

Perceptions of The Need for Foreign Language For Business Majors



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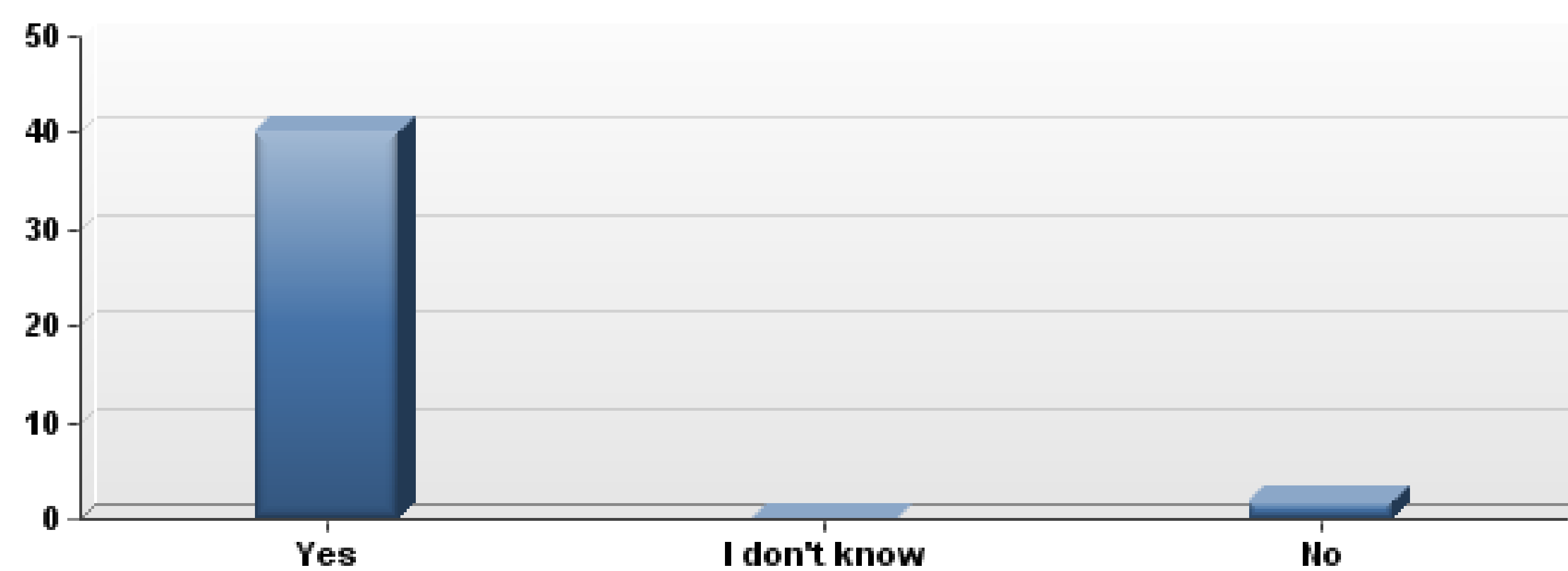
BACKGROUND:

Students in ESL 291 (Introduction to Research in the U.S. Academic Environment) decided to explore the foreign language requirements at UWEC, UWEC business students' perception of the need for foreign language study, and which languages are perceived as the most valuable for business majors.

