Incorporating Free Online Resources in the Teaching of Business English:
A Case Study in Indonesia

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Abstract:
The purpose of this presentation is to offer an overview of a program in which free online resources are used to facilitate the teaching of Business English. It is hoped that this presentation will increase the awareness of Business English teachers that the innovative uses of the internet can serve as a vital tool to support the teaching of Business English.

Keywords:
Technology, free resources, internet, Business English

Nowadays there is a growing demand on learning (and teaching) Business English. Ellis and Johnson (1994) suggest some essential steps & features in designing a Business English course: (1) needs analysis to find out what students need to know in order to face the requirements of their future career, (2) level assessment to see what level of language students have at the beginning of the course, (3) syllabus which has fixed objectives and clear goals, (4) course objectives which are related to the results of the needs analysis, (5) time or duration of the course, (6) learner expectations which are goal-orientated, and (7) progress evaluation. With the recent development in technology especially the internet, I would suggest another aspect to be included here, i.e. free internet resources.

In this presentation, I would share some free online resources that I have used in teaching Business English for some company employees. What teachers and students need to make use of these resources are good computers, speakers and internet connection.

Activity: Telephoning

Website: Learn English Today: Business English Vocabulary - Telephone
http://www.learn-english-today.com/business-english/A-business-english-contents.html

- Students read and study some useful vocabularies and phrases related to telephoning.
- Students then do the online exercises on this topic.

Website: Youtube Video: Telephoning

http://www.youtube.com/watch?v=ZUaFgvCiaVw

- Students watch the video of a business man talking to a secretary over the phone. The businessman is an American while the secretary is a Japanese.
- Students take notes of the phrases and vocabularies used in this conversation and share their findings with other students.
- Students create dialogues using the vocabularies learned.

Website: Business English Pod: Games -- Telephoning
http://www.businessenglishpod.com/category/telephoning
- Students learn some useful Business terms by playing *Wheel Spin.*
- Teacher can ask students to work in pairs or groups and have class competition.
- Students create short tests using the vocabularies learned.

Activity: Presentation

Website 1: BBC Learning English
http://www.bbc.co.uk/worldservice/learningenglish/business/talkingbusiness/unit3presentations/1opening.shtml

- Students read silently while listening to two speakers opening their presentations.
- Students read aloud the texts.
- Students take notes of some important vocabularies and phrases used in those two presentations.
- Students use the vocabularies learned in their own presentations.

Website 2: Youtube Video -- FBLA Presentation
http://www.youtube.com/watch?v=WS53fSFlEgg

- Students watch the video. Two Taiwanese businessmen are giving presentation about their products.
- Students note down some weak and strong points of these two presenters.
- Teacher asks their students to share their opinions.

Website 3: Business Presentation Styles Across Cultures
http://cosmics.uoregon.edu/esp/esp_08.html

- Students are asked to observe their colleagues, supervisors to find out these people's presentation styles.

- Students then report their findings to the classroom.
- Interview questions and guiding questions are available on the website.

There are many free online resources available on the internet. However, the responsibility for language instruction should still be in the hands of qualified teachers who have the passion, knowledge and skills to bring these resources into their classes.

To end this presentation, I would like to invite Business English teachers to explore what the internet has offered. The followings are some other websites that might be useful for any Business English classes:

- BBC Learning English -- Talking Business:
  http://www.bbc.co.uk/worldservice/learningenglish/business/talkingbusiness/index.shtml
- Business English ESL Worksheets & Activities:
  http://bogglesworldesl.com/businessESL.htm
- Business English Pod: http://www.businessenglishpod.com/business-english-podcast-lessons/
- Business English Resources: http://www.businessenglishresources.com/
- Business English Site: http://www.businessenglishsite.com/index.html
- Internet Based Projects for Business: http://cosmics.uoregon.edu/esp/projects.html
- Video Vocab: http://www.videovocab.tv/
- Learn English Today -- Business English: http://www.learn-english-today.com/business-english/A-business-english-contents.html

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Ellis, M., & Johnson, C. (1994). *Teaching Business English.* Oxford: Oxford University Press.
http://www.learn-english-today.com/business-english/A-business-english-contents.html
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http://www.businessenglishpod.com/category/telephoning
http://www.bbc.co.uk/worldservice/learningenglish/business/talkingbusiness/unit3presentations/1opening.shtml
http://www.youtube.com/watch?v=WS53fSFlEgg
http://cosmics.uoregon.edu/esp/esp_08.html