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БИЗНЕС АНГЛИС ТИЛИН ОКУТУУДАГЫ КАЙС СТУДЕЙ МЕТОДОЛОГИЯСЫ

МЕТОДОЛОГИЯ ИССЛЕДОВАНИЯ ДЕЛОВОГО АНГЛИЙСКОГО ЯЗЫКА

CASE STUDY METHODOLOGY IN TEACHING BUSINESS ENGLISH

Кыскача мүнөздөмө: Кейс-стади методологиясы көптөн бери ар кандай тармактарда, анын ичинде бизнес-билимде да эффективдүү жана кызыктуу окутуу ыкмасы болуп саналат. Бул макалада Business English (BE) окутуудагы кейс изилдөөлөрүнүн мааниси изилденип, алардын коммуникация көндүмдөрүн, критикалык ой жүгүртүүсүн жана реалдуу дүйнөдөгү көйгөйлөрдү чечүү жөндөмүн жогорулатуудагы ролун баса белгилейт. Биз кейстерди изилдөө педагогикасынын теориялык негиздерин жана аларды BE окуу пландарына кантип киргизүүнү карап чыгабыз. Андан тышкары, макалада мисалдык изилдөөлөрдү колдонуудагы кыйынчылыктар талкууланат жана динамикалуу жана маңыздуу окуу чөйрөсүн түзүү үчүн аларды жеңүү боюнча стратегиялар сунушталат. Окутуучулар практикалык изилдөөлөрдү колдонуу менен студенттерди дүйнөлүк бизнес коммуникациясынын татаалдыгына жакшыраак даярдай алышат.

Аннотация: Методология изучения кейсов уже давно является эффективным и увлекательным подходом к обучению в различных областях, включая бизнес-образование. В этой статье рассматривается значение изучения кейсов в обучении деловому английскому (BE), подчеркивая их роль в улучшении навыков общения, критического мышления и способностей решения реальных проблем. Мы рассматриваем теоретические основы педагогики изучения кейсов и то, как их можно интегрировать в учебные программы BE. Кроме того, в статье обсуждаются проблемы использования изучения кейсов и предлагаются стратегии их преодоления для создания более динамичной и содержательной среды обучения. Используя изучение кейсов, преподаватели могут лучше подготовить студентов к сложностям глобальной деловой коммуникации.

Abstract: The case study methodology has long been an effective and engaging teaching approach across various fields, including business education. This article explores the significance of case studies in Business English (BE) instruction, emphasizing their role in enhancing communication skills, critical thinking, and real-world problem-solving abilities. We examine the theoretical foundations behind case study pedagogy and how they can be integrated into BE curricula. Furthermore, the paper discusses the challenges of using case studies and proposes strategies for overcoming them to create a more dynamic and meaningful learning environment. By employing case studies, educators can better prepare students for the complexities of global business communication.

Негизги сөздөр: кейс изилдөө коммуникация; бизнес; критикалык ой жүгүртүү; рынок тенденциялары; кыйынчылыктар; мотивация; командада иштөө; карьера; маанилүү көндүмдөр.

Ключевые слова: анализ случая; коммуникация; бизнес; критическое мышление; тенденции рынка; проблемы; мотивация; командная работа; карьера; основные навыки.

Keywords: case study; communication; business; critical thinking; market trends; challenges; motivation; teamwork; career; essential skills.

Introduction

Business English plays a pivotal role in modern communication within international business contexts. Proficiency in Business English is crucial for professionals to succeed in global markets, where English is often the lingua franca

of corporate interactions. Traditional teaching methods-lectures, textbook exercises, and vocabulary drills-focus primarily on language structures and grammar, but they do not sufficiently simulate real-world business interactions. One innovative and effective way to

bridge this gap is by using the case study methodology, which offers students a hands-on, interactive approach to learning.

A case study presents a real-life or hypothetical business scenario that requires students to engage with the content critically, applying their language skills to solve complex problems. This method encourages deeper learning and prepares students for the challenges they will encounter in their careers. It not only enhances their language abilities but also fosters critical thinking, teamwork, and decision-making skills, all of which are essential in any business environment.

Theoretical Framework of Case Study Methodology

The case study approach is rooted in experiential learning theory, as developed by Kolb [1984]. Kolb proposed that learning is a cyclical process involving concrete experience, reflective observation, abstract conceptualization, and active experimentation. Case studies align closely with this model because they provide students with an opportunity to engage with real-world scenarios, reflect on their responses, and experiment with different solutions. Through this process, learners can gain new insights and refine their understanding of business concepts.

