

# The bonds of language: English language business education at Guangdong University of Foreign Studies

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## Abstract

Business and management education are priorities for China. Critical elements of business education are language learning and internationalisation. These are components of China's growth strategy. This paper reports on business education at Guangdong University of Foreign Studies (GDUFS). It is a teacher reflection on the current purposes and potential development of undergraduate courses and business degrees. The paper makes explicit the context of business education courses, which involves national, provincial and university dimensions. These dimensions determine the goals of the university, business degrees, and course content. The paper reports on the congruence between the goals of the university and the students' aspirations. Finally, the paper advocates for several initiatives which are consistent with the direction for development set by Chinese leadership. Primarily, these relate to (1) a refinement of course purposes and objectives, and (2) overcoming the hegemony of American ideology, textbooks and pedagogy.

Keywords: National policy, globalisation, vocational education, business curriculum, textbooks, Guangdong, China.

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