

TEACHER'S CORNER: TEACHING BUSINESS ENGLISH AND ENTREPRENEURSHIP

Within the field of English Language Teaching, the area of English for Specific Purposes (ESP) is increasingly popular. Students around the world are seeking the English language skills they need to succeed in their areas of study and work. English for Medical Professionals, English for Tourism, English for Science Teachers, and English for Business and Entrepreneurship are just a few of the many ESP topics out there. The last topic, English for Business and Entrepreneurship, is one of the founding topics for ESP. Students all over the world study English for Business and Entrepreneurship, and like other ESP areas of focus, Business English serves as a gateway to English language learning beyond ESP.

As local economies become more globalized, more and more students are looking for Business English classes. As a result, more and more teachers are assigned to Business English classes. Business English teachers face the challenge of finding resources, materials, and assessment methods to best prepare students with the language skills necessary for their careers.

This month's Teacher's Corner presents four activities that teachers of English for Business and Entrepreneurship can use to highlight common tools, strategies, and techniques commonly used in business circles. Each activity works best with advanced learners yet presents new and challenging English business vocabulary for students. The activity for Week 1 familiarizes students with common interview questions and provides practice in responding. The activity for Week 2 introduces the elevator pitch to teach students how to quickly and effectively present a product or idea to a group of investors or colleagues. In Week 3, students learn about the art of cold calling when looking for new employment opportunities. Finally, Week 4 gives students a chance to practice company and business evaluations

with the SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis tool, which has been used for years in business to quickly analyze a company's strengths and weaknesses.

Additional Resources

For additional information about teaching Business English, check out these resources and many others available on the American English website:

- [What is English for Specific Purposes?](#)
- [Voice of America - Learn American Business English Wordbook](#)
- [English for Specific Purposes: Negotiating Needs, Possibilities, and Promises](#)