



Contribution ID: 153

Type: **Practice-based Presentation (30 minutes)**

Project-based learning in collaboration with a local business

Sunday, 19 May 2024 12:10 (30 minutes)

In project-based language learning (PBL), students engage in real-world issues and use the language they are learning to produce products for audiences beyond the classroom. PBL was incorporated into a business English class for third- and fourth-year university students. In this case, the real-world issue was provided by a local company that wanted to market its Airbnb to English-speaking visitors, and the product the students produced was a series of Instagram posts. The company president visited the classroom virtually to explain the business, provided websites and written documents about the purpose of the project, and provided feedback on students' draft Instagram posts. At the conclusion of the project, the company used the students' work on their official Instagram account.

In this presentation, I will explain the process of finding a local partner, the development of the project in collaboration with the company, and what students did in the classroom. I will share class materials, such as the series of assignments that led to the final products submitted to the company. I will conclude by showcasing what went well, areas that need improvement, and prospects for PBL in future classes.

Keywords

PBL, business English, social media

Primary author: LAVOLETTE, Elizabeth (Kyoto Sangyo University)

Presenter: LAVOLETTE, Elizabeth (Kyoto Sangyo University)

Session Classification: DN 409

Track Classification: General CALL: Innovative Teaching Using Technology