

# Integrating Scaffolding and Real-World Scenarios in Business English Teaching: A Pedagogical Innovation

**Dr. Yu Shen**

University of Malaga, Spain

## Abstract

In the context of China's growing integration into the global economy, the importance of English proficiency, especially in business contexts, is increasingly recognized. This study examines the reform of the Business English Speaking course at a private university in central China, focusing on how English as a Lingua Franca (ELF) and the Production-Oriented Approach (POA) can enhance students' business communication skills. Utilizing the English Test for International Communication (ETIC) as a scaffold, the course reform emphasizes practical application and real-world relevance by simulating business scenarios. This approach integrates scaffolded teaching methods and collaborative learning to bridge the gap between academic learning and professional demands. The study demonstrates that this pedagogical innovation significantly improves students' oral communication abilities, better preparing them for the global business environment. The findings contribute to the broader discourse on Business English pedagogy and offer insights into effective curriculum reform strategies that align with contemporary global communication needs.

**Keywords:** Business English, English as a Lingua Franca (ELF), Production-Oriented Approach (POA), English Test for International Communication (ETIC), scaffolding, curriculum reform, China, higher education