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Factors Influencing Management Students' Understanding The English Terminology in Management Reports

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ABSTRACT

The communication is very important in business. The good communication between producers, distributors, and consumers will increase the effectiveness of entrepreneurial activities. This research aims to examine the factors which affected management students' understanding of English terminology in Management reports. The qualitative descriptive analysis is used in this research since it aims to describe a phenomenon and its characteristics. The sample population in this research consists of 151 students enrolled in first semester of 2022-2023 academic year at Management Department of Economics and Business faculty at Universitas Wijaya Kusuma Surabaya. Based on the research result, the management students' ability to comprehend the English vocabulary used in business reports depends on several things, including students' limited command of English, their desire to learn English to support their comprehension of foreign languages, and their limited access to sources of information about the English terms used in business reports. The most effective way to understanding English terminology in management report is to translate the English terminology into the local tongue using cultural factors, context, and translation techniques to produce word harmonization in local tongue.

Keywords: Business English, Management Reports, Student Understanding

INTRODUCTION

Business communication education can be acquired through home environment rather than personality skills. In managing the business, education skills are become the instruments that require extensive training and practice to assist in establishing interpersonal competency in the workplace. Moreover, business communication is the process of creating, sending, receiving, and interpreting communications in interpersonal, group, public, and mass communication. In other words, business communication education is exchanging information to promote a specific organization's objective, purpose, and vision that will increase the organization's profit. There are two kinds of business communication called formal and informal communication. Formal communication can be defined by adhering to a predetermined structure and predefining the communication route. Moreover, the hierarchical sequence of authority complicates formal communication. In addition, there is no preconceived communication structure in informal communication (Evans et al., 2015).

The methodology of teaching Business English went through some significant changes in the last few years as a result of several developments. The development in genre theory has moved beyond the scope provided by on-the-surface textual analyses of genres to incorporate in-depth and substantial analyses of context, including professional practice. Moreover, the gradual convergence of two approaches to teaching of Business English in terms of research, pedagogy, and theoretical terms. In addition, the realization that there is a requirement to the gap between academy and professionals. Furthermore, the use of new forms of media in business world. As a result of these and other developments, there is an urgent need to revisit and review the idea of Business English and its context along with the developed, learned, assessed and evaluated framework.

The integration of two different approaches, including English for Specific Purposes or English for Business Purposes (EBP), and Business Communication studies has led to propose the concept of English for Business Communication. Based on three practical variations in English, which indicate that language varies as its function varies; it varies in various situations. In addition, numerous studies have recently discovered and defined characteristic components that define distinguished academic and professional registers, such as scientific English, business English, and legal English that accurately provided an obvious connection between linguistic analysis and pedagogic materials based on relatively descriptions of subject matter discourses. Moreover, it has been observed that, despite understanding every sentence, those who are not part of a discourse or professional society usually find it difficult to understand what subject matter specialists are saying and writing about (Li & Qin, 2018). In addition, this research aims to examine the factors which influenced Management Students' understanding of English terminology in Management reports.

LITERATURE REVIEW

Communication is very important in business. The good communication between producers, distributors, and consumers will increase the effectiveness of entrepreneurial activities. Then, it is necessary to know how to use English terminology to improve business. The study of verbal and nonverbal communication in a professional setting aims to improve the efficiency in communicating with other party is known as business communication. The ability to send and receive messages accurately reflects one's ability to communicate effectively in business. In general, a business communication can be delivered verbally or in writing form (Febrianti et al., 2021). Moreover, the crucial part in language art of business is narration for the consumers could feel an inner attachment to offered products.

The effectiveness of entrepreneurship will increase when the businesses, suppliers, and consumers communicate successfully. Therefore, it is necessary to understand how to utilize English to enhance the business. This communication, which included thoughts, concepts, ideas, and facts, may be understood as one that was conducted either verbally or nonverbally, with personal or impersonal way (Adawiyah, 2021). Furthermore, narration is something that could be considered in business communication skills to ensure that consumers may sense an inner bind to offered products. In addition, since every phrase in business has a specific significance, the choice of words in business should be carefully considered. In addition, the entrepreneurs may also help consumers with their native language, such as in Malaysia and Singapore, which should use English, Malay, or Chinese to communicate with others. However, over 60% of Indonesian entrepreneurs understood English since it presented international prospects. Introducing English as a corporate language is challenging, and English has both advantages and disadvantages for companies (Nassaji, 2015). In addition, English could additionally increase a product's sale price. For example, *es teh* which formerly cost IDR. 3,000, could cost IDR. 10,000 when they use English word 'iced tea.' This example shows that English language affects in business sector.

