

**UNIVERSIDAD AUTÓNOMA DE BAJA CALIFORNIA
FACULTAD DE IDIOMAS**



**DESIGN OF AN INTERMEDIATE ENGLISH COURSE FOR ADMINISTRATIVE
STAFF IN THE MANUFACTURING INDUSTRY**

Para obtener el Grado de Maestro en Lenguas Modernas

Presenta

Francisco Javier López Soto

Tijuana, Baja California, junio de 2019

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Aprobado por:



Dra. Myriam Romero Monteverde
Directora



Dr. Nahúm Samperio Sanchez
Codirector



Dra. María del Rocío Domínguez Gaona
Lectora

Tijuana, Baja California, junio de 2019

Index

Abstract	10
Chapter 1: Introduction	11
1.1 Conceptual Framework.....	12
1.2 Background Information	13
1.3 Context	14
1.4 Problem Statement	15
1.5 Objectives	17
1.6 Justification.....	17
Chapter 2: Theoretical Framework	22
2.1 Previous Work on Engineering/Industrial English	22
2.2 Fundamentals of Second Language Acquisition	27
2.3 Language Teaching Methodology.....	29
2.3.1 The Communicative Approach.....	30
2.3.2 Content-Based Instruction.....	31
2.3.3 English for Specific Purposes.....	33
2.3.4 Toyota Production System.....	35
2.4 Course Design	37

2.4.1 Needs analysis	38
2.4.2 Objectives	39
2.4.3 Course content	40
2.4.4 Learning strategies	40
2.4.5 Material selection	41
2.4.6 Other considerations	41
Chapter 3: Methodology	43
3.1 Phase 1: Documentary Research and Problem Delimitation	44
3.2 Phase 2: Needs Analysis	44
3.2.1 Subject Sample	45
3.2.2 Needs Analysis Device.....	46
3.2.3 Analysis Procedure	54
3.3 Phase 3: Course Design	56
Chapter 4: Results	59
4.1 Results of the Needs Analysis Device.....	59
4.1.1 Demographic information	59
4.1.2 Open questionnaire	61
4.1.3 Likert scale survey results	65

4.2 Course Description	72
4.2.1 Purpose	72
4.2.2 Unit 1	73
4.2.3 Unit 2	74
4.2.4 Unit 3	76
4.2.5 Teaching strategies	77
4.2.6 Evaluation criteria	78
4.2.7 Teacher profile	79
Chapter 5: Conclusions	80
5.1 Revisiting the objectives	81
5.2 Revisiting results	82
5.3 Revisiting theory	83
5.4 Limitations	85
5.5 Further improvement and follow-through	86
References	88
Annexes	92
Annex A – Needs Analysis Device	92
Annex B – SPSS Tables	93
Annex C – Language Course	98

Figure Index

Figure 1: ESP course design	38
Figure 2: Course design flow chart	57
Figure 3: Motivation factors	62
Figure 4: Short-term goals	62
Figure 5: Long-term goals	65
Figure 6: Difficult aspects	66
Figure 7: Case issues	63
Figure 8: Section A – Language attitude	64
Figure 9: Section B – Language applications	68
Figure 10: Section C – Linguistic context	69
Figure 11: Section D – Improvement objectives	70

Table Index

Table 1: Demographic data.....	60
Table 2: Needs, lacks and wants	71
Table 3: Section A – Language attitude	93
Table 4: Section B – Language applications	94
Table 5: Section C – Linguistic context	96
Table 6: Section D – Improvement objectives	97

Abstract

The following project states the procedure for the development of an English course for administrative staff in manufacturing companies developed by analyzing their particular needs and aimed at improving the critical linguistic skills necessary to perform their everyday activities. This course was designed based on the theories of learning and teaching through English for specific purposes and content based approaches. The way to develop it initially required the implementation of a mixed qualitative-quantitative research in the form of a needs analysis device applied on one sample site with middle-lower management participants; each step taken here was linked to the theory that supports this project. Having carried out the needs analysis, the data was then quantified and served as a guideline for the course content, thereby both proving the standard language course can have difficulties in meeting specific needs for the target students and formulating a tool with significant positive impact on the study subjects. An English for specific purposes course was then designed through content-based teaching methodology to address the explicit functions, needs, lacks and wants of the target demographic.