

Business Portuguese: Analysing students' preferences

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Motivation

Growing interest for Portuguese language

Lack of teaching resources for Business Portuguese

Intercultural approach

Need for online Business Portuguese courses

Objectives of the study

Analyse the current situation of free Business Portuguese courses online

Point out target learners' motivations for learning Business Portuguese

Identify target learners' preferences and suggestions

Assess the presence of intercultural approach on online courses

Creating content for an online Business Portuguese course

Theory behind the study



Portuguese Language

- Spoken by 250 million people
- Official language in 8 countries (Africa, Asia, Europe, South America)
- 5th most used language on the Internet



E-Learning

- Self-paced learning modules
- Flexibility in terms of space and time – reduced costs
- Attractive features for companies that need Business Portuguese Training

Theory behind the study



Language for Specific Purposes

- Importance of needs analysis
- Authentic teaching resources
- Teacher as a facilitator of learning



Intercultural approach

- Highly valued in a globalized and multicultural world
- Very important to International Business and professions in general



Online Business Portuguese courses

- Task-based learning
- Usability

Website analysis

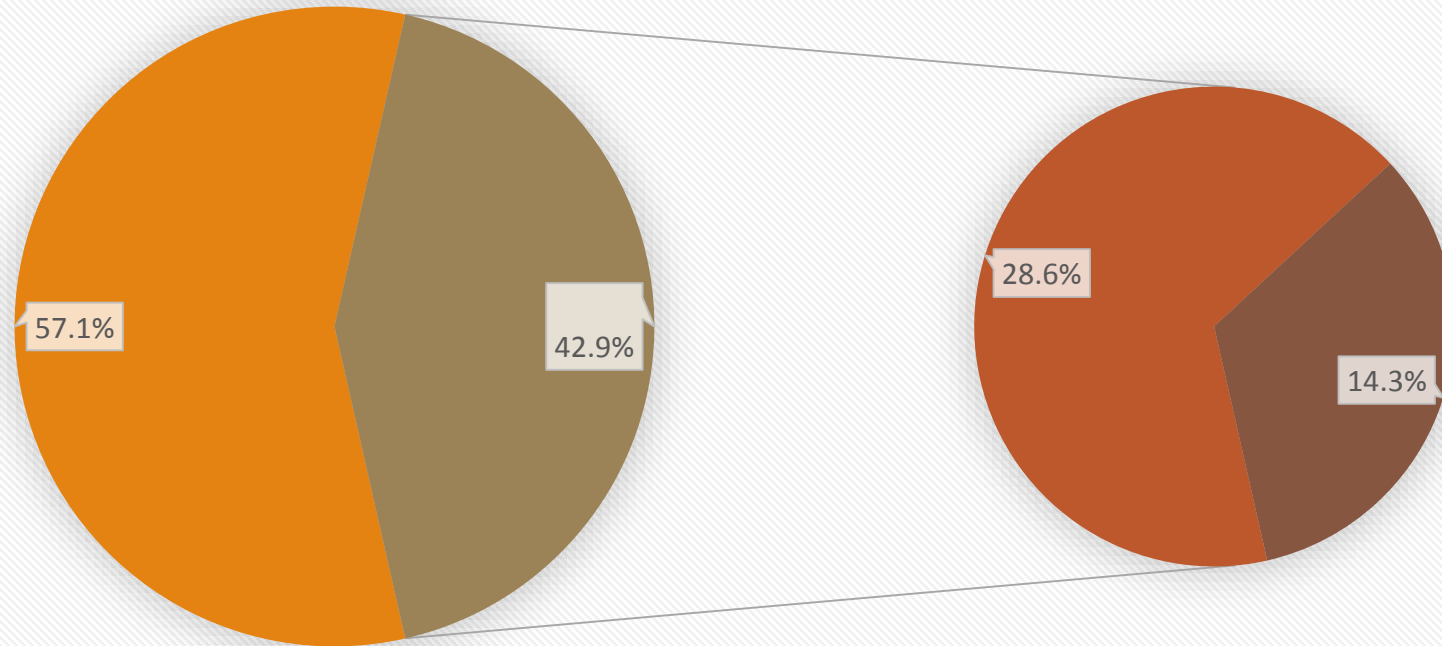
Conclusions:

- Institutional websites provide free access and a higher quantity of content/material
- Usability issues in most websites
- Clear interest in Intercultural competence but not developed
- Very little use of authentic teaching materials
- Very little interaction teacher-students and students-students
- Majority of courses do not specialize in Business Portuguese

Name of Websites	
1	<i>Babbel</i>
2	<i>BBC – Talk Portuguese</i>
3	<i>Busuu</i>
4	<i>Falando de Negócios - Universidade do Texas</i>
5	<i>Easy Portuguese</i>
6	<i>Say it in Portuguese: A Conversation Guide - Camões, I.P.</i>
7	<i>Learning Portuguese Online</i>
8	<i>Learn Portuguese Now</i>
9	<i>Learn Portuguese With Rafa</i>
10	<i>Linguasnet</i>
11	<i>Livemocha</i>
12	<i>Rocket Languages</i>
13	<i>Street Smart Brazil</i>
14	<i>Tudo Bem Portuguese</i>

Website analysis

Online Business Portuguese Courses



- Websites with no Business Portuguese content
- Websites with paid access to Business Portuguese content
- Websites with free access to Business Portuguese content

Survey on Business Portuguese Courses

Methodology

Survey applied to 32 Business Portuguese students (29 valid questionnaires)

Students from Universities and language schools (state and private)

Students from Europe, North and South America and China

Observed facts

Courses cover topics related to Business Portuguese

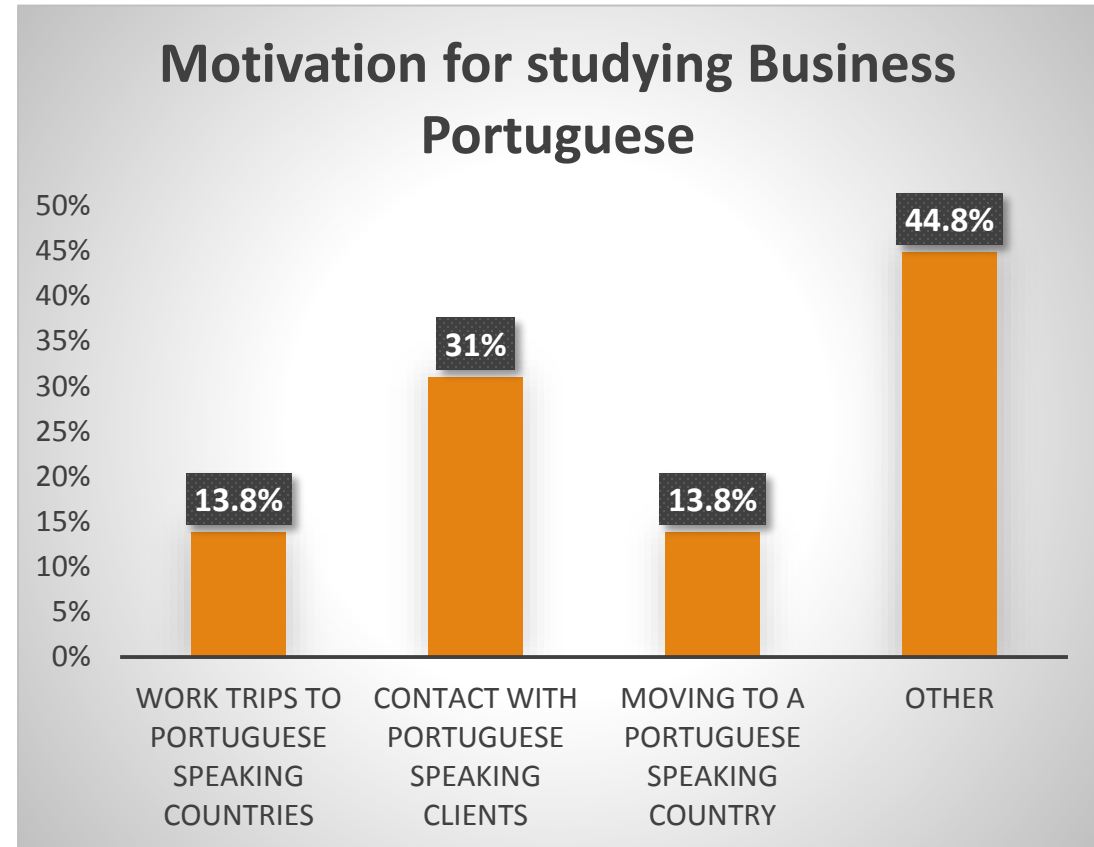
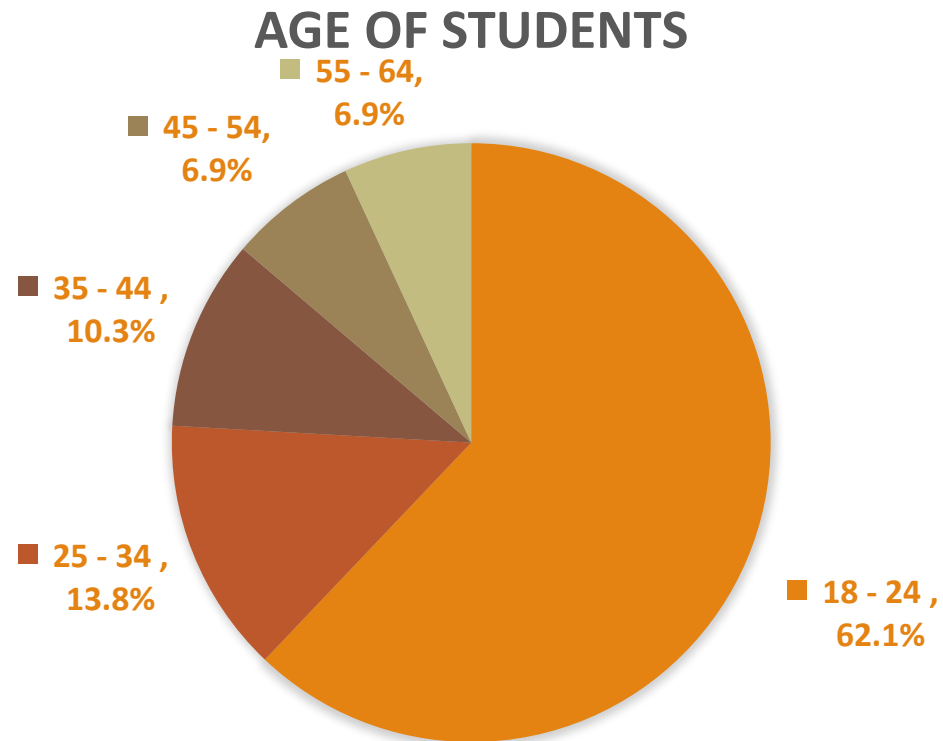
Variety of activities and resources