Many business actors understand the significance of comprehending communication phenomena to business symptoms. The business and communication as a social process, it indicates that communication and business are connected at the symptom level, and it is difficult to separate. Both business and communication began by completing the manufacturing process. Within the context of the organization itself, the business communication can be conducted both inside and outside the organization. The ability to plan, lead, organize, and direct an organization's resources in order to accomplish goals depends on effective business communication, which can take either a formal or informal form (Gramatnikovsk et al., 2015). Moreover, the internal communication including in communication on company's vision, strategy, plan, company culture, values, principles, staff motivation, and ideas. Nobes & Stadler (2018) states that organizations engage in

the domestic and international markets. It indicated that communication is required to build a good relationship amongst companies. Then, the branding, marketing, advertising, customer relations, public relations, media relations, and business negotiations were all examples of external communications.

English is the language of business, representing phenomena in the business world that shape perceptions and thoughts. Its grammatical structure supports the hypothesis that management methods affect decision-making. The use of English terminology in accounting reports can lead to misunderstanding for fresh students who begin to learn about Management. Although management students learn the practices of accounting reports mostly in Indonesian, they should be introduced to the English terminology used in accounting reports, such as balance sheets, income statements, and cash flow statements that aims to prepare them for free trade era. By knowing and mastering the English terminology, it will reduce their misunderstanding in interpreting the reports. The use of technical terms to communicate accounting information can lead to misunderstandings when the recipient must fully appreciate the meaning of such terms. Moreover, the discipline of translation studies suggests that full equivalence in translation between languages is rare. This suggests that the risk of misunderstanding is exacerbated when technical terms are translated into another language (Li & Qin, 2018). Meanwhile, the effort made by Management students in understanding English terminology in management report is through the translation.

Technical terms used in business communication can cause misunderstandings when it is not fully understood by the recipient. The translation studies show that full equivalence between languages is rare and causing the misunderstanding among the students. Furthermore, translation is the preferred approach to make management students understand the English terminology in writing management report. In addition, mastering the English terminology reduces the misunderstanding when interpreting the reports. Management is applied internationally, requiring harmonization and convergence for the efficient functioning of international capital markets. Moreover, English is the lingua franca in economic terminology, including management. As it becomes international, management students must master English to understand and improve the reports.

Students need to have a strong understanding and proficiency in English terminology used in business reports. Although proficient English skills are not required, most of the sample population typically demonstrates limited English proficiency. This is because students need more proficiency in English, as they focused on English subjects in high school and did not study Economics in Bahasa Indonesia. The science of English terminology used in business reports is necessary for students in comprehending and correctly interpreting the reports. In addition, the specific instances that illustrate the influence of socioeconomic factors on motivation in language learning can enhance the efficacy of writing. This would bring more complexity to the discussion and enhance readers' comprehension of

the intricate correlation between motivation and socioeconomic status. One of the effort to enhance students' writing is by offering additional details regarding the advantages of learning English for management students. This might involve details about the roles that necessitate the ability to speak English well and the possible professional options that come with being fluent in English.

The students' quality in their writing may be enhanced by providing additional details regarding the techniques to encourage motivation in learning the foreign language. For instance, the writer might explore the significance of establishing attainable objectives, fostering a supportive educational atmosphere, and providing opportunities for students to apply their language abilities in practical situations. In this case, motivation plays a vital role in a student's ability to acquire a foreign language, as it directly impacts their achievements in the learning process. The motivation to learn foreign languages is also affected by socioeconomic factors. Moreover, the goal orientation was significantly influenced by the students' and parents' choice of foreign language, which in turn was significantly influenced by their geographic location, which was related to their socioeconomic status (Kormos & Kiddle, 2013).

