

# *Business English: organic skills marinated in objectives served with vocabulary*

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Teaching tertiary or in-company? Engaging lessons? Using videos? Low- grammar diet? This session will look at a recipe for practising relevant business vocabulary and skills, using video-based lessons and 'business workshops', designed to engage learners and develop their professional skills. I will also refer to professional learning objectives based on Pearson's research into linguistic competencies for the workplace.

Business English learners, particularly at tertiary level, have to be able to communicate effectively in English whilst developing their business skills through English. Students may have learnt a lot of grammar, acquired language qualifications, or studied abroad, and they are probably used to watching films and TV series in English. University students, however, need a more business-specialised English in order to enhance their employability. Tertiary students need to improve not only their English but also their business knowledge, critical thinking, as well as a range of skills for an undetermined job in the near future. There is, therefore, more pressure on teachers to engage students with relevant business topics, professional skills, videos, and other activities. Teaching Business English now requires the development of a variety of business skills, including hard and soft skills, and engaging learners. How can we help our learners to identify both their language and professional objectives?

Pearson English has carried out research into the linguistic competencies required for the workplace that has been used to develop a new set of learning objectives: the GSE Learning Objectives for Professional English. In this workshop I will refer to the GSE Learning Objectives for Professional English and how these objectives can be used as a guideline to help learners achieve bite-sized, attainable goals. We will look at skill-based lessons using video and 'business workshops' with reference to the new Business Partner series.

## Key takeaways

- Teaching both business skills and 'soft' skills
- Video-based communication training
- Integrating language and skills-based activities
- Explaining 'do-able' learning objectives
- Encouraging the 4 Cs in education: critical thinking, communication, creativity and collaboration.

## Further Reading and Listening

- Business Partner course book, levels B1, B1+ and B2 © Pearson 2018
- Market Leader 3<sup>rd</sup> edition Extra © Pearson 2016
- Interview with Simon Sinek on millennials in the workplace: <https://www.youtube.com/watch?v=hER0Qp6QJNU>

## Key links

- [www.pearsonelt.com/catalogue/business-english](http://www.pearsonelt.com/catalogue/business-english)
- [www.english.com/blog/teach-business-english-when-not-specialist](http://www.english.com/blog/teach-business-english-when-not-specialist)
- [www.pearsonelt.com/iatefl](http://www.pearsonelt.com/iatefl)
- The New Talent Landscape, Recruiting Difficulty And Skills Shortages by SHRM 2016:  
<https://www.shrm.org/hr-today/trends-and-forecasting/research-and-surveys/pages/talent-landscape.aspx>

*Pearson English hopes to see you next year!*