

APPLICATION OF AI IN TEACHING AND LEARNING BUSINESS ENGLISH AT HUFLIT

This study investigates the integration of artificial intelligence (AI) tools in teaching and learning Business English, specifically within the “Customer Service” course at HUFLIT. Using a mixed-methods approach involving classroom observations, student interviews, and surveys with 420 junior students, the research explores AI’s pedagogical potential and practical effectiveness. The findings reveal that AI enhances student engagement, motivation, and language proficiency through real-time feedback, personalized support, and simulation-based tasks. However, concerns about over-reliance and occasional content inaccuracies suggest the need for guided and balanced AI use. Overall, the study concludes that AI can serve as both a powerful linguistic resource and instructional facilitator, especially when integrated thoughtfully into curriculum design. These insights contribute to growing discussions on the role of AI in language education and highlight the importance of digital literacy in maximizing its benefits.

Keywords: AI, application, teaching and learning, Business English

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