

CONTENTS

	PAGE
ABSTRACT.....	ii
ACKNOWLEDGEMENTS.....	iii
CONTENTS.....	v
CHAPTER	
1. INTRODUCTION.....	1
1.1 Background	1
1.2 Statement of the Problem.....	3
1.3 Objectives of the Study.....	4
1.4 Scope of the Study.....	4
1.5 Definitions of Terms.....	4
1.6 Significance of the Study.....	5
1.7 Organization of the Study.....	5
2. REVIEW OF LITERATURE.....	6
2.1 Needs Analysis.....	6
2.1.1 Definitions of Needs.....	6
2.1.2 Types of Needs.....	8
2.1.3 Definitions of Needs Analysis.....	8
2.1.4 Importance of Implementing a Needs Analysis.....	9
2.1.5 Approaches to Needs Analysis.....	10
2.2 English for Specific Purposes (ESP).....	13
2.3 Business English.....	14
2.4 Related Literature.....	16
3. METHODOLOGY.....	18
3.1 Populations.....	18
3.2 Materials.....	18
3.3 Procedure.....	19

3.4 Data Analysis.....	20
4. RESULTS.....	21
4.1 General background information.....	21
4.2 Opinion on needs of listening, speaking, reading, writing skills in English study.....	26
5. DISCUSSION, CONCLUSION, AND RECOMMENDATIONS...	32
5.1 Summary of the Study.....	32
5.1.1 Purpose of the Study.....	32
5.1.2 Population.....	32
5.1.3 Subjects.....	32
5.1.4 Instrument.....	32
5.1.5 Procedures.....	33
5.1.6 Data Analysis.....	33
5.1.7 Findings.....	33
5.2 Discussions.....	36
5.3 Conclusions.....	40
5.4 Recommendations.....	40
REFERENCES.....	41
APPENDIXES.....	43
A. Questionnaire in English.....	43
B. Questionnaire in Thai.....	50