

Plenary at the 31st IATEFL BESIG  
Annual Conference in Iași, Romania,  
Sat 17 November 2018, 09.30-10.30 EET

# Mobile and Multidimensional: Flipping the Business English Classroom

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One of the consequences of the digital era has been the undeniable rise in the use of English in global business. Large numbers of people now rely on business English as a lingua franca in order to get their work done, and at the same time, much international business now takes place through digital technologies in the form of computer mediated communication (CMC).

One way to provide learners with an opportunity to develop a set of CMC skills that are relevant for the workplace, is to flip the business English classroom and make use of mobile learning; at the same time – if done properly – this can be both motivating and an effective learning tool. The trick is to approach mobile learning in a systematic way as well as integrating those aspects of CMC that are needed at work.

In my plenary, I'll be talking about a series of classroom-based studies into mobile learning with a focus on the CMC skills that business English learners need; I'll be arguing that in order to meet those needs, it's important to pursue a multidimensional approach in which topics, tasks and skills are combined.



Catherine Nickerson is a Professor in the College of Business at Zayed University in the United Arab Emirates. In 2008 she received the Association for Business Communication's Distinguished Publication Award, in 2009 the Association's Outstanding Researcher Award and in 2017 the Outstanding Article in the *Business and Professional Communication Quarterly* Award. Dr Nickerson's work has been published widely and her latest book, *Teaching Business Discourse*, will appear with Palgrave Macmillan in 2019. Her current research interests include the use of business English as a lingua franca, the integration of mobile learning into the business English classroom, and the communication of Corporate Social Responsibility.