

ABSTRACT OF THE DISSERTATION

PLANNING AND EVALUATION OF BUSINESS ENGLISH COURSE IN COMPLIANCE WITH INTERNATIONALIZATION IN TAIWAN: A CASE STUDY OF TAINAN WOMAN'S COLLEGE OF ARTS & TECHNOLOGY

by

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In compliance with the economic internationalization movement and the development of Asia-Pacific Regional Operation Center (APROC) in Taiwan, international business has become more and more important. To sustain favorable trade balances every year and the promotion of APROC in Taiwan, more and more talent with knowledge and skills of Business English are needed. As a consequence, it is necessary to make Business English curriculum appropriate to meet the emerging needs.

Two groups, experimental and control, received the revised or traditional Business English course to answer the question, "Does the Business English curriculum at Tainan Woman's College of Arts & Technology (TWCAT) meet the needs of students?" Ninety-five subjects were randomly selected from the commercial departments at TWCAT and then randomly assigned to the two groups. In addition, the Business English scores of the subjects' previous semester were collected and analyzed to justify the random selection and assignment. The finding was that their initial equivalence was proved.

A questionnaire for students and another one for the business community were administered to facilitate data collection and analysis. The results of the questionnaires were used to modify the curriculum content of Business English.

A final-term examination was given to the subjects at the end of the pilot study of Business English in early May of 1998. The resulting scores of the examination were used to determine if there was a significant difference in learning achievement between the students of the two groups.

Using Independent Samples Test, significant results indicated that the experimental group had higher level of learning Business English than the control

group. The finding supports the hypothesis of this study.

Recommendations based on these results are that the revised curriculum be adapted and used by TWCAT because it better meets student needs.