LANGUAGE SKILLS ENHANCEMENT AND THE USE OF ICT – A BUSINESS ENGLISH TEACHING PERSPECTIVE

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Abstract: *This paper starts from the assumption that in the present-day global (economic) environment, the use of English has acquired increased importance, especially in developing countries. Consequently, knowledge of English – and, particularly, mastering business terminology – has turned into an absolute prerequisite for (business) students in Romania. However, the teaching/learning environment has equally changed, posing ever-increasing challenges to both players – teachers and learners. Thus, by adopting an ICT-centred approach, this paper aims to explore the challenges involved in teaching English to business students. The study relies on both qualitative and quantitative research methods, applied on a sample of 150 business English learners (enrolled at the Faculty of Economics and Business Administration, within the "Alexandru Ioan Cuza" University of Iaşi). The results of the study point to the outstanding effectiveness of ICT in teaching English as a foreign language.*
Key words: *ICT; business English; business terminology; communicative competence; intercultural awareness/competence*
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