CASE STUDY ON STATUS QUO OF BUSINESS ENGLISH IN ACADEMIA AND FACTORS AFFECTING ACQUISITION

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ABSTRACT

The paper investigates through case studies the status of Business English as a subject in Business schools. It works to detect the social and domestic factors that play a vital role in Business English acquisition. The study has employed both quantitative and qualitative methods to elicit the best results. It aims at detecting the areas that need to be addressed for developing a pragmatic and efficient learning strategy for Business English.

KEY WORDS: Business English, language in social circles, learning strategies, reading habits, television viewing behaviour.