Moreover, Stake [1995] argued that case studies allow students to investigate complex, real-life issues in depth, within their authentic context. By analyzing a case, students can explore the nuances of decision-making, risk management, and organizational behavior, all while using the language of business. This provides a richer learning experience compared to traditional, passive forms of instruction.

Benefits of Using Case Studies in Business English Teaching

Real-World Application: Case studies present students with practical business challenges, which they must address using the language and concepts of the field. This approach bridges the gap between theoretical knowledge and its practical application, equipping students with the skills they need to navigate real business environments. Whether analyzing a marketing campaign, negotiating a contract, or resolving a crisis, students learn to communicate effectively in business scenarios they are likely to face.

Example: A case study could involve a multinational company attempting to launch a product in a foreign market. Students would need to analyze market trends, identify key stakeholders, and propose a strategy using appropriate Business English terms and structures.

Development of Critical Thinking and Problem-Solving Skills: Business decisions often involve complex factors that require careful consideration. Case studies encourage students to think critically about multiple solutions to a problem, assess their potential outcomes, and make informed decisions. This process sharpens their analytical thinking, making them better prepared for business challenges in real life.

Example: A case study about a company facing an ethical dilemma could challenge students to consider different perspectives, evaluate the consequences of each option, and decide on the best course of action.

Improved Communication Skills: One of the core objectives of Business English is to enhance students' communication abilities in both spoken and written forms. Case studies require students to engage in group discussions, debates, and presentations, all of which foster language proficiency. In addition, written case analysis allows students to practice formal business writing, such as reports, emails, and proposals, while using professional vocabulary and structures.

Cultural Awareness and Global Perspectives: In today's globalized economy, understanding cultural differences is a key to effective communication. Case studies often involve international scenarios, helping students recognize cultural variations in business practices, negotiation styles, and leadership approaches. This prepares them to interact confidently in cross-cultural environments.

Example: A case study could focus on a company's efforts to expand into an emerging market, requiring students to consider cultural factors such as language barriers, local business practices, and legal regulations.

Engagement and Motivation: Case studies make learning more engaging by involving students in active problem-solving. Rather than passively receiving information, students work collaboratively to analyze and resolve real business challenges. This approach fosters intrinsic motivation, as students see the relevance of their learning to their future careers.

Practical Implementation of Case Studies in Business English

Integrating case studies into Business English instruction requires careful planning and thoughtful execution. There are several ways in which case studies can be incorporated into the classroom to maximize their impact.

Group Discussions and Collaborative Problem-Solving: Case studies can be presented

to students in groups, with each group analyzing different aspects of the case. Groups can then present their findings and solutions to the class, fostering collaboration and peer learning. This method also encourages students to develop their speaking skills in a business context.

Role-Playing and Simulations: Role-playing exercises are a powerful tool for engaging students in case study scenarios. Instructors can assign different roles [e.g., CEO, marketing manager, HR specialist] to students, who then act out their responses to the case, simulating real-world business interactions. This not only enhances speaking and listening skills but also helps students practice negotiation, persuasion, and conflict resolution.

Example: In a case study involving a corporate merger, students could role-play meetings between executives from both companies, using Business English to negotiate terms and resolve potential conflicts.

Written Case Analysis: Assigning written reports or essays based on case studies allows students to practice formal business writing. They must synthesize information, present their analysis, and justify their recommendations in a clear, structured manner. This activity also reinforces the key business concepts and vocabulary.

Example: A written assignment could ask students to analyze a company's financial strategy based on a case study, using Business English terminology to present their findings.

Debates and Presentations: After analyzing a case, students can participate in debates or present their solutions to the class. This not only strengthens their oral communication skills but also encourages them to defend their positions and respond to counterarguments in a professional manner.

Challenges of Using Case Studies

While case studies offer significant benefits, they also present challenges for instructors. One common issue is the time commitment required to prepare and facilitate case study discussions. Instructors need to carefully select cases that are relevant, engaging, and appropriate for the students' proficiency level. Additionally, managing group dynamics can be challenging, as some students may dominate the discussion while others may remain passive.

To address these challenges, instructors can:

- Provide clear guidelines for group work to ensure balanced participation.

- Choose cases that are accessible to all students, taking into account their language proficiency and background knowledge.

- Offer feedback on group discussions and written analyses to encourage continuous improvement.

Conclusion

The case study methodology is a powerful tool for teaching Business English. It not only allows students to engage with real-world business scenarios but also helps them develop essential skills such as critical thinking, communication, and decision-making. By incorporating case studies into their teaching practices, educators can create an interactive, student-centered learning environment that prepares students for the challenges they will face in their professional lives. Despite the challenges of implementing case studies, the benefits far outweigh the difficulties, making this approach a valuable addition to Business English instruction.

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