AN OUTLOOK ON THE TEACHING OF BUSINESS ENGLISH FOR POSTGRADUATE STUDENTS IN THE ALGERIAN UNIVERSITIES: TAHRI MOUHAMED UNIVERSITY AS CASE STUDY

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ABSTRACT

In order to ensure bridging the gap between the fieldworks' demands and the teaching outcomes, English for Specific Purposes courses stand in all of the Algerian universities and within its variant specialties and try to maintain the balance. The teaching of ESP in general and of Business English in particular for postgraduate business students presents a challenge for the ESP practitioners since they are pretended to provide both general knowledge of the language and specific Business English required to fulfill the different tasks the students are supposed to deal with in the academic spheres or the professional ones. Those practitioners, who are in reality general English teachers, are supposed to teach ESP learners' centeredness classes and to cover their growing needs of the language. However, this situation reveals a number of significant obstacles which enhance the teaching objectives from reaching its ends. Despite the fact that the review of literature related to Business English insisted on the professional demands which are beyond the linguistic circle to reach the specialized register, ESP classes are still twining with general language ones and deprived from meeting the doctorate students academic as well as professional desires. Therefore, the present study tries to shed some light on the teaching/learning situation and to draw a profile of the target needs of these researchers and then consider them while designing a suitable syllabus appropriate to their fields of interests.

Keywords: English for Specific Purposes, Business English, teaching/learning situation, learners' centeredness.