

## ABSTRACT

With the globalization of trade and economy, business English courses, as part of ESP, are dramatically in demand. The failure of English learning and teaching in many non-Anglophone countries, particularly those in Asia, manifests the imperative to conduct research studies on this matter. As part of an endeavor to gain understanding of the real needs of the business profession, this present research study was undertaken to resolve the prevailing problems on business English education in recognition of the rapid expansion of current trade and economy all over the globe.

The research study, by making use of questionnaires as an instrument, was performed with a population of 300 students studying Communicative Business English II, Thammasat University, in academic year 2009. In order for the research study to be reliable and valid, prior to the real research study, a pilot test in which two students, not from the real research study, responded to two sets of questionnaires, was executed. 172 students, selected by virtue of Yamane's formula, completed the questionnaires. Each of them was comprised of multiple choice questions, a five-point Likert scale questions and open-ended questions. As a result of the research study, evidence showed that most students considered that English was greatly demanded, that two skills, speaking and listening, were firstly prioritized, and that "face to face conversation" were needed in both skills. In reading skill, "E-mail correspondence" was highly popularized whereas, in the writing skill, "resume" writing was deemed as an outstanding point. The implications of these results were to make a conclusion that the curriculum should put an emphasis on speaking and listening skills through basic conversation in real situations, that a trend of new generation in favor of e-mail practice ought to be taken into consideration, and that resume writing must be taught to the would-be-graduates in the classroom.