

Using YouTube to Enhance Business English Skills

Angie Maffeo

Director of English Language for Academic Purposes

at University of St. Francis, Joliet, IL

ITBE Conference, Lisle, IL

March 1, 2014

Target audience

- Students in a university intensive English language program preparing for university business studies
 - Graduate
 - Undergraduate
- Adults in business professions
- Other adults
- Could be adapted into online modules

Objectives

- Improve learner motivation and communicative competence in ESL classes
- Improve listening comprehension and ability to discuss business-related topics
- Develop business vocabulary
- Expose students to American culture, cities, and businesses

Materials needed

- Computer or mobile device with internet
- Headset or speakers
- Class website, wiki, or another way to share materials and have discussions
 - Blackboard
 - Canvas
 - my.pbworks.com
- Optional: Business English textbook
 - We used *English for Business Studies*, 3rd Edition, Cambridge University Press 2010

Celebrity Apprentice Links

Playlist format

- <http://www.youtube.com/playlist?list=PL5cYktaieslZFo0fcm1hGI1WgPpFWPeZv>

Link to all Videos

- <http://www.youtube.com/watch?v=Xur92BMSvKA&list=PL5cYktaieslZFo0fcm1hGI1WgPpFWPeZv>

Episode Summaries

Wikipedia summary of each Season 7 Celebrity Apprentice Episode

- [http://en.wikipedia.org/wiki/The Apprentice \(U.S. season 7\)](http://en.wikipedia.org/wiki/The_Apprentice_(U.S._season_7))

TV Guide summaries of each episode for Season 7

- <http://www.tvguide.com/tvshows/the-apprentice/episodes-season-7/100444>

Alternative to YouTube

- If students have problems using YouTube, the Apprentice Complete Season 1 is very inexpensive and available on Amazon.com
- http://www.amazon.com/The-Apprentice-Complete-First-Season/dp/B0002CX1WA/ref=sr_1_1?ie=UTF8&qid=1393555477&sr=8-1&keywords=apprentice+season+1
- [http://en.wikipedia.org/wiki/The_Apprentice_\(U.S._season_1\)](http://en.wikipedia.org/wiki/The_Apprentice_(U.S._season_1))
- Options
 - List the DVD set as a required course material
 - Watch parts of the videos in class
 - Put the videos on reserve in the school library

ELAP099 at University of St Francis

-15 week class, 3 hours per week

-Directed study for small class of university students in the final semester of their IEP

- 1 preparing for undergrad business degrees
- 3 preparing for MBA program

[Handout: Sample Lesson Plan](#)

Assignments

- Discussion board (on Canvas, Blackboard, wiki)
 - Participation (initial response to class question and follow up to classmates' posts)
 - Quality of discussion
 - Example course discussion boards
https://learn.stfrancis.edu/courses/840496/discussion_topics/1750403
 - Create a free class wiki <http://my.pbworks.com>
- In-class discussions
- Follow up questions

Possible Discussion Topics

Before an episode:

Possible topics (relatable to particular episodes)

- Geography of NYC, look at a map
- Elicit vocabulary from students to identify words they already know about leadership and being an effective leader
- Cultural concepts of hierarchy
- Men/women in the workplace
- Respect
- Importance of family vs. work
- The extent to which hard work is valued
- “personal” vs. “business”
 - Importance of personal connections
- After an episode:
 - Did you agree with the choice of who was fired? If not, who do you think should have been fired and why?
 - What reasons did Mr. Trump give for firing the person?
 - Who did you like the best in this episode? Who did you like the least? Explain.
 - What do you think makes a good/bad team leader?
 - Is personality important?

Additional Assignments

- Small group class project(s)
 - Teacher comes up with projects and teams perform their own mini apprentice episode
- Vocabulary quiz covering key vocabulary from the season
- Possible Business-Related Essay Topics
 - After they have watched several episodes
 - What are most important leadership qualities of one of the celebrities? What are their strengths and weaknesses?
 - In your opinion, who was the best contestant and why? Be sure to support your opinion with real information from the season.
 - What makes a successful business person?

Results/Benefits

- Very refreshing activity!
- Held students' interest
- They *wanted* to discuss what they watched
- Motivated to talk about business topics
- Introduced business-related vocabulary in a meaningful way
- Improved ability to comprehend rapid speech
- Improved knowledge of American popular culture
- They “got ahead” in their homework assignments
- 3 of the 4 students traveled to NYC over winter break!

Contact information

Angie Maffeo

Director of English Language for Academic Purposes

Acting Director of International Programs Office

University of St Francis, Joliet, IL

amaffeo@stfrancis.edu