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**IMPACT OF ELT PROGRAMMES OF THE FACULTY OF
MANAGEMENT STUDIES OF RAJARATA UNIVERSITY OF SRI
LANKA ON THE ENGLISH LANGUAGE PROFICIENCY NEEDS
OF THE PRIVATE SECTOR BUSINESS ORGANISATIONS: A
CASE STUDY**



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ABSTRACT

Graduates who pass out from faculties related to management discipline have to seek employment in the private sector of the job market. A major concern of the private sector is the knowledge of English and most of the graduates find it difficult to enter the job market due to passive knowledge of English. Since the national university system enhance the knowledge English of undergraduates through ELT programmes, the English Language Teaching Units or English Language Teaching Centres are responsible for this situation. This study intended to screen the effectiveness of the ELT programmes of the faculty of Management Studies of Rajarata University of Sri Lanka with reference to English language competency needs (Target Needs) of the private sector business stakeholders by way of needs analysis. Further the study concerned the relevance and effectiveness of the syllabus and the evaluation criteria with reference to Target Needs identified.

The study was conducted in two phases. In the preliminary survey, the Target Needs of the business stakeholders were identified through a questionnaire and based on the results an English Language proficiency test was conducted for the 3rd year undergraduates who are about to join the job market to ascertain whether they possessed the required English language competencies (Target Needs) of the stakeholders. In the next phase, the study moved to its major study in that the ELT syllabus and the evaluation process were examined in order to find out if they satisfied the Target Needs identified in the preliminary survey. The results of the preliminary survey established that English Language competencies of 3rd year undergraduates do not conform to the Target Needs identified. In the major study, the results revealed that the syllabus and the evaluation criteria did not positively meet with the requirements identified as Target Needs. As per the findings, the shaping up of the syllabus and the evaluation process with provision for important language skills identified, and the emphasis of oral skills in the ELT programme are vital aspects for consideration.

Keywords : Needs Analysis, Private sector business stakeholders. Target Needs, Course design. ESP, (English for Specific Purposes), Testing of English for Specific Purposes.