INTERNATIONAL CONFERENCE

LANGUAGES IN BUSINESS EDUCATION

PROGRAMME

Brussels, 24-26 June 2010

University College Brussels
Thursday 24 June 2010

Venue: HUB, Stormstraat 2, Foyer, EHSAL 3, 6th floor
All sessions will be held in room 6306 (6th floor)

9.30 a.m. – 10 a.m. (Foyer)
Registration

10 a.m. – 10.05 a.m. (Room 6306)
Welcome

10.05 a.m. – 10.15 a.m.
Conference opening
Greet Raspoet, Dean of Faculty of Economics and Management (HUB, University College Brussels)

10.15 a.m. – 10.30 a.m.
Introduction: Languages in Business Education
Ludo Teeuwen, Dean of Faculty of Language and Literature (HUB, University College Brussels)

10.30 a.m. – 12 noon
Keynote 1 (chair: Erwin Snauwaert)
Andreu van Hooft (Radboud University Nijmegen, The Netherlands)
The Jasmine Bough or Statistical Significance? Intercultural Communication and Second Language Acquisition in a Business Context: Research and Educational Perspectives.

12 noon – 1.30 p.m. (Foyer)
Lunch

1.30 p.m. – 3 p.m.
Session 1
Acquisition of Intercultural Competence in Business Language Training
(chair: Karoline Claes)

1 Lut Lams / Martine Van Goubergen (HUB, University College Brussels, Belgium)
Teaching Intercultural Communication as a General Course or for Special Purposes: Some Reflections
Discussant: Audrey Fromont

2 Audrey Fromont (KULeuven, Belgium)
Between the Far East and the Old Continent: Levels of Language Proficiency in Business Education
Discussants: Tamara Sladoljev-Agejev and Borka Lekoj Lubina

3 Tamara Sladoljev-Agejev/Borka Lekoj Lubina (University of Zagreb, Croatia)
Cultural Differences and Academic Writing in English: Implications for Teaching a Business English course
Discussants: Lut Lams and Martine Van Goubergen

3 p.m. – 3.30 p.m. (Foyer)
Coffee and refreshments
3.30 p.m. – 5.00 p.m.

**Session 2**

**Levels of language proficiency in business education**

(Chair: Jan Roelans)

4 Lieven Buysse (HUB, University College Brussels, Belgium)
The Business of Pragmatics. The Case of Discourse Markers in the Speech of Students of Business English
*Disscussant: Ieda María Alves*

5 Elke Van Steendam (HUB, University College Brussels, Belgium)
Improving Text Coherence: Effects of Collaborative Revision Conditions on Writing Quality in EFL
*Disscussant: Lieven Buysse*

6 Ieda María Alves (University of São Paulo, Brazil)
Brazilian Portuguese Terminology of Economics: between Vernacular Creations and Globalization
*Disscussant: Elke Van Steendam*

6.30 p.m.
Conference dinner

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**Friday 25 June 2010**

Venue: KVBA (Royal Flemish Academy of Belgium for Science and Arts), Paleis der Academiën, Hertogsstraat 1, 1000 Brussel (meeting point: Infodesk HUB, Stormstraat 2, 8.45 a.m.)

9.30 a.m. – 11.00 a.m.

**Keynote 2 (chair: Lieven Buysse)**

Terry Mughan (Anglia Ruskin University, Cambridge, UK)
Language, Culture and Sense-making

11.00 a.m. – 11.30 a.m.
Coffee and refreshments

11.30 a.m. – 12.30 p.m.

**Session 3**

**Teaching Practice in Business Language Education**

(Chair: Karoline Claes)

7 Claire Elizabeth Wallis (University of Cagliari, Italy)
Innovation in Business English Teaching: The Use of Authentic Non-Didactic Materials
*Disscussant: Kris Buyse*

8 Kris Buysse (KULeuven, Lessius Hogeschool Antwerpen, Belgium)
Effective Language Learning in LSP Contexts: What Most Handbooks and Courses Do Not But Should Do
*Disscussant: Claire Elisabeth Wallis*
12.30 p.m. – 2 p.m.
**Lunch**

2 p.m. – 3.30 p.m.
**Keynote 3 (chair: Maarten Hulselmans)**
Bob Wilkinson (University of Maastricht, The Netherlands)
What if all Business Education were in English, would we notice the difference?

3.30 p.m. – 4 p.m.
**Coffee and refreshments**

4 p.m. – 6 p.m.
**Session 4**
**Curriculum Design and CLIL**
(*Chair: Lieven Buysse*)

9 Jane Kassis-Henderson (ESC Europe Business School, Paris, France) / Philippe Lecomte (ESC Toulouse, France) / Mary Vigier (ESC Clermont-Ferrand, France)
How does language teaching in business education contribute to professionalizing the curriculum?
*Discussants: Nadja Wilhelmer and Barbara Unterberger*

10 Sylvie De Cock / Philippe Hiligsmann (Université Catholique de Louvain, Belgium)
Master in Multilingual Communication: Looking Back, Looking Ahead
*Discussants: Jane Kassis-Henderson, Philippe Lecomte and Mary Vigier*

11 Nadja Wilhelmer / Barbara Unterberger (Vienna University of Economics and Business, Austria)
Establishing Best Practice Guidelines for CLIL Business Courses at Austrian Universities
*Discussants: Sylvie De Cock and Philippe Hiligsmann*

5.30 p.m.
**Conference closing**

5.40 p.m.
**Reception**

**Saturday 26 June 2010**

10 a.m. – 12.30 a.m.
**Visit to the Magritte museum, Koningsplein, Brussels**