

## **A NEEDS ANALYSIS FOR AN ESP PROGRAM FOR FINANCIAL MANAGEMENT UNDERGRADUATES AT THE UNIVERSITY OF KELANIYA.**

*G.Y.B. Bandara<sup>1</sup>*

This research study focuses on a needs analysis and course design for English for Financial Management students at the University of Kelaniya, Sri Lanka. It aimed to investigate the English language-related challenges faced by Financial Management undergraduates and the required language skills and effective learning materials with activities for the undergraduates. The study employs a mixed method. The data were gathered by conducting interviews and getting the responses for a questionnaire from a non-probability sample of fifteen undergraduates. The qualitative data were utilized to understand the field of study and the quantitative data were used to design and select suitable course content. This study demonstrated that speaking skills should be prioritized along with vocabulary development, compared to reading, writing, and listening. According to students' responses, the activities related to improving vocabulary and developing speaking in practical situations are the most elevated concerns. This study reflected on students' attitudes towards 'proficiency in English' that they consider an essential factor when entering the future world and their career development from the perspective of a Financial Management undergraduate. The findings should be implemented by prioritizing the needs of the students when designing the English for Financial Management course. This English for Special Purposes course is determined to overcome the shortcomings and challenges faced by the students by providing a specific platform to develop speaking skills and vocabulary.

**Keywords:** Needs Analysis, Financial Management, Undergraduates, Speaking skills, Vocabulary development, Course design

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<sup>1</sup> Kelaniya University of Sri Lanka. [bineshikabandara@gmail.com](mailto:bineshikabandara@gmail.com)