
Why are they here?

What motivates Business English students?

Method

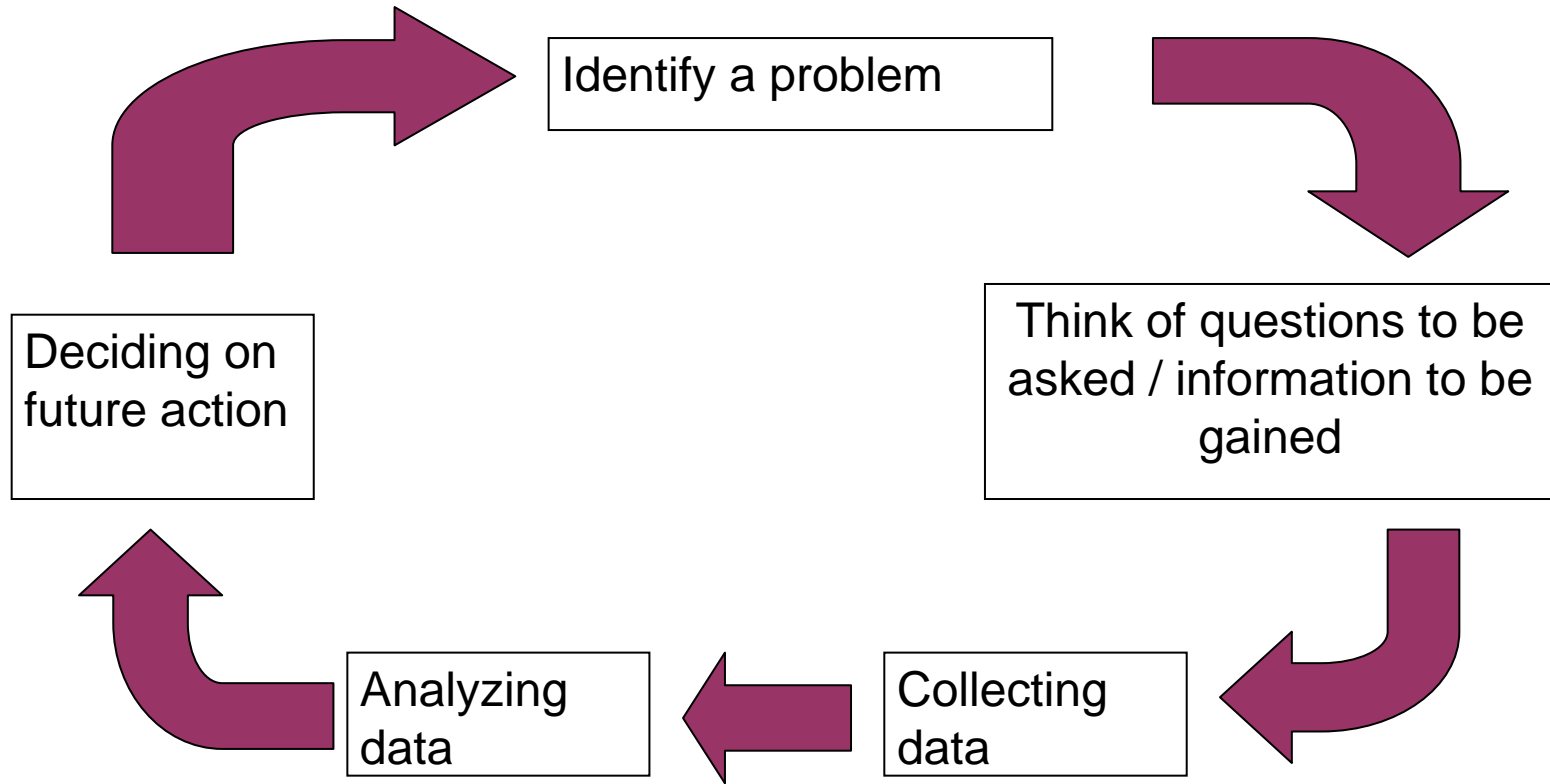


Fig 1: Harmer's action research cycle.

Why are they here?

What motivates Business English students?