Mainly grammar exercises, tests and homework

Little time dedicated to develop speaking skills

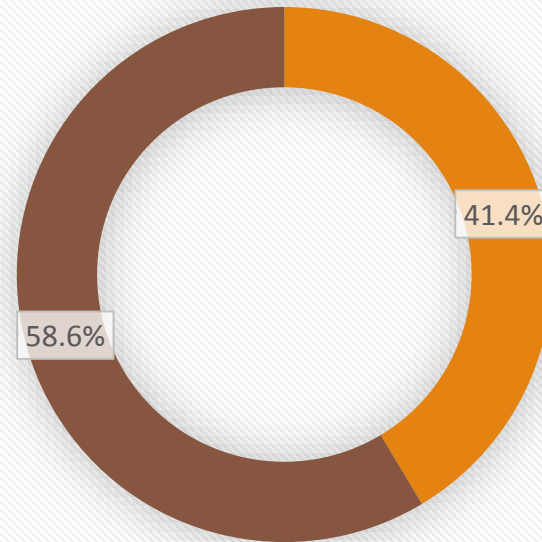
Limited debate on cultural topics related to the Business Portuguese world

Survey on Business Portuguese Courses



Survey on Business Portuguese Courses

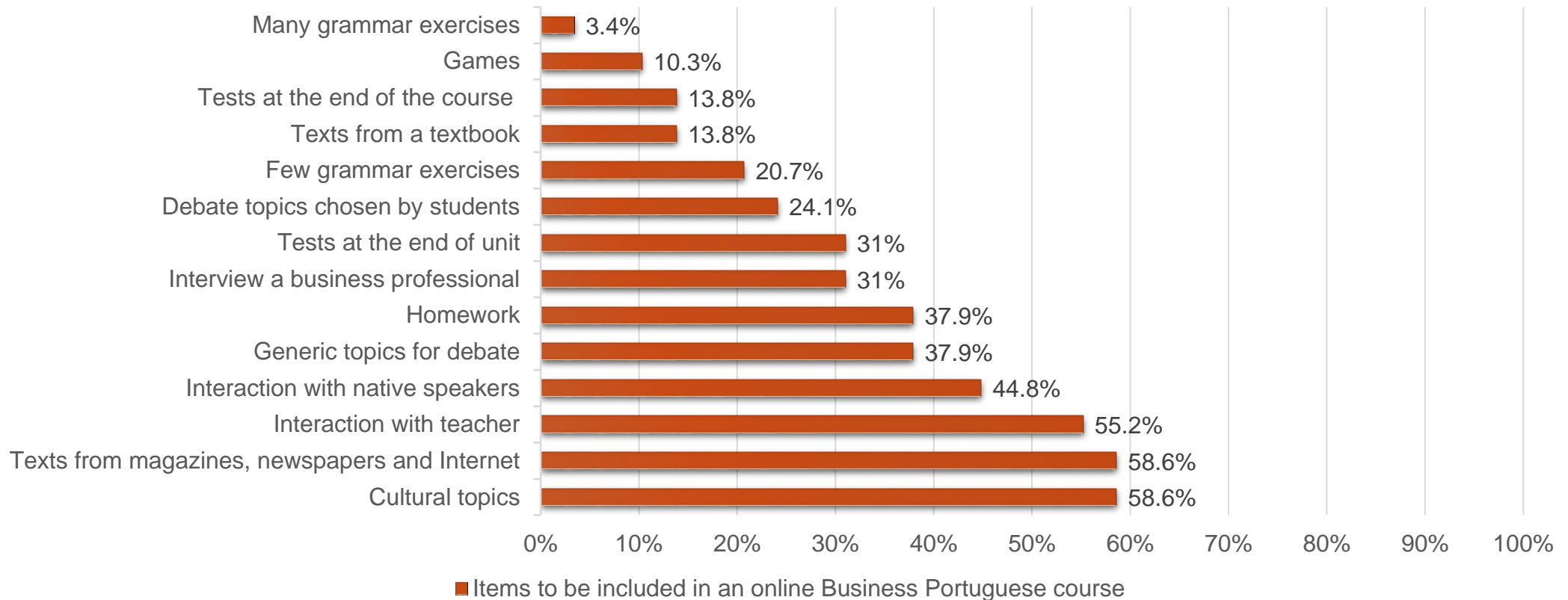
Course covers cultural topics



■ Yes ■ No

Survey on Business Portuguese Courses

Items to be included in an online Business Portuguese course



Survey on Business Portuguese Courses

Conclusions

Courses provide a large amount and variety of written learning resources

Courses use very little audio-visual input (sound, video, image)

Students would be interested in attending an online course but do not know any website of such kind

Students suggest a more variety of input, more interaction with native speakers and more debate on cultural topics related to the business world in Portuguese speaking countries

Online Portuguese Business Course

Target learners

Level B2 students (European Common Framework for Languages)

Guidelines

Information about the business world in Portuguese – authentic situations/materials

Interaction with native speakers – focus on speaking

Synchronous and asynchronous interaction between students – collaborative learning

Intercultural competence

Grammar

Direct connection between course activities and students' professional tasks

Online Portuguese Business Course

Example - Collaborative activity



2.3. O que sugere para evitar situações como a representada na imagem?

- i) Discuta com os seus colegas no *Skype* as melhores recomendações para os profissionais que frequentam reuniões de negócios internacionais.
- ii) Depois crie uma ata especificando o que foi discutido e a que conclusões chegaram em conjunto. Use o *Google Docs* para construir um texto em conjunto com os seus colegas de forma assíncrona. Cada um pode usar uma cor diferente para as suas contribuições.
- iii) Se os seus colegas de curso forem de uma cultura diferente da sua, simule o comportamento adequado a ter numa reunião multicultural sempre que interagir com eles.

Online Portuguese Business Course

CONCLUSIONS

Very few free Business Portuguese resources online

Interaction with native speakers and intercultural competence not given enough attention

Growing interest in online Business Portuguese courses



Need to develop online Business Portuguese Courses

Authentic input

Focus on interaction

Intercultural competence

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