e-Learning for Business English

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Abstract. This paper discusses teaching Business English using *E*-Learning media technology; the technology of which the interconnection and networking (Internet) as the global network of computers is used, that enables people to connect with each other. This is a kind of web enhanced course using the internet to support the quality of learning process done in the classroom. The teacher in this case functions as a facilitator in searching the sites related to the teaching materials, and create learning experience that is interesting and joyful set of learning activities; and which is not of the less importance is having the capability to access to the internet by the teacher him/herself. Why should this kind of media be used is that by the reason where we can see the value of this media as a language teaching and learning resource that can motivate and provide a source of authentic and varied language teaching and learning activities and materials on Business English related to the skills of Listening, Speaking, and Writing which are all supported by the Vocabulary as the language component, as well. This medium is excellent, where the learners do exercises on line, in terms of some typical English expressions used in the business world that can be in forms of Putting Words in order, Paraphrasing Meaning, Mix and Match, Completing the Sentence with Choice, Rearranging the lines, True False, Listening by Clicking on the Name the Words you Hear, Listening to the Text by Clicking on, and the form of Y/N for Is It Exactly What You Hear.

Keywords: *E*-learning, Business English, Facilitator, Joyful Learning

Introduction

It has been stated formally that learning foreign languages, including English, has become important subjects among the other subjects taught at schools in Indonesia nowadays. It is the fact that some teachers who teach English, including Business English often encounter difficulties in making their students successful in learning. Failure in teaching might be caused by the weakness of aspects in learning as well as in teaching; such as lack of books, poor equipment and teaching aids, poor student motivation and inadequate teacher's qualifications as well.

As a matter of fact, and based on the author's experience in teaching English, she still has not been able to get satisfactory results yet. She found that the students were not highly motivated and rather lazy during the period of learning, and this influenced their achievements, that may be resulted by the way that she presented the lesson. She realized then that the way of teaching she used has some weaknesses from the teacher's point of view, as well as from the students. Due to this problem, she tried to look for the way out of solving the problem during the process of teaching and learning activities. She tried to change her technique in teaching that might create good result in teaching; by applying E-Learning technology in teaching Business English, and in turns, the teaching can be more enjoyable and beneficial.

1. An Overview of <u>E-Learning</u> Technology

Why was this kind of technology chosen to be used in teaching Business English, was inspired by:

1) E-learning concept accessed from Wikipedia [1], the free encyclopedia stated that there is a trend to move towards blended learning services, where computer-based activities are integrated with practical or classroom-based situations. E-learning is naturally suited to distance learning and flexible learning, but can also be used in conjunction with face-to-face teaching, in which case the term Blended learning is commonly used. E-Learning pioneer Bernard Luskin argues that the "E" must be understood to have broad meaning if e-Learning is to be effective. Luskin says that the "e" should be interpreted to mean exciting, energetic, enthusiastic, emotional, extended, excellent, and educational in addition to "electronic" From the learner's point of view this provides the ability to pause and rewind and gives the learner the advantage of moving at their own pace, something a classroom cannot always offer.

2) Learning concept proposed by Pearson Brown who has been teaching people from all sectors of business to communicate more effectively in English for over twenty-five years. He has written on line exercises for his students to develop their language skills, which are all copyright (c) 2006 /2007 Caroline and Pearson Brown. He can send out free English lessons by email from time to time. Resources for learning, include Business Vocabulary and Presentations, Business Letters and the Sample of Business Letters, Negotiations in English, Import-Export why he chose to create on line learning was based on his experience of learning Chinese by himself instead of in a classroom, and found it fun.

3) The Program of *Nabiku Idolaku* is a kind of book presented in two languages: English and Indonesian; with the aim of which to enrich and enhance the language mastery of the children. In addition, the use of Smart E-Pen also aims at giving the learners pronounce the language in English and Indonesian as well. This kind of program is called Pelangi Mizan Smart E-Pen [2]*,* and contains text by which can be read by the Smart E-Pen the pen of which can also play musical illustration, and dialogue as well. This program is also regarded as having harmony between visual and audio that can increase the children's imagination.

2. The Concept of E-Learning Proposed

What is meant by the E-Learning technology in teaching Business English is that, this is a kind of **Business English** especially related to international communications. It is a part of English for Specific Purposes and can be considered a specialism within English language learning and teaching. Business English means different things to different people, and for some, it focuses on vocabulary and topics used in the worlds of business, trade, finance, and international relations. For others it refers to the

communication skills used in the workplace, and focuses on the language and skills needed for typical business communication such as presentations, negotiations, meetings, small talk, socializing, correspondence, report writing, and so on. What is meant by E-learning in business concerns about where the students have the opportunity in doing exercises on line and in up-to-date program of exercises; most of which are taken from Pearson online exercise related to the materials mentioned above.

3. Learning Materials

<u>Business vocabulary, idioms and expressions:</u>
- <u>Idioms</u>, Language of Recruitment, <u>Hire and Fire</u>
- Jobs & related verbs and Adjectives, and Intensifiers
- Words related to management and Common phrasal verbs
- Parallel Structure

<u>Listen and Learn How to Talk in the Office.</u>
- Starting a Presentation and Rhetorical skills
- Greeting and Arranging an Appointment
- Talking on the Phone and Negotiations

<u>Writing Skill</u>
- Applying for a job, and Preparing for a Job Interview
- Useful Business Language expressions used at work
- A Design Procedure for Routine Business Documents
- Effective Writing and Tone in Business Writing
- Business Letters, Technical Reports & Report Abstracts

4. Research Finding and Recommendation

In implementing teaching Business English by applying E-Learning Technology, the writer actually wants to look for the benefit of teaching using this technique of teaching; and what she has done is arranging the pre-test (before the treatment was applied) and the post-test (after the treatment was applied); and then examined the result by applying **t-test** formula.

The writer then got an exciting conclusion that the students taught Business English by using E-Learning technology can get higher scores in learning that can be proved by the significant difference of the **t-test** with the result of **3.75** (the table of t-ratio says that with df 60 is 1.67 which is higher than the t-table), that is at **0.05** level of significance. In that it is recommended that for the teachers are suggested to be creative in looking for better learning strategies that can fulfill the needs of the students, and make the learning enjoyable as well, which is not of the less important.

References

[1] Wikipedia, the free encyclopedia 2012: Business English
[2] *www.bukuanakmuslim.com/2011/**nabiku-idolaku**/Pelangi Mizan Publishing*