■ Company A

- Perk
- Available to all
- Ongoing training
- No testing
- Attendance (weak control)

(48 students)

Total: 71 of a possible 105 = 68%

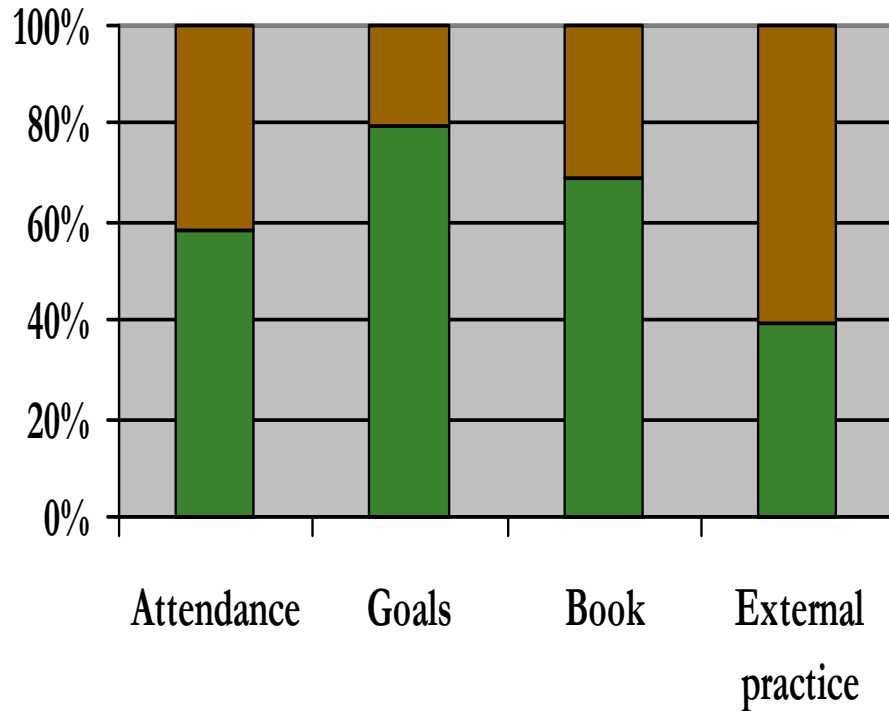
■ Company B

- Privilege
- Exclusive
- Blocked training
- Testing
- Attendance (strong control)

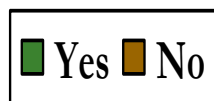
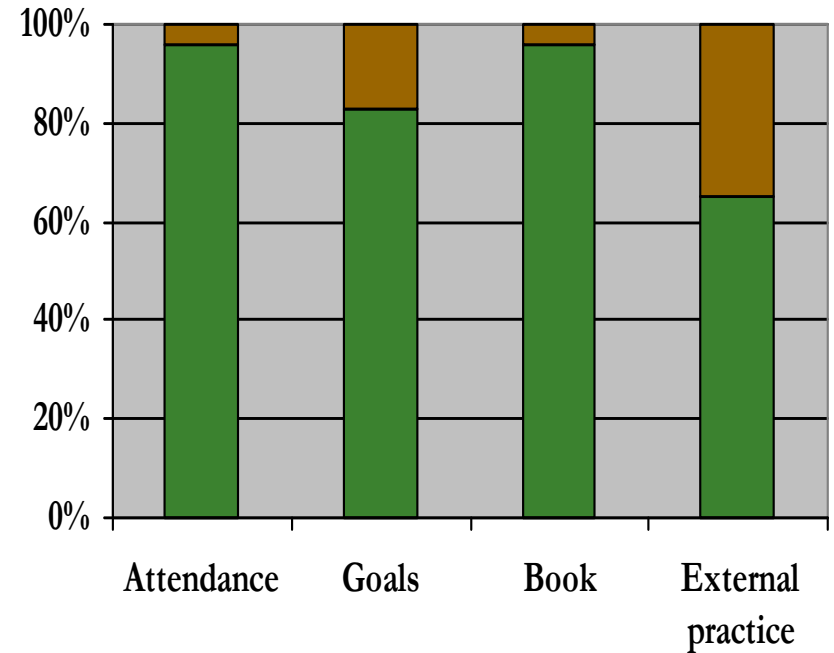
(23 students)

Findings

■ Company A



■ Company B



Checklist for course planners/ HR executives

1. Make participants invest
2. Level progression with reward/ recognition
3. Making training exclusive
4. Regularly check attendance
5. Set up courses according goals/ expectations

