

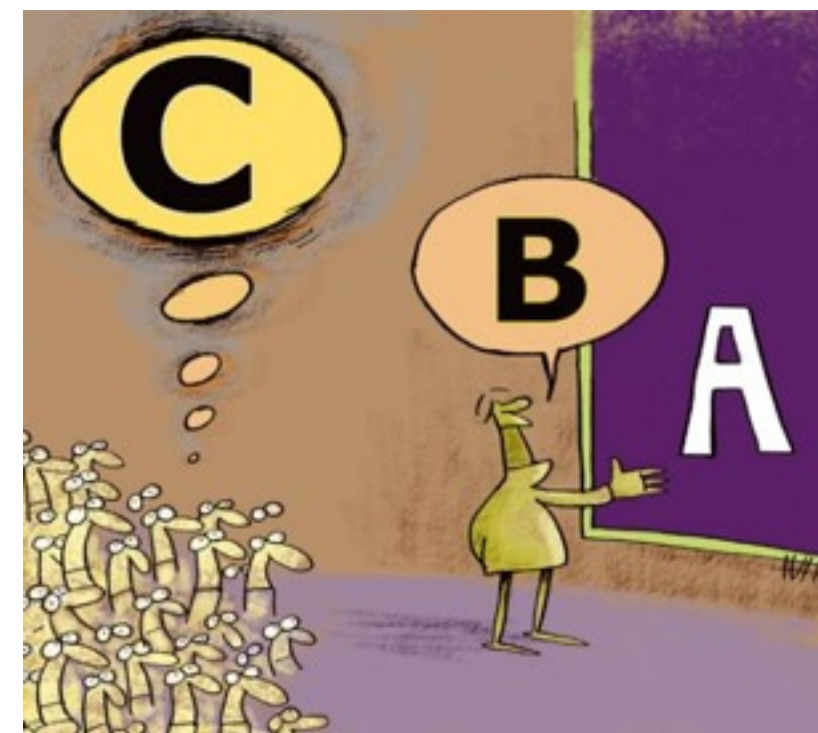
Bilingual Teaching in Cross-Cultural Studies: Benefits and Difficulties

Fang Pan 潘芳

frances_pan@yahoo.com

In bilingual teaching...

Is necessary to be expert on what you are teaching or is more important how well to manage English?

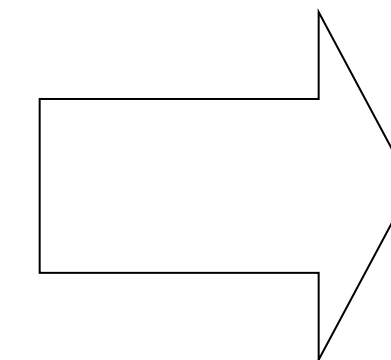


Benefits

- Importance of English
- Internationalization and normalization of English teaching in Business
- Specially important in cross-cultural management and studies

Difficulties

- Difficulties to prepare materials according to the students level
- Professors also have different levels in English, difficult to be followed by students and uneasy to coordinate contents and classes
- Easy to find someone to teach General English, hard to find someone who speaks English well and is specialized in one specific field



Conclusions

English as tool to get new skills
Vs
English as one of objectives

Framework to integrate both