Motivation in learning a second language can be defined as an effort, having a strong desire to learn, and maintaining a positive mindset toward language acquisition. Simplifying the language used in business reports could increase comprehension among non-native speakers and eliminate the need for constant translations. The providing context and examples for technical terms could also improve the effectiveness of the writing. Instead of solely relying on translation, language learners could benefit from learning their original language's technical terms and concepts to better understanding the meaning of English terminology and prevent misunderstandings caused by mistranslations. The standardization of management terminology is needed to reduce the misunderstanding of English terminology. Therefore, it is essential to ensure that the translations are accurate and precise. It can only be applied consistently worldwide when the translations are equivalent to original English versions (Rachmawati & Waharini, 2013).

The role of language is significant in conducting and preserving cultural heritage. The study of language has dramatically assisted in analyzing institutions, providing insights into how informal institutions impact economic activities. Language can be viewed as a significant social institution as it serves as a means to record and establish all human-developed institutions. Due to differences in language, culture, and legal frameworks, it is not possible to implement a universal set of business reporting standards worldwide (Li & Qin, 2018). The better comprehension of cultural differences are be able to help in predicting how accounting will develop in a nation and understanding the behaviour of professionals as well as accounting rules and laws (Dowa et al., 2017). When translating business reports to facilitate global communication, it is advisable to use

functional equivalence translation. This approach involves adapting the terminology and translation strategy to suit the cultural context.

RESEARCH METHODOLOGY

The qualitative descriptive analysis is used in this research since it aims to describe a phenomenon and its characteristics, which is more concerned with what happened rather than how or why something happened. The qualitative descriptive analysis involves observation and survey tools to gather data (Nassaji, 2015). In collecting the data in this research, the researchers conduct the observation and surveys. The quantitative technique is a form of research methodology that quantify the data through statistical analysis (Antonio & Safitri, 2023). The sample population in this research consists of 151 students in the first semester of the 2022-2023 academic year at Management Department of Faculty of Economics and Business at Universitas Wijaya Kusuma Surabaya. This study used two sets of surveys and interviews as the primary research instrument. This study utilized two questionnaires and interviews as the research instrument. The initial survey inquires about the students' backgrounds, including when they started learning English and their past English studies. The second set of questions examines the individuals' difficulties in comprehending the business-related vocabulary used in English reports. Besides using questionnaires, the researcher conducts interviews to gather detailed information about the subject. Moreover, the students were given two surveys in Indonesia and English language, that required one week to gather all the information.

RESULT AND DISCUSSION

Based on the analysis above, the problems faced by management students, Faculty of Economics and Business, Universitas Wijaya Kusuma Surabaya is simplifying the language in business reports to better understanding for students with limited English proficiency. Likewise, this can be achieved using further familiar, straightforward terms rather than the English language, along with the English language classes or training services. This can help them ameliorate their English proficiency, understand the language used in operation reports, and encourage them to exercise their English by reading English language business reports or other affiliated accouterments. This will cause the students become more familiar with the language and ameliorate their understanding of the subject. For learning new words, the majority of students have employed all four basic Vocabulary Learning techniques (VLS) of Oxford's taxonomy: memory techniques, cognitive strategies, compensatory strategies, and metacognitive strategies with different frequencies (Komari et al., 2022).

The alternative effort to understand the English terminology in management report is the provocation literacy of operation or studying the English language. The

sample mentions that 23 students do not see value in learning the English language for operation. However, it needs to explain how numerous students were surveyed or what kind of academy they attended. Therefore, their socioeconomic status influences students' provocation to study in alternate or foreign-language surroundings (Yulia, 2013). Moreover, students will be more motivated to learn a foreign language or English when they have to read business reports in English or when they work for a transnational pot.

Futhermore, the need for more sources of information is necessary for students in understanding the English terminology. There 15 students stated they demanded to learn to consult the complicated English language in the business report. One idea to ameliorate the effectiveness of the jotting is to give specific exemplifications of complicated English language in business reports. This would make it easier for students to understand which terms to concentrate on when consulting an English Business Dictionary. Another idea is to suggest specific online coffers, similar to estimable operation websites or databases, that students can use to find accurate and dependable information about English language. This would help students avoid the confusion of using hunt machines like Google. The majority of second-year English study program students opted to use Discovery Strategy when learning new vocabulary, and the consolidation and metacognitive methods are the additional tactics. Determination approach, in contrast to Memory strategy, did not show any notable contributions to their knowledge of affixes (Emelia Agustianti et al., 2021).

