

# From ESAP to 'EVSAP': developing materials to teach very specific lexis on an International Business course.


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# Outline

- The context
- Aims and rationale
- Approach and sample materials
- Challenges
- Recommendations

## Which vocabulary groups below should EAP tutors focus on when teaching an 'Academic English for Business' course?

- analyse, factor, process, issue
- Regional integration, transition economy, trade imbalance
- WTO, IMF, FDI
- range of products, consumer products, launch new products
- competitive, competition, competitor, compete



‘while.....it should not be the *responsibility* of the ESP teacher to teach technical vocabulary, in certain specific contexts it may be the *duty* of the ESP teacher to check that learners have understood technical vocabulary.....’

(Dudley-Evans and St John, 1998:81)

# The context

- 150 students on International Business Top-Up course (level 3 students) at Coventry University
- Language level: IELTS 6-6.5
- Core module: Global Business
- EAP credit-bearing module: Advanced Business English (20 credits)

# Needs analysis

- Target Situation Analysis: tasks/expectations  
Receptive (listen to lectures, read textbooks, articles)  
Productive (contribute to seminars, write assignments)

- Learning Situation Analysis: needs of the learners

Evans and Morrison (2010: 392) highlight students' 'lack of a rich technical vocabulary'.

- Focus on subject-specific vocabulary
  - Raise awareness
  - Develop productive use
  - Integrate with other skills work

# Business terminology: lead-in matching task

Source: Lecture on 'Global economics'



# Business terminology

Source: Lecture on 'Global economics'

- a) Suggest 2 functions of **regional integration** and give 2 examples of areas where regional integration is taking place.
- b) Give 2 examples of countries that have been classed as **transition economies**.
- c) What are the 2 main factors that create a **trade imbalance**?



## Business abbreviations: lead-in identification task (Find 10)

Source: Textbook (International Business)

Abbreviations used in International Business					FIND 7
FDI	SWALK	WTO	GATT	GDP	
YMCA	WB	CEO	GNI	IMF	
CCFC	JLS	LOL	EU	MNE	

## Business abbreviations

Source: Lecture slides on 'Global Business'

- a) The main function of the \_\_\_\_\_ is to encourage trade between over 150 member states through trade agreements.

*Name three countries which belong to this organization and identify one specific benefit of membership.*

- b) The \_\_\_\_\_ is the most senior manager in a company and has more authority than anyone else.

*Give two examples of decisions that a person in this position has to make.*

## Sample assignment

Source: 'Global Business' Moodle site

- **Assignment:** Write a 1750 word essay critically evaluating **Marks and Spencer** using the key frameworks of Global Business.
- **Case Study: Marks and Spencer**
- **Frameworks;** International business trade theories (Legal, political, cultural, economic), FDI ( Greenfield, JVs, Franchising), Marketing (4ps), Strategy (SWOT, Value Chain, 5 Forces)

# Framework materials

Aim to provide learners with ‘....materials that allow *them* to provide the context from their own experience.’  
(Ellis and Johnson, 1994: 131)

*Discuss the theories/strategies you could use for this assignment and complete the table (one example is shown).*

Framework –theory, strategy etc.	Definition/Meaning	How the theory/strategy can be applied or used.
SWOT Analysis	Method for evaluating <ul style="list-style-type: none"><li>- <b>S</b>trengths (internal)</li><li>- <b>W</b>eaknesses (internal)</li><li>- <b>O</b>pportunities (external)</li><li>- <b>T</b>hreats (external)</li></ul>	Used to assess a product, position or direction of a company, industry etc. e.g. case study about Macdonald’s marketing strategy
The 4ps		
Porter's 5 Forces		

After reading the case study, in groups complete the SWOT matrix about Marks and Spencer then present your ideas to the class.

# So far so ESAP.....

Hyland and Tse (2007: 235) 'recommend that teachers help students develop a more restricted, discipline-based lexical repertoire'.

# The case study

- Common tool/approach on Business courses in HE. Research from different perspectives including:
  - Improving key communication skills – ‘discovery, problem-solving and collaboration’ (Zhao, 1996)
  - Promoting critical thinking, reflective skills (Currie and Tempest, 2008).
  - Academic writing and genre (Nesi and Gardner, 2012. Nathan, 2013)

# Business case studies of international organisations

## Content

- Different company types, locations e.g. Pepsi Co, BP, Unilever, L'Oreal, Nissan

## Expectations

- Analysis of micro and macro environment to 'develop and evaluate strategic options.'
- Seminar topics, feed into assignments and exams.

