

ABSTRACT

DESIGNING A BUSINESS ENGLISH COURSE FOR THIRD-YEAR
ENGLISH MAJORS AT GUANGXI UNIVERSITY FOR NATIONALS,
GUANGXI PROVINCE, CHINA

Li Ying

Payap University, Chiangmai, 2000

Supervising Professor: Visiting Professor Dr. Imelda Y. Flores

This study aims to design a Business English Course for the third-year English majors at the Foreign Language Department of Guangxi University for Nationals based on a needs analysis. The needs analysis was carried out by using two sets of questionnaire: Business English Needs Questionnaire and Teaching Methodology Preference Questionnaire. The respondents consist of two groups: 20 graduate English majors of Guanxi University for Nationals who are presently working in international businesses, and 30 English majors who are currently studying in Guanxi University for Nationals.

The results of the needs analysis show that all the language skills listed in the Business English Needs Questionnaire were identified to be either “very often used,” or “often used ,” or “used occasionally.” The skills which were identified to be needed most in the respondents’ daily work were: explaining terms, giving opinions, and expressing agreement or disagreement during meetings, dealing with time and schedules, and greeting in socializing for business purposes, presenting a product to a prospective buyer/ customer, reading faxes and memos, and writing meeting agendas, minutes, and memos.

With regards to the teaching methodology preference, the respondents indicated that they strongly agreed to have conversations in class, that teachers give several examples of the teaching points, and that teachers use visual aids while teaching, and write advice or comments in students’ work. On the other hand, they disagreed to the teacher’s explaining everything to students in class, teacher’s lecturing all the time in class and the giving of short tests periodically.

Based on the identified needs, a syllabus was designed which includes title of the course, course description, course objectives, course contents, teaching methods, and a general evaluation format.

Two textbooks, *Business Objectives* written by Vichi Hollett, published by Oxford University Press in 1991, and *Modern Business Correspondence* (Sixth Edition) written by Donna C. McComas and Marilyn L. Satterwhites, and published by Macmillan/McGraw-Hill in 1993, and some sources from the Internet were recommended as the materials of the designed course.