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CURRENT TRENDS IN TEACHING BUSINESS ENGLISH

Kyrychenko Svitlana

Candidate of Pedagogical Sciences, Associate Professor

Department of Language Studies

Admiral Makarov National University of Shipbuilding

Mykolaiv, Ukraine

ORCID ID: 0000-0001-8033-6660

Introduction

The teaching of Business English (BE) is evolving rapidly to meet the complex and ever-changing demands of globalization and business communication. As businesses operate internationally, the need to communicate effectively in English as the common language of global trade has never been more urgent. To meet these challenges, educators are increasingly adopting technology-enhanced, content-based, and learner-centered teaching methods. These approaches aim not only to improve language proficiency but also to develop professional skills such as negotiation, presentation, intercultural communication, and critical thinking among students [1].

The rapid development of digital technologies and the transition to distance and blended working have further influenced the teaching methodology of BA. Online platforms, mobile applications and artificial intelligence tools create new opportunities for personalized, flexible and interactive learning. At the same time, globalization requires the development of intercultural competence and the ability to navigate complex cultural business environments.

The purpose of this article:

1. To conduct a comprehensive review of current trends in business English teaching methodologies, with particular attention to the impact of globalization and the integration of digital technologies into the educational process.

2. To assess how the use of technological tools and pedagogical innovations contributes to improving learning outcomes, especially in the development of students' language and professional communication skills.

3. To offer recommendations for effective approaches to modern business English teaching that meet the needs of students and the requirements of the modern business environment.

Key Trends

1. Content and Language Integrated Learning (CLIL) in Business English

CLIL is gaining popularity as an effective approach with a dual focus that simultaneously promotes content and language learning. In BA teaching, integrating business concepts with English language learning helps students immerse themselves more deeply in the subject and practice relevant vocabulary, grammar, and communication strategies. Research shows that CLIL not only improves the acquisition of professional knowledge, but also promotes authentic use of English in business contexts, bridging the gap between theoretical exercises and practical application [2][3]. In addition, CLIL increases student motivation, as language learning takes place in the context of meaningful business scenarios.

2. Blended learning and mobile technologies

The growing popularity of blended learning formats (a combination of face-to-face and online learning) is radically changing BA teaching, providing flexibility and independence for students. This approach accommodates different learning styles and schedules, allowing students to access materials at their own time and from anywhere. Mobile apps and MOOCs (massive open online courses) offer interactive exercises, quizzes, and virtual simulations that enhance student engagement. Virtual classrooms and videoconferencing platforms provide synchronous collaboration and real-time feedback, facilitating interaction between students and instructors regardless of distance [4][1]. These digital tools also allow for data-driven personalization of learning trajectories, which increases effectiveness for different categories of students.

3. Task- and Project-Based Learning (TBLT / PBL)

Task- and project-based learning methodologies place students in real-world business situations, helping to develop language proficiency and professional skills. Students analyze market trends, write business proposals, or conduct simulated negotiations, developing problem-solving, teamwork, and critical thinking skills. Studies show that students who learn BA using these methods demonstrate a higher level of communicative competence and better readiness for professional activity compared to traditional lecture teaching [5].

4. Integration of artificial intelligence and intelligent systems

The use of artificial intelligence in BA teaching is a significant technological breakthrough. Adaptive AI-based platforms analyze student performance and adjust the complexity of the material, offering personalized exercises. Chatbots and virtual assistants provide interactive oral practice with instant feedback, simulating real-life business dialogues. These systems support independent learning and reduce dependence on the presence of a teacher, increasing the accessibility of quality education [6]. In addition, AI helps teachers automate routine tasks, such as assessment and progress tracking, which allows them to pay more attention to individual student support.

5. Emphasis on critical thinking and intercultural competence

The globalized business environment requires not only language competence, but also the ability to think critically and interact effectively with representatives of different cultures. Modern BA teaching methods include authentic materials –

analytical reports, international case studies, intercultural business situations. This encourages students to evaluate information, form reasoned conclusions and adapt communication strategies according to the audience. The development of intercultural competence increases sensitivity to cultural norms and practices, which is critical for building trust and successful cooperation in international projects [1][3].

Conclusion

1. CLIL effectively promotes the simultaneous development of language and professional skills, providing deeper learning and increased motivation of students [3].

2. Blended learning formats and mobile technologies offer flexible, interactive and accessible platforms that meet the diverse needs of students and promote active participation outside the classroom [4][1].

3. Task-based and project-based learning stimulates authentic language use in meaningful contexts, significantly increasing confidence and practical skills [5].

4. AI-based tools support student autonomy and provide individualized practice with instant feedback [6].

5. Emphasis on critical thinking and intercultural competence prepares students to work in complex global business environments, meeting the demands of modern industry [1][3].

Effective teaching of business English today combines content-based learning, blended and task-based methods, and advanced digital technologies, including artificial intelligence. This multifaceted approach promotes not only language proficiency, but also the professional readiness and intercultural competence necessary for success in the global marketplace. To maximize the impact, teachers need to continuously improve their skills in the field

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