BUSINESS ENGLISH FOR MULTICULTURAL WORKPLACES

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ABSTRACT ESP Project for Master's Level Business Students. This projects aim is to develop ESP course designed for Master`s Level Business Students who study at Webster University. The main purpose of this course is to provide students with needed language skills to succeed in their international Business settings. As Woodrow (2018) highlights for succeeding in professional academic setting , nowadays ESP plays an important role for specific students in their future career. By teaching practical communication tasks in their lessons , training cultural awareness , training professional writing students will be able to be professional in their Business settings and will be best in solving real life workplace problems like conducting meetings , drafting documents , holding presentations and manage in multicultural environments.

Key words: Methods, Activities, Stimulation of language skills, Teaching methods and techniques, Project work.

Annotatsiya Ushbu loyihaning asosiy maqsadi Webster Universitetida tahsil olayotgan magistratura bosqichidagi biznes talabalari uchun mo‘ljallangan ESP (Maxsus maqsadlar uchun ingliz tili) kursini ishlab chiqishdan iborat. Mazkur kursning bosh vazifasi talabalarga xalqaro biznes muhitida muvaffaqiyatli faoliyat yuritishlari uchun zarur bo‘lgan til ko‘nikmalarini shakllantirishdir. Woodrow (2018) ta’kidlaganidek, bugungi kunda professional va akademik muhitda muvaffaqiyatga erishish uchun ESP muhim ahamiyat kasb etadi va u talabalarning kelajakdagi kasbiy faoliyatida hal qiluvchi rol o‘ynaydi. Dars jarayonida amaliy kommunikativ vazifalarni o‘rgatish, madaniyatlararo xabardorlikni rivojlantirish hamda professional yozma nutqni shakllantirish orqali talabalar biznes muhitida o‘zlarini professional tarzda namoyon eta oladilar.

Kalit so`zlar: Metodlar va faoliyatlar , Til ko‘nikmalarini rivojlantirish, O‘qitish metodlari va texnikalari, Loyiha asosidagi ishlar (Project work)

Аннотация. Цель данного проекта — разработка курса ESP (Английский для специальных целей), предназначенного для студентов магистратуры по бизнесу, обучающихся в Университете Уэбстера. Основная задача курса — предоставить студентам необходимые языковые навыки для успешной работы в международной бизнес-среде. Как подчеркивает Вудроу (2018), для успешного освоения профессиональной академической среды в наше время ESP играет важную роль для конкретных студентов в их будущей карьере. Обучая на занятиях практическим коммуникативным заданиям, развивая культурную осведомлённость и навыки профессионального письма, студенты смогут проявлять себя как профессионалы в бизнес-среде и

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эффективно решать реальные рабочие задачи, такие как проведение встреч, составление документов, проведение презентаций и управление в мультикультурной среде.

Ключевые слова. Методы, виды деятельности, стимуляция языковых навыков, методы и техники преподавания, проектная работа.

Introduction

To begin with the justification for this course, it is clear that English is important in Business language settings and the demand is increasing day by day. Proficiency of English language shows its importance for Master`s level business students whose big dream is to be successful in international , multicultural environments. In addition the course is designed to address specific needs of students and teach them demandable areas of business English.

• Workplace Communication: Teaching communication is important when students are presenting presentation in business settings and holding essential meetings.

• Professional Writing: When working with business people or in business meetings it is important to stay clear and understandable and in this situation proficiency in writing helps to work with documents, emails and reports.

• Cultural Competence: Being good at cultural norms helps students to succeed in business collaborations and work with professional context.

• Career Development: Being Master of Business creates lots of opportunities for career opportunities, growth in educational sphere , professional sphere and in international sphere.This assignment is designed to work on ESP course for Master`s level students specialized in business and who study at Webster University.

Participants The course involves 14-15 students who study at Webster University in a program in Business English. All students` language level is between intermediate and advanced this means that they are From Intermediate to Advanced level (B1-C1). This allows them to use complex Business language concepts and terms which is critical for professional communication. All of the students come from different cultural background, for that reason it is easy for them to develop multicultural communication and understand cultural norm. At this point , for teachers it is also easy to deliver new information. ESP course will be designed not only for participats but also for teachers as well to be more effective (Woodrow, 2018). When it comes to their Gender there is more male than female. Their mature is to enhance their professional work place communication skills. All participants see themselves in an intermediate Business environment although they are from different cultural background. Also, as Diane D. Belcher`s (2004) states in his article that first thing to do when it is important to create an interesting course,

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is to know about students background and motivation in study. They have difficulties in using formal language in professional settings that's why they need to be trained and the training should focus on holding formal presentations, drafting , consulting , and develop cultural awareness in business communications. Also, many students lack confidence in holding presentations in a clear impactful way.

Quantitative Methods Quantitative methods help us gather important data to understand students' skills and what they need for their careers. For instance, diagnostic assessments check important abilities like writing emails, giving presentations, and negotiating deals. These tests give us numbers that show how well groups are doing, which helps us make specific changes to the course material. As Serafini et al (2015) states that in this method the materials and informational context is significant. Surveys are also important because they collect information about how students view their own skills, how often they use English in work situations, and what their career goals are. In this course design , there are two combination of approaches as Problem-Based learning (PBL) and Genre-Based Approaches. As Hyland (2007) points out about the importance of genres in professional and academic settings as students mostly demand from their academic needs. PBL is the best approach for students to help them to motivate them solve business problems like a problem in creating proposals and introducing solutions. This approach is best in developing all language skills together and additionally enhances critical thinking , problem solving, and team working.When it comes to Genre-Based Approach, it aims at teaching professional Business English which is related to communication and teaches formats and style such as contracts , reports and emails. As Woodrow (2018) points out the need of students about learning professional writing skill and drafting formal documents related to their field of study. In this way , students will need to analyze authentic materials , professional texts also, practice writing in specific audiences. According to the fact and as Viana, Bocorny, and Sarmentoa (2019) the use of materials in specific areas is important as it can have good effect on students motivation and interaction during the lessons. This approach is best for by students because it can develop formal language structures while enhancing cultural literacy and business knowledge of students. Combining these approaches, will be effective for academic settings as these approaches develops communication skill of students and enhances knowledge of genres.

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