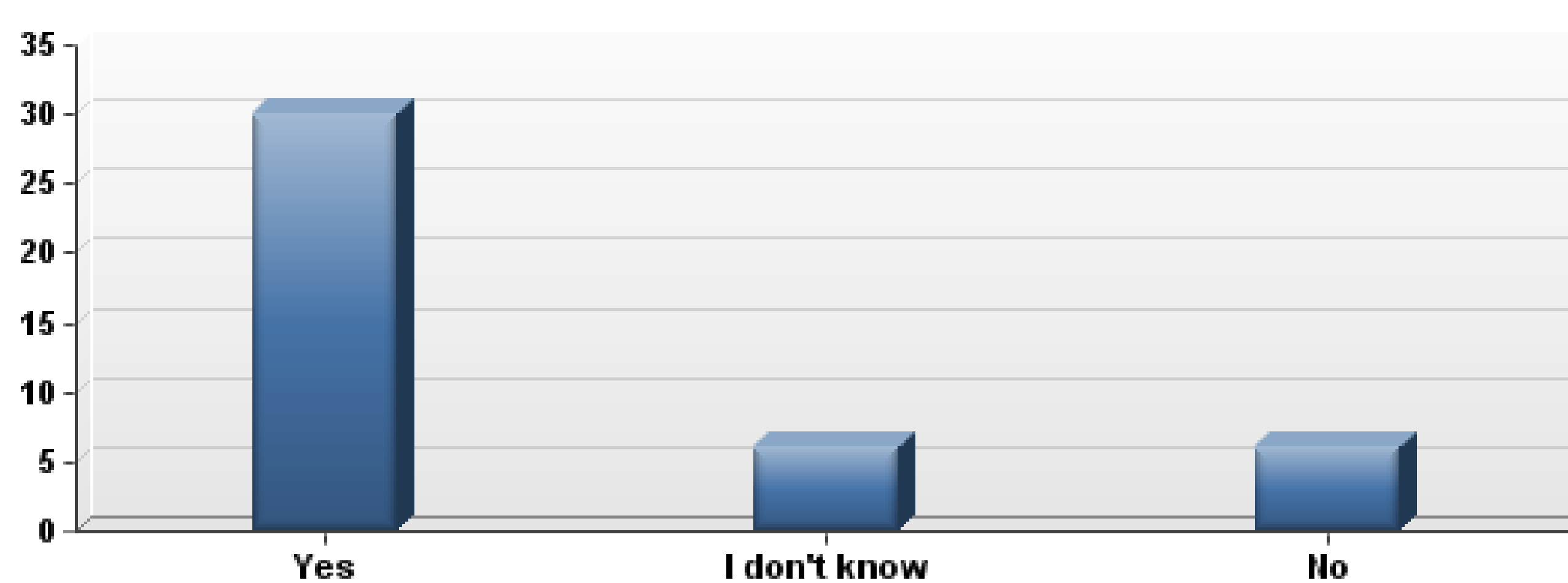
METHODOLOGY:

The ESL 291 students and their mentor identified two upper-level business classes required for the International Business Minor at UWEC. They designed a survey to be distributed to two sections of Mgmt 345 (Managing Global Organizations) and two sections of Mktg 335 (International Marketing).

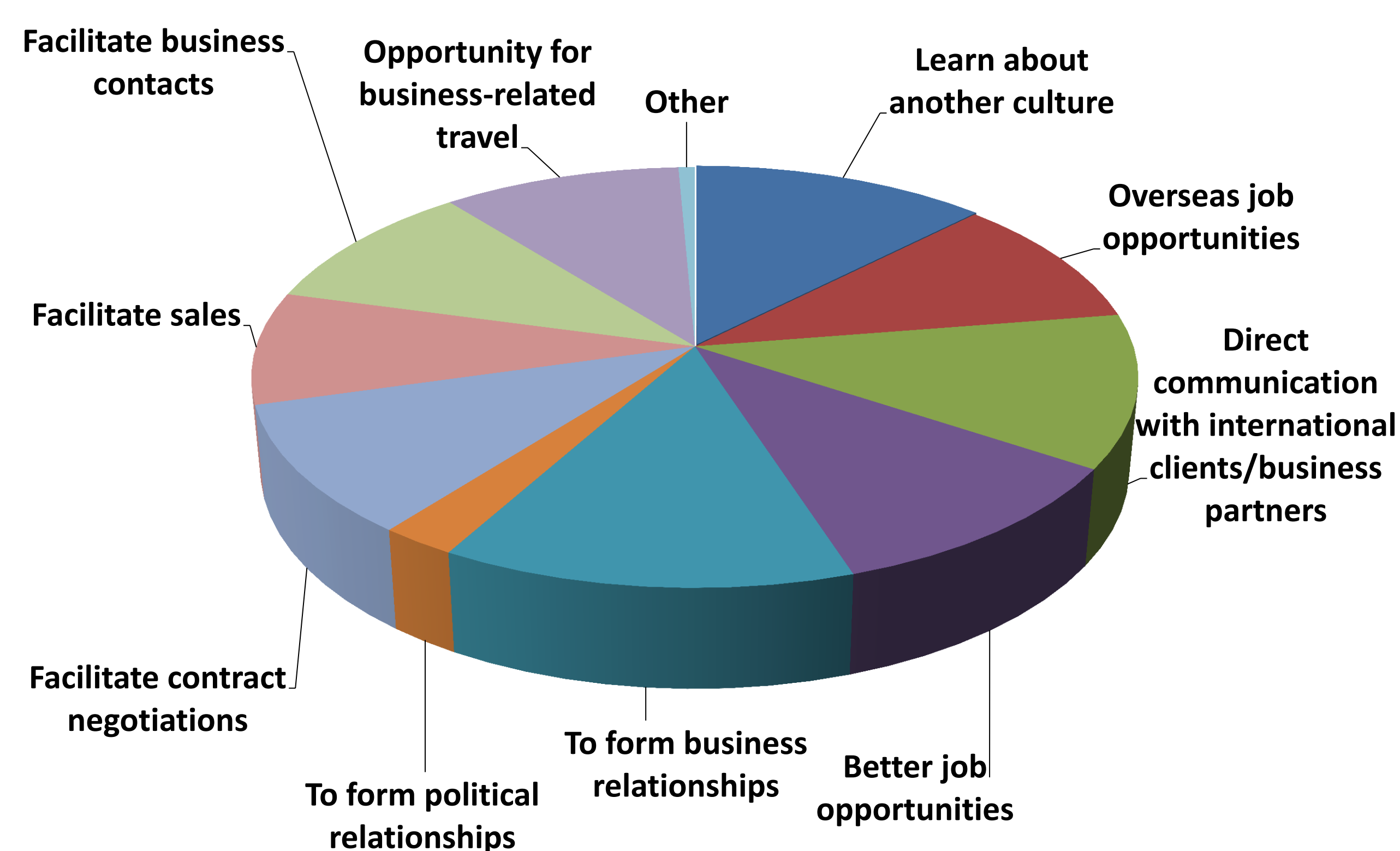
Do you think the study of foreign language is important for business students?



