

A COMPARATIVE STUDY OF THE PRACTICES OF ENGLISH LANGUAGE
TEACHING IN LOW-FEE FRANCHISE AND SINGLE MANAGEMENT
SCHOOLS IN LAHORE

By

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ABSTRACT

Pakistan has a variety of privately managed schools. Inspired by the corporate model large school systems offer franchise to small schools in the name of better quality education, leading to better market acceptability. The purpose of this study was to analyze the practices and quality of English language provided by the franchise and single management schools at primary and middle level. To accomplish this, four tools were utilized; classroom observation checklist, semi structured interview, questionnaires, and English test for grade 5 and 8 students. Two franchise and two single management low cost schools of Lahore were selected by purposive sampling. Data was collected and analyzed on the CIPP evaluation model, i.e. Context, Input, Process and Product. The sample comprised of 8 in-depth classroom observations, 8 English subject and 12 other subject teachers teaching in English; and 80 students. The result reveals that single management schools focus on student results or outcomes as a means of competing with franchise schools which attract students with better teaching methods, management support, school inputs and better qualified teachers.

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