证与审计准备支持

External review can be challenging for new or developing centres. We help schools prepare evidence clearly and professionally.

对于新中心或发展中的中心，外审准备往往复杂。我们帮助学校专业、清晰地整理证据。

Support may include:

支持内容包括：

### External review readiness check

Reviewing whether programme documents, assessment files and centre policies are ready for external review.

#### 外审准备度检查

检查课程文件、学生评估文件和中心政策是否达到外审准备状态。

### Evidence folder preparation

Helping centres organise evidence for delivery, assessment, internal verification, standardisation, staff training and learner support.

#### 证据文件夹整理

协助整理教学、评估、内审、标准化、教师培训和学生支持相关证据。

### Sampling preparation

Preparing sampled learner files, assessment records, IV records and tracking documents.

#### 抽样材料准备

整理抽样学生作品、评估记录、内审记录与成绩追踪文件。

### Response support

Helping schools respond professionally to external verifier comments, action points and recommendations.

#### 外审反馈回复支持

协助学校专业回复外审员意见、必要整改项与建议项。

### Post-review improvement planning

Turning external review feedback into an action plan for future delivery improvement.

#### 外审后改进计划

将外审反馈转化为下一阶段课程改进计划。

# Curriculum Development and Specialist Pathway Design

## 课程开放与特色路径规划

We help schools move beyond standard course delivery and build distinctive pathways that match their school identity, student interests and university progression goals.

我们不仅支持标准课程运行，也帮助学校基于自身定位、学生兴趣和升学方向开发特色路径。

Based on BTEC International Level 3 Business and related vocational qualifications, we can support the design of specialist pathways such as:

基于 BTEC International Level 3 Business 及相关职业课程，我们可以支持开发以下特色方向：

### Fashion Business

Branding, fashion marketing, retail strategy, consumer behaviour, fashion entrepreneurship and creative merchandising.

#### 时尚商业

品牌、时尚营销、零售策略、消费者行为、时尚创业与创意陈列。

### Music Business

Artist management, music branding, event planning, digital distribution, fan economy and creative monetisation.

#### 音乐商业

艺人管理、音乐品牌、活动策划、数字发行、粉丝经济与创意变现。

### Sport Business

Sports marketing, event operations, athlete branding, sponsorship, sports retail and community sports enterprise.

#### 体育商业

体育营销、赛事运营、运动员品牌、赞助、体育零售与社区体育创业。

# University Progression and Pathway Planning

## 升学规划与通道支持

Vocational qualifications must be connected to clear academic and career progression. We help schools design progression routes that students and parents can understand.

职业课程必须与清晰的升学和职业发展路径相连接。我们帮助学校设计学生和家長能够理解的升学通道。

Support includes:

支持内容包括：

### Progression route mapping

Connecting Level 3, HNC, HND and SQA Advanced Diploma study with possible university entry routes.

#### 升学路径地图

将 Level 3、HNC、HND、SQA Advanced Diploma 等课程与大学入学路径进行对应。

### University destination planning

Supporting progression planning for the USA, Canada, UK, Australia, Hong Kong, Singapore and other international destinations.

#### 大学目的地规划

支持美国、加拿大、英国、澳大利亚、中国香港、新加坡及其他国际升学方向。

### Portfolio and personal statement support

Helping students connect vocational learning, projects and creative practice with application materials.

#### 作品集与个人陈述支持

帮助学生将职业课程学习、项目成果和创作实践转化为申请材料。

### Parent-facing explanation materials

Preparing bilingual materials to explain qualification value, progression options and course outcomes.

#### 家长说明材料

制作中英双语材料，帮助家長理解课程价值、升学路径与学习成果。

### Student progression coaching

Helping students choose suitable pathways based on strengths, interests, evidence of learning and future goals.

#### 学生升学指导

根据学生能力、兴趣、学习证据和未来目标，协助选择合适路径。

# School Branding and Signature Programme Development

## 学校品牌与特色活动开发

A strong vocational programme should not only exist in the timetable. It should become part of the school's identity.

优秀的职业课程不应只停留在课表中，而应成为学校品牌和办学特色的一部分。

We help schools design:

我们协助学校设计：

### Signature events

Business pitching days, art markets, creative enterprise fairs, fashion showcases, music industry projects and interdisciplinary exhibitions.

#### 学校特色活动

商业路演日、艺术市集、创新创业展、时装秀、音乐产业项目与跨学科展览。

### Student enterprise projects

Real-world projects that allow students to test products, pitch ideas, collect customer feedback and build business evidence.

#### 学生创业项目

让学生测试产品、展示商业想法、收集客户反馈并形成真实商业证据的项目。

### Industry-linked activities

Guest talks, company visits, industry briefs, mentor sessions and project-based collaborations.