# The Corpus: EVSAP

- Pilot study
- Small, specialised local context
- 8 case studies/8,868 tokens (IB textbook)
- Vocabulary focus (in class/Moodle)
  - Frequent nouns and their collocates
  - Noticing grammatical patterns
  - Word building



# Using case studies: rationale

- ✓ 'Authentic' business text from the target discipline
- ✓ Exposure to appropriate type/level of language
- ✓ Focus on contextualised subject-specific lexis:
  - *It was hoped that an amicable settlement could be reached, but prospects dimmed in 2004, when the dispute was taken to the **WTO**.*
  - *PepsiCo's new **CEO**, Indra Nooyi, was appointed in 2006.*
- ✓ Increases motivation ('more case studies')

# Relative frequency of nouns compared with written English in BNC (using Wmatrix)

	Item	O1	%1	O2	%2	LL
1	Concordance US	32	0.44	0	0.00 +	313.45
2	Concordance Nissan	24	0.33	4	0.00 +	212.18
3	Concordance gambling	21	0.29	5	0.00 +	180.32
4	Concordance Boeing	18	0.25	0	0.00 +	176.32
5	Concordance 2005	18	0.25	0	0.00 +	176.32
6	Concordance BP	21	0.29	7	0.00 +	174.32
7	Concordance its	84	1.15	1711	0.18 +	170.04
8	Concordance airbus	17	0.23	0	0.00 +	166.52
9	Concordance brands	21	0.29	19	0.00 +	150.64
10	Concordance sales	31	0.43	126	0.01 +	149.54
11	Concordance PepsiCo	15	0.21	0	0.00 +	146.93
12	Concordance Heineken	16	0.22	3	0.00 +	140.20
13	Concordance 2006	14	0.19	0	0.00 +	137.14
14	Concordance company	40	0.55	388	0.04 +	131.87
15	Concordance markets	21	0.29	48	0.00 +	121.62
16	Concordance growth	28	0.38	192	0.02 +	109.44
17	Concordance ceo	11	0.15	0	0.00 +	107.75
18	Concordance L'Oreal	10	0.14	0	0.00 +	97.95
19	Concordance products	24	0.33	154	0.02 +	96.61
20	Concordance companies	22	0.30	133	0.01 +	90.87

# Key word cloud (from Wmatrix)

'i 'we 1999 20% 2003 2004 2005 2006 acquisitions **airbus** aircraft aluminium american ban **betting** beverages Bickerton body\_shop  
**Boeing** **BP** brand **brands** carbonated casino\_companies **casinos** ceo challenges **China** **coke** cola  
companies **company** competitive consumer **consumers** COO corrosion **CSB** culture decentralized dispute divisions drinks  
emerging environmental **EU** executives figure **gambling** gaming Ghosn global **growth** has healthier  
**Heineken** home\_market in innovation internet **its** L'Oreal largest late\_1990s launched legal management market marketing  
**markets** models multicultural new **Nissan** north\_America online organization OSHA Pepsi **PepsiCo** poker production  
products Prudhoe\_bay refinery **Renault** rivals Russia **safety** **sales** snacks **strategy** subsidies targets Texas\_city **Unilever**

# Words that collocate with 'markets'?

overseas

financial

markets

target

new

# Concordance of 'markets' (from Wmatrix)

21 occurrences.

mpelling it to make changes in its markets , products and its organization . T  
r decisions on acquisitions in key markets . While it does not aspire to overt  
led to look for growth in emerging markets , such as Eastern Europe , Russia a  
wers , who are turning to emerging markets to make up the shortfall . China is  
can muster , in both products and markets . The slim aluminium bottle has als  
g companies must seek out both new markets and new ways to refresh sales in ma  
ew ways to refresh sales in mature markets . Look good and feel good with L'Or  
efocusing its strategy on emerging markets and on anti-ageing products , as th  
n targeting products to particular markets . The cost-cutting revival plan was  
e market , the US and other global markets , primarily China . Slowing sales i  
its Infiniti brand in a number of markets including the Middle East , South ,  
pressures are mounting in emerging markets , where manufacturers are focusing  
seeking to expand in international markets . By contrast , PepsiCo looked main  
o produce these products for local markets . Increasing international sales ha  
he fastest growing overseas snacks markets , while the Middle East , China and  
behind Coke in most international markets . Both companies see emerging marke  
kets . Both companies see emerging markets as the brightest prospects for grow  
re becoming more discerning in all markets . In response , as in the period of  
re raw materials and nurture local markets for 1.5 manufactured products . As  
eaders or in second place in their markets , with potential to grow . In foods  
trating on developing and emerging markets . Asia and Africa now account for 2