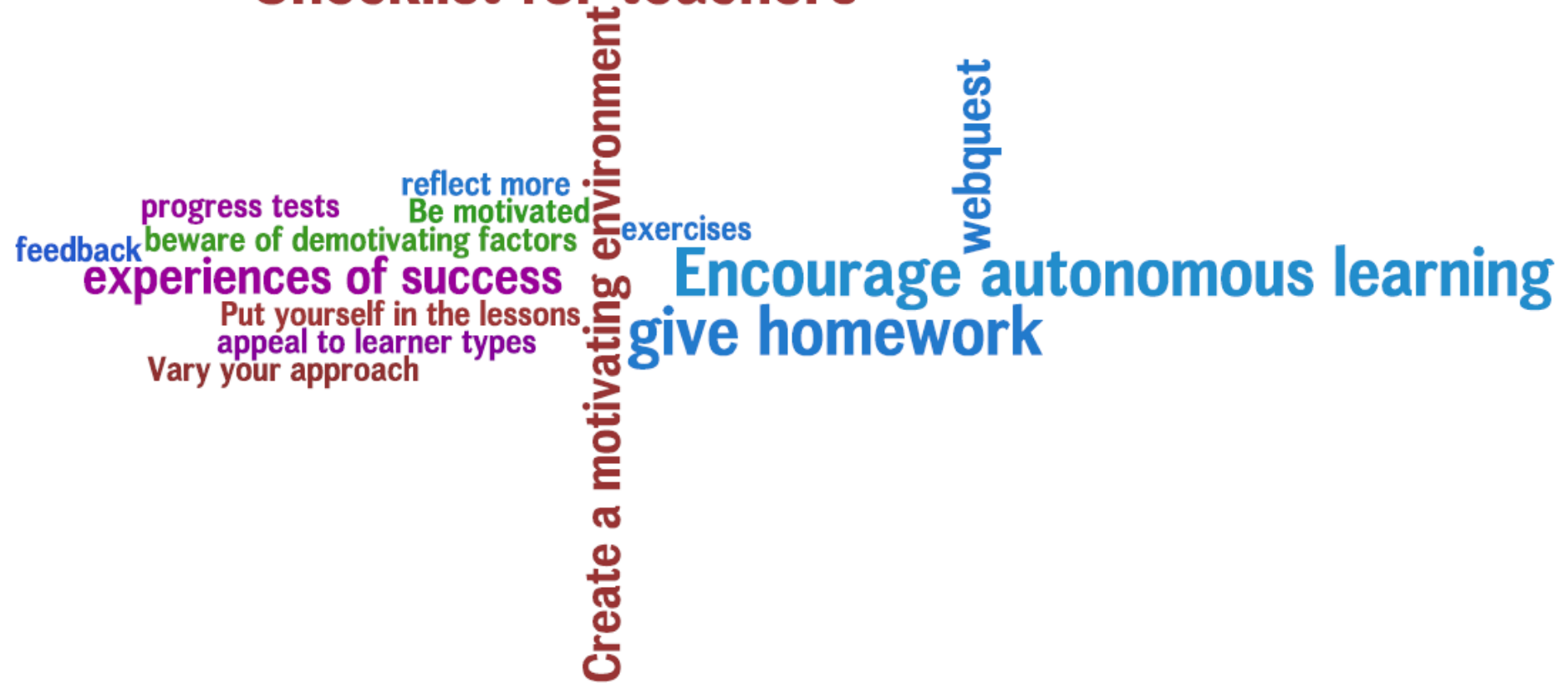
Checklist for teachers

1. Create a motivating environment
2. Vary approach and methodology
3. Put “yourself” in the lessons
4. Reflect more
5. Give regular progress tests
6. Give homework
7. Encourage autonomous learning

A word cloud centered around the title "Checklist for course planners/HR executives". The words are in various colors (green, blue, red, purple) and sizes. The most prominent words are "interests", "more desirable", "exclusive", "motivation", "participants invest in the course", and "certificate". Other words include "goals", "course book", "needs", "reward level", "increase ownership", "training", "attendance check", "level progression system", "course completion", and "value for money".

goals course book
interests Checklist for course planners/HR executives needs
participants invest in the course exclusive
more desirable reward level increase ownership motivation
level progression system training attendance check
certificate course completion value for money
boost motivation

Checklist for teachers



References and useful links

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Harmer, J. (2007) **The Practice of English Language Teaching**. Essex, Pearson Education Limited.

Nunan, D. (2006) **Research Methods in Language Learning**. Cambridge, Cambridge University Press.

Pinker, S. (1997) **How the Mind Works**. London, Penguin Group.

http://www.cornelsen.de/sixcms/media.php/386/Speed_Podcast%234_Setting%20up%20homework.zip –

A podcast on getting students to do homework and encouraging autonomous learning by Mike Hogan & Anne Hodgson as part of the Up to Speed resource pack by Cornelsen.

<http://www.usingenglish.com/articles/why-your-students-dont-do-their-homework.html> - An article from usingenglish.com which suggests ways to get your students to do more homework.