#### 行业连接活动

行业讲座、企业参访、真实项目简报、导师辅导与项目合作。

### School marketing content

Bilingual brochures, programme introductions, parent presentation materials and public communication copy.

#### 学校宣传材料

中英双语课程手册、项目介绍、家长会材料与对外宣传文案。

### Distinctive school positioning

Helping schools communicate their unique strengths in creative business, applied learning and international progression.

#### 学校特色定位

帮助学校清晰表达其在创意商业、应用学习和国际升学方面的独特优势。

# Our Working Model

## 合作模式

### 1. Diagnostic Review

#### 诊断评估

We review the school's current curriculum, staffing, resources, assessment practice, quality procedures and progression goals.

我们首先评估学校现有课程、师资、资源、评估实践、质量流程和升学目标。

### 2. Development Plan

#### 制定建设方案

We provide a practical development plan covering curriculum structure, resource needs, staff training, QA timeline and delivery priorities.

我们提供可执行的建设方案，涵盖课程结构、资源需求、教师培训、质量时间线和教学重点。

### 3. Resource and Training Delivery

#### 资源建设与培训实施

We prepare teaching and QA resources, then deliver training for teachers, assessors, internal verifiers and coordinators.

我们协助准备教学与质量资源，并为教师、评估员、内审员和协调员提供培训。

### 4. Quality Monitoring

#### 质量监控

We support internal review, assessment sampling, standardisation and external review preparation throughout the academic cycle.

我们在整个学年周期中支持内审、抽样、标准化和外审准备。

### 5. Programme Growth

#### 课程发展

After the first delivery cycle, we help schools improve the programme, develop new pathways and strengthen their market positioning.

首轮课程运行后，我们协助学校优化课程、开发新路径并提升市场定位

# Expected Outcomes

## 预期成果

**By working with Creative Growth Limited, schools can expect:**  
**与 Creative Growth Limited 合作后，学校可以实现：**

- A clearer vocational curriculum structure  
• 更清晰的职业课程结构
- More professional teaching and assessment resources  
• 更专业的教学与评估资源
- Better-prepared teachers, assessors and internal verifiers  
• 更成熟的教师、评估员和内审员团队
- Stronger internal quality assurance systems  
• 更稳定的内部质量保障体系
- Improved readiness for external review and audit  
• 更充分的外审与审计准备
- More distinctive creative business pathways  
• 具特色的创意商业课程方向
- Stronger university progression communication for students and parents  
• 更清晰的学生与家长升学沟通
- A stronger school brand built around applied learning, creativity and progression  
• 围绕应用学习、创意能力与升学成果建立更强学校品牌

# Why Creative Growth Limited 为什么选择我们

Creative Growth Limited understands both international qualification standards and the real operational needs of schools.

同时理解国际课程质量标准和学校一线运营需求。

**We do not only provide documents. We help schools build systems.**

我们不仅提供文件，更帮助学校建立体系。

**We do not only support assessment. We connect assessment with teaching, progression and school branding.**

我们不仅支持评估，更将评估与教学、升学和学校品牌连接起来。

**We do not only help schools pass external review. We help schools develop sustainable and distinctive vocational education models.**

我们不仅帮助学校应对外审，更帮助学校发展可持续、有特色的职业教育模式。

Creative Growth Limited supports schools in building vocational programmes that are teachable, assessable, verifiable, progressive and meaningful.

我们致力于帮助学校建设真正可教学、可评估、可内审、可升学、可发展的国际职业课程。

From curriculum planning to teaching resources, from internal verification to external review, from qualification delivery to school branding, we work with schools to turn vocational education into a powerful pathway for student growth and institutional development.

从课程规划到教学资源，从内部审核到外部审查，从课程开设到学校品牌建设，我们与学校共同将职业教育转化为学生成长和学校发展的重要路径。

## 手册版本说明 | Version Statement

### 简体中文版

本手册内容以简体中文版本为基准。若因翻译或表述导致理解歧义，请以英文原版内容作为最终解释标准。修订更新时，中文版本可能滞后于英文版本，敬请以最新英文版为准。

### English Version

This manual is based on the Simplified Chinese edition. In case of any ambiguity arising from translation or expression, the original English version shall prevail as the authoritative reference. Note that the Chinese version may not be synchronized with updates to the English version; always refer to the latest English edition.

Last update in June, 2025.

### Project & Partnership Inquiries

For any inquiries regarding corporate services or project collaboration with Creative Growth Limited, please contact us through official channels:  
Priority Email: [contact@creativegrowth.cn](mailto:contact@creativegrowth.cn)

# CREATIVE GROWTH LIMITED

INDEPENDENT EDUCATION CONSULTANCY

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