# Noun frequency (by lemma).

Concordance  
Word List  
Word Sketch  
Thesaurus  
Find X  
Sketch-Diff



Save  
< Concordance  
Sample  
Last (10)  
Filter  
Frequency  
Node tags  
Node forms  
Doc IDs  
Collocations  
ConcDesc



## Frequency list

Frequency limit:

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	<a href="#">lemma</a>	<a href="#">Freq</a>	
<a href="#">p/n</a>	company	73	<div style="width: 73%;"></div>
<a href="#">p/n</a>	market	51	<div style="width: 51%;"></div>
<a href="#">p/n</a>	US	35	<div style="width: 35%;"></div>
<a href="#">p/n</a>	product	34	<div style="width: 34%;"></div>
<a href="#">p/n</a>	sale	31	<div style="width: 31%;"></div>
<a href="#">p/n</a>	brand	31	<div style="width: 31%;"></div>
<a href="#">p/n</a>	growth	27	<div style="width: 27%;"></div>
<a href="#">p/n</a>	Nissan	27	<div style="width: 27%;"></div>
<a href="#">p/n</a>	consumer	23	<div style="width: 23%;"></div>
<a href="#">p/n</a>	gambling	21	<div style="width: 21%;"></div>
<a href="#">p/n</a>	BP	21	<div style="width: 21%;"></div>
<a href="#">p/n</a>	group	18	<div style="width: 18%;"></div>
<a href="#">p/n</a>	Boeing	18	<div style="width: 18%;"></div>
<a href="#">p/n</a>	Airbus	18	<div style="width: 18%;"></div>
<a href="#">p/n</a>	strategy	17	<div style="width: 17%;"></div>
<a href="#">p/n</a>	PepsiCo	17	<div style="width: 17%;"></div>
<a href="#">p/n</a>	Heineken	17	<div style="width: 17%;"></div>
<a href="#">p/n</a>	business	16	<div style="width: 16%;"></div>
<a href="#">p/n</a>	management	15	<div style="width: 15%;"></div>
<a href="#">p/n</a>	casino	13	<div style="width: 13%;"></div>
<a href="#">p/n</a>	state	12	<div style="width: 12%;"></div>
<a href="#">p/n</a>	people	12	<div style="width: 12%;"></div>
<a href="#">p/n</a>	Unilever	12	<div style="width: 12%;"></div>
<a href="#">p/n</a>	CEO	12	<div style="width: 12%;"></div>

www.sketchengine.co.uk/

# brand(s), market(s) or strategy(ies)?

its home market, the US and other global markets, primarily China. Slowing sales in Japan than its rivals in entering the Chinese market, announcing a 50/50 joint venture with competitive pressures are mounting in emerging markets, where manufacturers are focusing on small board. With Quaker Oats came Gatorade, the market leader in energy drinks, further diversifying

1990s, BP embarked on a new environmental strategy. In 1997, it became the first large oil that the purchase would enhance its core strategies of building brands in beauty products, matured, the companies evolved divergent strategies. Coke remained focused on carbonated beverages strike a balance between global and local strategy. The new CEO and the more streamlined management

corporate performance. The company's range of brands offers abundant variety. Consumer brands which used it for a version of its premium brand, Michelob, aimed at the younger consumer health-conscious consumers, Pepsi's established brands have had a sizable head start. It owns

## Vocabulary in context

Organisation focus: L'Oreal, Unilever, Heineken

- Identify the company's established and premium **strategies/brands/markets**.
- Which **brands/markets/strategies** has the company targeted in recent years?
- Evaluate the company's core **markets/brands/strategies** in recent years.  
What recommendations would you propose?



**Verbs that collocate with a/the market e.g. enter a market**

**Verbs**

enter

penetrate

dominate

break into

capture

corner

saturate

monopolise

**a market**

A diagram consisting of eight blue lines that originate from the left side of the page, each starting from one of the verbs listed. These lines converge towards the right side of the page, where they all point towards the text 'a market'. The lines are of varying lengths and angles, creating a fan-like effect that visually links each verb to the noun 'a market'.



