SYLLABUS DESIGN FOR BUSINESS ENGLISH LEARNERS

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A Doctoral thesis submitted to the department of English in Fulfillment of the Requirements of Doctorate Degree in English for Specific Purposes (ESP)

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Abstract

To some group of learners, teaching general English was not satisfactory as it did not meet their needs. As result of this, teaching ESP emerged and in our case EBP course was a very important in teaching learners of financial management and accountancy. Since the design of an EBP syllabus to these learners was among first priorities, great efforts were exerted in order to enable these learners to be EBP users in NDIL company. To attain this, the researcher conducted a research to design an effective EBP syllabus to these learners. This research required data to identify the needs of them. These data was gathered via the use of several data collection instruments: questionnaire, unstructured interview, tests, and participatory observation. These research methods have been used to collect data from different samples: convenient sample of EBP learners (24), convenient sample of NDIL workers (29), and an EBP teacher (1). Results of this study revealed that the EBP syllabus designed to these learners was reliable and effective because it met the needs of them.
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