

# ENTREPRENEURSHIP FOR ENGLISH MAJOR

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English for Specific Purposes

Week 10

# English for Specific Purposes

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# Meaning of English for Specific Purposes

English for specific purposes is an approach to language teaching that targets the current and/or future academic or occupational needs of learners, focuses on the necessary language, genres, and skills, to address the needs, and assists learners in meeting the needs through the use of general or specific teaching material and method (Anthony, L. 2018).

*Source: Anthony, L. (2018). Introducing English for Specific Purposes. United Kingdom: Taylor & Francis.*

# Scope of English for Specific Purposes

Key issues in the teaching of English for specific purposes are how to identify learner needs, learner participation, and learner progress until the learner succeeds to master the course.

There are two scopes of English for specific purposes that we have today Hutchinson and Waters (1987) do note that there is English for Academic Purposes (EAP) and English for Occupational Purposes (EOP) in ESP.

*Source; Hutchinson, T., & Waters, A. (1987). English for specific purposes. Cambridge university press.*

# English for Academic Purposes (EAP) and English for Occupational Purposes (EOP)

English for Academic Purposes (EAP)	English for Occupational Purposes (EOP)
EAP is a branch of ESP in that the teaching content is matched to the requirements of the learners.	EOP is a branch of ESP and covers the situation in which learners are studying English for work-related reasons.
EAP students are usually higher education students.	EOP learners are likely to be adults.
Learners need to learn English in order to succeed in your academic careers.	Learners need to learn English in order to improve your job performance.
EAP teaching is task-based, using the types of academic tasks commonly found in higher education	EOP was also seen as an opportunity for personal development among those who have a long-term goal to improve English communication skills for work and life.
EAP courses is the close attention that is paid to the learners' aims and what you are working on, studying, or planning to study.	You may have not succeeded as a language learner in the past.

*(Safdar, 2017)*

# Ventures of English for Specific Purposes

- **Business English for Workers**
- **English for Hospitality**
- **Event Organizer for Academic Event**

# Business English for Workers

Business English is also designed for people who want to learn the English language proficiency in the professional setting. This course covers essential English phrases constructions for a wide range of common business scenarios. In details, this course develops language and skills that are important in common business situations as clearly elaborated in below syllabus. These materials will be very helpful to enhance the learner's major English skills which are: listening, reading, speaking, writing as well as grammar.

# Business English for Workers

## What do you learn in business English?

- Understanding of vocabulary used in business and professional settings
- Business writing
- Delivering presentations
- Giving opinions
- Negotiating
- Describing graphs and charts
- Conducting and Taking part in meetings

# Skills Needed for Business English

## **Presentation Skill**

A business presentation is a purpose-led summary of key information about your company's plans, products, or practices, designed for either internal or external audiences. It is necessary to have good presentation skills in order to explain all the details about your company product/service. When you are presenting you have to be ready with your material and your body because the audience not only pays attention to your presentation but your gesture, hand gesture, and mimics as well.

<https://busyteacher.org/11559-10-english-skills-students-need-business.html>

# Skills needed for Business English

## Small Talk

Whether it is a formal or informal situation you have to make small talk with your colleagues. A break time is a great time to start small talk skills. Here you can start to talk about your interest and your colleague's interest to build chemistry. Lining up conversation partners is a great way to help with small talk, too. Make sure you know which subjects are appropriate for small talk (weather, entertainment, sports, and celebrities to name a few) and the vocabulary with which to discuss them.

<https://busyteacher.org/11559-10-english-skills-students-need-business.html>

# Skills needed for Business English

## Emailing Skill

We live in an electronic society, and many offices are making strides to go paperless. This means that email is essential in the business field. Send out details on business letters, company information, business document, etc. Sending emails inside and out-site of the company must be specific and to the point. There is no intonation in written expression, meaning that, it is important to make sure the use of your language in the email is correct contently and grammatically.

<https://busyteacher.org/11559-10-english-skills-students-need-business.html>

# Business English Course Preparation

- Observes the specific needs of Business English
- Pitch the targeted clients
- Offer the topic of materials
- Prepare the contract agreement

# English for Hospitality

English for the Hotel Industry is designed for those professionals who work in the hospitality industry, interact with corporate and international clients, aim to go and work in English-speaking countries, or just want to improve English language abilities. Essentially, it simulates situations where you might need English to talk to your clients, guests, tourists, and customers (Viswamohan, 2012).

# Skills Needed in English for Hospitality

- Speaking and Listening Skills
- Writing and Reading for Residential marketing and intermediary tourist services (Travel Agencies, Operators)
- English skills in scientific research related to tourism

# English for Hospitality Course Preparation

- Syllabus and Certificate

<https://drive.google.com/drive/folders/1P4EgmyAzateQ5A2RkiKVjHvcC7DXZt4i>

- Collaboration with hotel

- Practical Activity

<https://hospitalitystudy.eu/hospitality-online-courses/>

<https://dokumen.tips/documents/syllabus-for-english-for-tourism.html?page=1>

# Event Organizer for Academic Event

Event Organizers, also known as event coordinators or event specialists, are responsible for organizing and managing every aspect of an event. The duties include conceptualizing theme ideas, planning budgets, booking venues, liaising with suppliers and clients, managing logistics, and presenting post-event reports. As the event planner, you should be an expert multitasker with impeccable attention to detail. The best person for this role will have an extraordinary ability to foresee risks and anticipate needs so that attendees are impressed and entirely satisfied by the time each event comes to a close.

*Source; <https://www.betterteam.com/>*

# Skills Needed in Event Organizer

- Excellent organizational skills with the ability to multitask
- Strong communication and interpersonal skills
- Creative, out-of-the-box thinking
- Ability to lead a large team and delegate tasks effectively
- Expert time management skills

*Source; <https://www.betterteam.com/>*

# Offline vs Online Event Organizer

- Reach
- Multitasking
- Technical Limitations
- Budget

## WORKSHOP vs SEMINAR vs SYMPOSIUM vs CONFERENCE

Visit [www.PEDIAA.com](http://www.PEDIAA.com)

WORKSHOP	SEMINAR	SYMPOSIUM	CONFERENCE
A workshop is a meeting where a group of people learn about something through intensive discussions and activities related to it	A seminar is a form of academic instruction, either at an academic institution or organized by a professional organization	A symposium is a meeting at which a number of experts in a particular field discuss a particular subject	A conference is a formal meeting of people with shared interests, involving discussion, problem-solving, and consultation
Not very formal	Not very formal	Very formal	Formal
Tend to focus on a specific subject or topics	Can focus on more general topics	Tend to focus on a specific subject or topics	Can focus on more general topics
Offer more practical activities	Does not offer lot of practical activities	No practical activities	No practical activities
Can be one-day workshops or may continue for several days	Conducted in one day though they can be recurrent	Usually completed within one day	Can last for several days



# THANK YOU

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# Original Source:

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<http://dx.doi.org/10.17507/tpls.0902.05>

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<https://dokumen.tips/documents/syllabus-for-english-for-tourism.html?page=1>

<https://www.betterteam.com/>

<https://pediaa.com/what-is-the-difference-between-workshop-seminar-symposium-and-conference/>