# More sample activities

See handout

# Noticing activities: what's the difference between 'global' and 'international'?

10 occurrences.

re the two main competitors in the global aircraft market . In this industry companies have become increasingly global , making the notion of 'national' p company to warn of the dangers of global warming and the use of fossil fuels pany , has found itself drawn into global competitive pressures in beer marke es in 18 years . Of the company 's global workforce of 52,000 , 11,500 are in nder this new arrangement , as the global competitive environment becomes eve its home market , the US and other global markets , primarily China . Slowing umer products which has remained a global powerhouse for decades . Others are fferences , were less conducive to global marketing . For example , tomato so im was to strike a balance between global and local strategies . The new CEO

11 occurrences.

( see Figure 2 ) , particularly international traffic , which is growing more policy of staff development and international mobility ( Tiemen , 28 April 200 averages , seeking to expand in international markets . By contrast , PepsiCo t it is increasingly focused on international expansion . Its international ac n international expansion . Its international activities are managed by a sepa y a separate division , PepsiCo International , which is responsible for both for local markets . Increasing international sales have also helped to offset e American soft drinks market . International revenues are now more than a thi roup total of \$10 billion , and international profits account for 22% of a tot epsi trails behind Coke in most international markets . Both companies see eme is keen to keep up the pace of international expansion . PepsiCo , like Coke

- 
- Time for a kibbitzer.....(see Johns 1991)

Lead-in activity: Match the nouns (competition, innovation, production) to the quotes (Karl Marx, Steve Jobs, Walt Disney).

- a) 'I have been up against tough competition all my life. I wouldn't know how to get along without it.'  
- **Walt Disney**
  
- b) 'Innovation distinguishes between a leader and a follower.'  
- **Steve Jobs**
  
- c) 'The production of too many useful things results in too many useless people.'  
- **Karl Marx**

# Compare business case study sample with sample from BAWE corpus

Concordance  
Word List



Save  
View options  
KWIC  
Sentence  
Sort  
Left  
Right  
Node  
References  
Shuffle  
Sample  
Last (10)

Corpus: British Academic Written English Corpus (BAWE)  
Hits: 180 (21.6 per million)

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BAWE-2.txt	the potential to increase as both target <b>markets</b> /NN2/I2.2/running-text , others and singles respectively, increase
BAWE-2.txt	\$225 for singles. Therefore although the <b>markets</b> /NN2/I2.2/running-text are advantageous in that the growth rates
BAWE-2.txt	exploiting growing and investing in new <b>markets</b> /NN2/I2.2/running-text . Jolly SU has had a disappointing last
BAWE-2.txt	16.3% and 7.6% of the Others and Singles <b>markets</b> /NN2/I2.2/running-text . b) SULISULI has performed better than
BAWE-2.txt	for VUDU salesGrowing Singles and Others <b>markets</b> /NN2/I2.2/list for SUSI (once modified)ThreatsWell tailored
BAWE-2.txt	competition within the EU and the EU single <b>markets</b> /NN2/I2.2/running-text global competitiveness was clear rationale
BAWE-2.txt	and costs, increased competition in public <b>markets</b> /NN2/I2.2/running-text and liberalisation of financial markets
BAWE-2.txt	markets and liberalisation of financial <b>markets</b> /NN2/I2.2/running-text . Estimations on completing the internal
BAWE-2.txt	broadening the firm's reach across different <b>markets</b> /NN2/I2.2/running-text and technologies. At present the majority
BAWE-2.txt	Telefónica's area of expertise: emerging <b>markets</b> /NN2/I2.2/running-text .". Chris Alliot, analyst at Nomura International
BAWE-2.txt	achieve growth outside of their current <b>markets</b> /NN2/I2.2/running-text . Sources: The above case was based on material
BAWE-2.txt	services with a strategy focused on emerging <b>markets</b> /NN2/I2.2/running-text particularly in Latin America. It now faces
BAWE-2.txt	development and diversification; entering new <b>markets</b> /NN2/I2.2/running-text (UK and Germany) and using products away
BAWE-2.txt	services in the Spanish and Latin American <b>markets</b> /NN2/I2.2/running-text . However the deal represents a greater

<http://www.coventry.ac.uk/researchnet/BAWE/Pages/BAWE.aspx>

# Challenges and limitations

- Small, specialised corpus
- Vocabulary focus only part of the provision – discrete or integrated?
- Co-operation of subject-specialists important
- Materials development time consuming

# Recommendations

- Expand the corpus to test findings
- Link vocabulary selection and focus to research-based learner needs
- Continue to liaise closely with subject-specific tutors
- Use corpus to create range of useful, engaging materials
- Integrate activities with other skills
- Produce word lists? (Collocations - Durrant, 2009)
- Keep it Very Specific!



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