A NEEDS ANALYSIS AND MODULE DEVELOPMENT OF ON-LINE ENGLISH LANGUAGE TRAINING PROGRAM FOR UITM LECTURERS

INSTITUTE OF RESEARCH, DEVELOPMENT AND COMMERCIALIZATION
UNIVERSITI TEKNOLOGI MARA
40450 SHAH ALAM, SELANGOR

Prepared by:

Wan Zumusni binti Wan Mustapha
Academy of Language Studies
UiTM Kelantan

Fatimah Zuhaira binti Mohamed Yusoff Fauzi
School of Information Management
UiTM Kelantan

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Abstract

With the increasing use of internet and computer at workplace, more organizations are now embarking into on-line training because it is effective, cost-saving and it also promotes self-paced and continuous learning experience. Therefore, it can be motivating if it is properly planned and designed according to the needs of the participants. This research assesses the possibility of improving UiTM lecturer's English Language proficiency through an on-line training program. It studies the feasibility of setting up an on-line English Training module for UiTM Kelantan lecturers. The research consists of the needs analysis phase, module design and development phase before the data can be collected and analyzed. The needs analysis stage is done using a cross sectional self-administered questionnaire on lecturers and administrators. The questionnaire is designed to find out the lecturers' knowledge, attitude and readiness towards on-line learning in terms of computer and internet knowledge and usage to identify areas for improvement in lecturers' English language proficiency. The administrators were interviewed using another set of questionnaire to share their expectation of the module and satisfaction on lecturers' usage of English language. Having established the grounds for the need to improve the lecturers' English language proficiency, the research proceeds with designing and developing an on-line English language training module for UiTM lecturers to improve their English Language. This report presents the results of the need analysis for the online English Language training module and describes OLELT, the on-line English language training module to train UiTM Kelantan lecturers.

Key words: needs assessment or needs analysis, on-line English Language training module, workplace learning, academicians as adult learners

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In a knowledge-based economy, people are the most important factor...we must develop new approaches to enhance our competitiveness and strengthen our resilience to face global challenges.

(Prime Minister, 2004)

As UiTM strives to be a world-class university, it is mandatory to have quality scholars to support its mission and vision. Having lecturers who possess good English Language command would improve the quality of teaching and learning. After all, having sound English Language proficiency would help them in their academic works such as writing papers, reading academic works and journals and participating in local or international seminar or conference. However, time and cost are barriers in training lecturers to upgrade their English Language proficiency. Other than those factors, sending lecturers for an English Language course is unreasonable because an English Language course would take at least few weeks or months.

Zhang and Nunamaker (2003) claim that online training is gaining prominence in private and public organizations for its time and cost saving factors to deliver effective results. At higher institutions of learning, most lecturers are equipped with computers and printers and have access to internet in their offices or at home. Therefore, online training is regarded as a suitable training tool to help them to improve their English Language proficiency without having to leave their workplace to attend an English Language course.

However, before planning for an online English Language training module, it is important to find out the needs of the target participants from that the course