Abstract

The study seeks to propose a teaching model to develop English language proficiency among students enrolled in management programmes in Kerala. The identification of the exact nature of the proficiency problem is done through a pilot test on a sample section of the population in this study. Having pinpointed the problem, the model, which is a synthesis of the task-based model and the original English for Specific Purposes (ESP) model for curriculum design, is drawn up. Incorporated into this framework is the proposed teaching methodology which combines the concepts of consciousness-raising with the traditional task based teaching methodology.

On the basis of the model, a needs analysis is carried out at the b-school level and at the corporate level. The findings of the needs analyses are used to formulate the course design, the teaching learning process and the ongoing assessment.

The course thus formulated is then applied in an experimental study on a sample of the population. A partial intervention is implemented to study the efficacy of the new methodology in the achievement of one of the course objectives. A before–after testing procedure on a control and experimental group is used and the results are analysed and interpreted.

Keywords: teaching model, needs analyses, task-based, consciousness raising, ESP model, course design, teaching-learning process.