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A STUDY OF STUDENTS' REPORTS BASED ON 'ACCEPTABILITY'
STANDARDS FOR BUSINESS REPORTS IN THE WORKPLACE

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A Thesis submitted to the Faculty of Languages and Linguistics,
University of Malaya
in partial fulfillment of the requirements
for the degree of Masters in English as a Second Language
2000

ABSTRAK

Kajian ini adalah suatu kajian kualitatif yang meninjau syarat-syarat keperluan penulisan sesuatu laporan perniagaan. Objektif utama kajian adalah untuk mengukur sejauhmana sekumpulan pelajar berkebolehan menulis laporan perniagaan berbentuk analitikal yang mencapai tahap penerimaan yang ditentukan di tempat kerja. Seramai dua orang pengurus di sebuah organisasi di Kuala Lumpur telah membekalkan maklumat berkenaan kriteria dan ciri-ciri yang dianggap penting untuk sesuatu laporan, justeru itu memberi penilaian akan sejauhmana laporan yang ditulis pelajar-pelajar telah memenuhi kriteria tersebut. Berbentuk suatu kajian kes, data telah didapati dengan menggunakan soal selidik, temubual dan kajian dokumen. Dapatan kajian menunjukkan bahawa hampir semua laporan yang ditulis pelajar gagal memenuhi kriteria yang ditetapkan. Komen yang diberi berkenaan prestasi pelajar tersebut mungkin menunjukkan bahawa pelajar-pelajar lemah dalam penguasaan bahasa dan juga isi. Sehubungan dengan ini, beberapa cadangan untuk memperbaiki pengajaran dan pembelajaran penulisan laporan perniagaan telah diberi. Selain dari menggalakkan perkembangan kursus, signifikansi kajian ini terletak kepada potensi ia memberi ruang untuk merapatkan jurang di antara akademik dan tempat kerja.

ABSTRACT

This study is a qualitative exploration of target situation requirements for written business reports. Its main objective is to determine whether a selected group of business students are able to write an analytical report that meets with the 'acceptability' standards for business reports in the workplace. Two Senior Managers from a local organisation in Kuala Lumpur provided the necessary information on the criteria and features they believed to be important in a report as well as the extent to which the students' work met with these criteria. The study made use of the case study method, utilising questionnaires, interviews and document study as research instruments. Results show that almost all the reports failed to meet with the criteria set forth by the gatekeepers. The comments made by the gatekeepers concerning the students' performance suggest that the students lacked both language and content facility to write a business report. Based on the findings obtained, recommendations on some possible improvements to the teaching and learning of business reports were provided in the study. Besides promoting course development, the study is significant in providing for an opportunity to bridge the gap between the academia and the workplace.

ACKNOWLEDGEMENT

I owe many people who gave generously of their time and effort throughout the writing of this thesis. I am indebted to my supervisor, Dr Rajeswary Sargunan, for her invaluable help and gentle guidance in helping the thesis take shape.

My special thanks go to the organisation participating in the study. To the two Senior Managers who sacrificed their time to work with me on my research, I owe them my deepest appreciation. This thesis draws heavily upon their insights and feedback, and therefore, could not possibly have been undertaken and completed without their support. Special mention must be made of my sister, Shahizah, who helped me obtain access to the organisation, and undertook with me some of the initial groundwork needed before I could embark upon the actual research.

I would also like to thank the students and course instructor who willingly participated in the study. I hope that despite the 'intrusion', they have benefitted from the study, at least in a small way. I am also grateful to the Faculty of Language Studies and Universiti Kebangsaan Malaysia (UKM) for granting me study leave, and for providing me with financial assistance. To the staff at Bahagian Pencarian Maklumat, Tun Seri Lanang library, UKM and the staff at University of Malaya (UM) main library, thank you for helping me get materials for my writing.

I am happy to acknowledge the support and encouragement of friends and family. I would like to thank friends who helped 'share' the overwhelming task of carrying out a research and writing a thesis by providing me with helpful ideas, hints and feedback. Special thanks go to Yong Kiang, Etna, Nina and Ana for their companionship throughout my study.

To my sisters, Ni and Imah (who know more about computers than I do), I am grateful for their help during those times when I encountered 'system' problems. I must thank Ni for her secretarial service rendered free of charge. To my parents, I owe them my gratitude for their unfailing love and support. They have sacrificed time and effort, despite their health, to care for my children. Their concern for my well-being has given me both the physical and emotional strength to carry on. Finally, a special note of thanks to my husband and two wonderful children for their patience and support throughout.

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LIST OF ABBREVIATIONS

| | |
|---------|---|
| ESP | English for Specific Purposes |
| EAP | English for Academic Purposes |
| EOP | English for Occupational Purposes |
| EFL | English as a Foreign Language |
| ESL | English as a Second Language |
| UKM | Universiti Kebangsaan Malaysia |
| UM | Universiti Malaya |
| KLM | Motorola, Kuala Lumpur |
| GK | Gatekeeper |
| TC | Technical Committee |
| GMD | General Managing Director |
| HRD | Human Resource Development |
| OPP2 | Second Outline Perspective Plan |
| NECC II | National Economic Consultative Council II |
| TRW | Technical Report Writing |
| QA | Quality Assurance |
| TQM | Total Quality Management |
| NNS | Nonnative Student |
| OET | Test of Occupational English Language Proficiency |

| | |
|-----|-------------------------------|
| IT | Information Technology |
| FPP | Fakulti Pengurusan Perniagaan |
| FE | Fakulti Ekonomi |
| Q1 | Questionnaire I |
| Q2 | Questionnaire II |