

## Project Works as Vehicles for Authenticity in the Graduate Business School of Sfax, Tunisia

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### Abstract

The objective of the present study is to explore the extent to which the project work (PW) approach, which is one application within Content Based Instruction (CBI), can be a producer of authenticity in English for Specific Purposes (ESP), and more particularly in a Business English (BE) course. The researcher assigned group projects to two classes of 25 third year university students studying BE at the Graduate Business School of Sfax, University of Sfax, Tunisia. A questionnaire was given to them in order to get their feedback. The first major finding is that most of the students reported gaining strong interest and a high degree of motivation in using language in the classroom. They also reported great benefits in terms of language and research skills. As for the researcher, he confirms that the project work approach is of great efficiency in ESP and BE. The article concludes with some evaluation and implications of the project work approach.

*Key words:* CBI, CLT, Project work, ESP, Business English, Authenticity