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**Statement of Original Authorship**

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Title of Project Paper: ..... Content Analysis of Some Business

..... English Textbooks - A Case Study

.....

I confirm that the materials contained in this Project paper are my own work. Where the works of others have been drawn upon, whether published or unpublished (such as books, articles, or non-book materials in the form of video and audio recordings, electronic publications and the internet) due acknowledgements according to appropriate academic conventions have been given. I also hereby declare that the materials contained in this Project Paper have not been published before or presented for another programme or degree in any university.

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**CONTENT ANALYSIS OF  
SOME BUSINESS ENGLISH TEXTBOOKS  
- A CASE STUDY**

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**A Project Paper Submitted to the Faculty of Education,  
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## ABSTRACT

This project paper examined some Business English textbooks to find out the extent of their relevance to a target learner, namely a sales manager of an international corporate pharmaceutical firm in Malaysia. For this purpose a questionnaire was developed and administered together with formal and informal interviews. The questionnaire and interview(s) were aimed at exploring (obtaining information regarding) the needs of the learner. The contents of some Business English textbooks were analysed to identify the type(s) of syllabus and the approach (language-centred, skills centred and / or learning centred) the texts employed, the topics or subject-matter areas covered, the kinds of texts included, the type(s) of language description (structural, functional and / or discourse-based) used and the language points covered (structures, functions and vocabulary areas). The findings from the questionnaire and interview(s) and materials analysis are both done and compared impressionistically to decide on the most appropriate text(s) for the learner. The results would benefit ESP practitioners which include the learner. They would cast some insights into the role of textbooks in ESP - Business English in particular. They would also indicate the importance of choosing relevant texts. Learning how texts are organised would enable other learners to decide on the appropriacy of texts for their particular situations. Implications on material writers and on the teaching and learning of ESP - Business English in particular, would be discussed. Suggestions regarding teaching methods and materials would be made.

ANALISIS KANDUNGAN  
BEBERAPA BUAH BUKU TEKS BUSINESS ENGLISH  
- SATU KAJIAN KES

ABSTRAK

Kertas projek ini memeriksa beberapa buah buku teks Business English untuk mengenalpasti sejauh mana buku-buku teks tersebut berkaitan atau relevan kepada seorang pelajar sasaran, iaitu seorang pengurus jualan di sebuah firma korporat farmasi antarabangsa di Malaysia. Untuk tujuan ini, pelajar tersebut dikehendaki menjawab satu kertas soalselidik dan beliau juga akan ditemubual. Isikandungan beberapa buah buku teks Business English dikaji untuk mengenalpasti jenis sukatan dan pendekatan (berpusatkan bahasa, kemahiran dan / atau pembelajaran), topik atau subjek berkaitan yang diliputi, jenis teks yang dimasukkan, jenis deskripsi bahasa (struktur, fungsi dan / atau wacana) yang digunakan dan akhirnya, bahasa yang diliputi dalam lingkungan struktur, fungsi dan perbendaharaan kata. Penemuan dari soalselidik, temubual dan analisa bahan-bahan dalam buku teks akan dilakukan secara bandingan 'impressionistik' untuk memutuskan buku teks mana yang paling sesuai untuk pelajar tersebut. Keputusan dari projek ini akan memberi faedah kepada pengamal-pengamal Bahasa Inggeris untuk Tujuan Khas (ESP) termasuk pelajar-pelajar ESP. Keputusan juga akan memberi tinjauan kepada peranan buku teks untuk Bahasa Inggeris untuk Tujuan Khas, khususnya untuk Business English. Ia juga akan meyakinkan pengamal-pengamal ESP terhadap kepentingan mencari teks yang sesuai. Cara teks diorganisasikan juga akan membolehkan pelajar-pelajar ESP yang lain membuat keputusan terhadap buku teks yang paling sesuai untuk situasi mereka. Implikasi kepada penulis bahan dan pengajaran-pembelajaran ESP, khususnya Business English akan dibincangkan. Cadangan mengenai cara pengajaran dan bahan akan diberi.

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