Language utilization is crucial to the administration of international projects. Language can be seen as both a crucial tool for communication and a barrier to management procedures in a multilingual firm (Lauring & Bjerregaard, 2017). Moreover, the mistakes made by students are due to their use of their native tongue. Accordingly, the students' mistakes may be the result of linguistic variances between Indonesian and English (Natalia, 2020). Some tips or strategies for effectively using an English Management Dictionary might be helpful. For illustration, students could be encouraged to look up strange terms before reading the operation report or to keep a list of complicated terms to review and exercise regularly.

The effort to ameliorate the effectiveness of the jotting is to give further concrete exemplifications of how internet wordbooks can be used to ameliorate business understanding and textbook products. Another idea is to unfold what rudiments should be considered when opting for a good Internet wordbook for business purposes. The jotting could profit from a more precise structure, with each idea presented in a separate paragraph for easier appreciation. The good internet wordbooks of operation bear careful consideration of some abecedarian rudiments, both theoretical and practical. Furthermore, it has been proven that the following strategies can help struggling language students:

1. Encouraging discussion and teamwork among students to stimulates English language development.
2. Having a collaboration with teachers of another subject.
3. Research-based strategies for curriculum adaptation. It is inevitable that students will encounter new vocabulary as they progress through their academic programs. Before pupils utilize many of these vocabularies in subject classes, their English language teacher can help by making sure that they are familiar with them.
4. At each point in time, teachers should be willing to meet and exceed the expectations of struggling language learners.
5. The policies are an important part of the process. The research-based educational policies are necessary for the support of teachers.
6. Teachers are expected to listen to students' need and in which students are able to state their problems freely (Alharbi, 2021).

A business report is a report that is neutral, has a clear purpose and presents facts to one or more people in order to achieve certain business goals. A business report is any factual document that states the company's objectives is a managerial tool to inform or contribute to decision making must be accurate, complete and objective. The report contains precise information on a variety of topics, that used by institutions, organizations, and corporate bodies to plan and manage effectively. It is helpful in empowering any management with wise decision-making and accurate choice, which ultimately leads to effective management and operational competence (Anigbogu, 2017). The crucial definition of business intelligence that includes reports designed to assist managers in monitoring operations and performance is management reporting.

The term "technical translation" is frequently used to refer to translations in a variety of sectors, including law, bussiness, religion, politics, and etc. Technical translation and specialized translation are frequently treated as synonyms in the literature (Ciobanu, 2016). Furthermore, exemplifying specialized terms in business reports could lead to misconstructions when translated into other languages. This would help students understand the significance of correctly using technical vocabulary and registering the language when rephrasing the information, including a section that discusses the implicit artistic differences that could impact restatement.

Some societies might have different generalities of income or arrears, which could lead to confusion when rephrasing the information. Another effort that could be done in understanding the English terminology in management report is providing tips for effective restatement, like working with a professional translator or using technical software to ensure accurate restatements of specialized terms. This would help students understand the complications of restatement and give guidance on how to approach it to minimize the threat of misconstructions of the

target language's culture and the restated language. The need to regularize the language used in business reports has increased due to rephrasing English for business reports, necessitating artistic adaption for each country (Rachmawati & Waharini, 2013). This will make it easier for operation scholars to understand the language. Still, other ideas claim that further than standardization is demanded to ensure the results are set encyclopedically and substantially when they give full rein to do whatever they see (Yulia, 2013).

CONCLUSION

Management students' ability to comprehend the English vocabulary used in business reports depends on several things. The three factors are the students' limited command of English, their desire to learn English to support their comprehension of foreign languages, and their limited access to sources of information about the English terms used in business reports that they need help understanding. The typical practice among students is to look up the troublesome word in a dictionary or translate the words into the intended language. However, occasionally the definitions people find in dictionaries need to be more appropriate or connected to the context of economics or management. This is because specific phrases or terminology used in management represent particular linguistic "registers" and occasionally have a different meaning than generic words. Standardization can only partially address this issue because it fails to ensure the effectiveness of the solutions in diverse nations, mainly when they give accountants full rein to behave as they see. The most effective option to date is to translate the English terminology into the local tongue using cultural factors, context, and translation techniques to produce word harmonization in the local tongue.

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