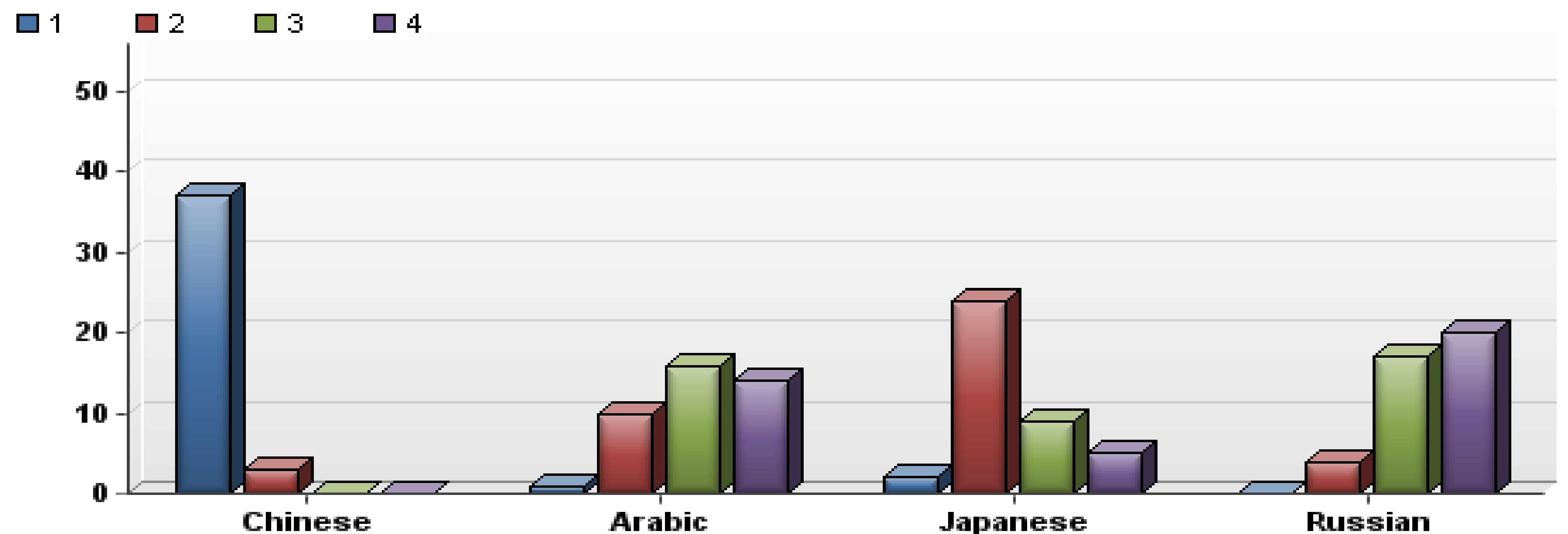
Do you think the study of a non-Western European language is important for business students?



Why is it important for business students to study a foreign language?



How do you rank these non-Western European languages in order of importance for business students?



88% of students surveyed think Chinese is most important. Japanese, Arabic and Russian were 2nd 3rd and 4th.

FINDINGS:

95% of respondents thought that the study of a foreign language was important for business majors, and 72% felt that the study of a non-western European language was important. When asked to rank the 4 non-western European languages offered at UWEC in order of importance, 88% ranked Chinese as the most important, the others, in order of importance were: Japanese, Arabic, and Russian. These findings correlate with research which identifies Chinese as the most important after English, with Arabic, Russian and Japanese in 3rd, 5th and 7th as the most needed foreign languages for conducting international business (Bloomberg.com 2011).

RECOMMENDATIONS:

UWEC business students should be offered the opportunity to become proficient in Chinese. UWEC should offer at least a minor in Chinese language.

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