

Quality Standards in Teaching Business English at Universities

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Abstract

The poster presentation will consist of two parts. In the first part the quality standards in teaching Business English at our university will be presented. The second part will deal with practical ways of increasing competences of Business English teachers.

Following the Lisbon strategy guidelines most universities require their students to achieve at least B2 language competence. But to make graduates more competitive on the European labor market this is not enough. Since students need to be motivated to learn more, we recommend that they take higher level certificate exams in Business English. Additionally, in order to improve quality we have developed new curricula for more advanced students. Teaching approaches and methodologies used in advanced courses of Business English should focus on students' professional needs in the future. We need to introduce CLIL, ICT, task-based activities and case studies into the class. Developing content-led supplementing materials and making practical use of corpus study research results when teaching business vocabulary have helped us to improve the quality of foreign language learning/teaching.

The second part of the presentation will deal with practical tips on teacher training. Language teachers often require special courses to improve their skills and to expand their knowledge of EfB. What do teachers need most before they start to teach Business English courses? What are the basic challenges in teaching EfB? What assistance do teachers require? What standards in teacher training seem to be most effective? How to design teacher training courses in EfB? What teaching materials to develop? These are the main issues we intend to focus on in the second part. In quest for excellence we have revised and improved our teacher training program. Now we will be pleased to share with you our 10 year experience in postgraduate teacher training in Business English.