

Thesis Title Needs Analysis as a basis for Curriculum
Renewal : the Business English Needs of
Graduates from Departments of the School of
Business Administration, Bangkok
University, in Relation to the Current
Business English Curriculum

Name Tunyaluk Anekjumnongporn

Degree Master of Arts (Linguistics)

Thesis Supervisory Committee

Maurice M.Broughton, M.A.
Kanittha Vanikietti, M.A.
Wiwat Puntai, M.A.

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ABSTRACT

This study aims to analyze the business English needs of graduates from the School of Business Administration, Bangkok University in order to use the analysis as a basis for establishing an appropriate business English curriculum for future students.

The population of the study is former students of the School of Business Administration, Bangkok University. The 10 students selected for case study analysis are from the Departments of Marketing, Personnel Management, Finance, and

Management. The instrument employed in this study is the structured interview.

The main findings of the study indicate that English is important in the professional business world with regard to all four language skills, reading, writing, speaking and listening. However, students do not have sufficient opportunity to practice these skills when studying in class. The analysis of case studies revealed that the main areas in which English is used in business are:

1. Read English newspaper and business journals
2. Read technical vocabulary in advertisements and manuals
3. Read company documents
4. Write interoffice memos
5. Write telefax
6. Write business letters
7. Draw up contracts
8. Communicate on the telephone
9. Use English to communicate with superiors in the company
10. Use English to communicate with visitors to the company

The recommendations made on the basis of this study are that a more practical emphasis should be given to language learning activities in the curriculum.