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1<sup>st</sup> International CILS Conference*

Enhancing learning by using innovative learning materials for business students

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Abstract

Finding the right teaching materials is one of the most important tasks a teacher has to undertake. Nowadays, even if there is a great selection of coursebooks for teaching Business English, it is may be difficult to find the one that would suit the needs of particular learners. Even though published language materials are written by experienced and qualified writers they do not always match the teaching programme designed for specific learners. Teachers may find themselves needing to develop their own materials or add supplementary materials to enhance their lessons.

In this paper we aim to discuss the principles of writing effective language learning activities for business setting. We will show what activities work well in our classrooms. In an effort to put our students in control of their learning and thus to foster language learning it is necessary to supply them tasks that are challenging, but not discouraging.

Published coursebooks often require previous business knowledge background. Majority of full-time students have no experience in doing business, so they need to be provided with extra information by suggesting access to the relevant information, supplying them with additional learning tasks or adapting existing teaching materials. Students who take Business English courses at our university are not all at the same level of language and business knowledge.

*Università della Calabria - Italy  
December 14th - 16th, 2009*

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Some of them need more grammar practice activities, some activities for developing business vocabulary, others access to business background information. For better involvement of learners in the teaching process we want to give them helpful tools to become more self-sufficient. One of the way of doing it by using the University e-Portal, which enables teachers to provide students with teaching materials as well as discuss selected topics and check students' assignments.

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