IN THE KNOW:

BUSINESS ENGLISH AS A KEY TO CAREER SUCCESS

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The Technion
What is Business English?

- Specific English used in global business and communication.
- The universal language of the world’s economy.
How Did this Need Arise?

information revolution + globalization = a single global market → created a need for

a single common language
Where is B.E. Essential?

- Science, technology & engineering
- International relations, politics & law
- Culture and entertainment
- Medicine

... nearly everywhere
B. E. Skills Needed:

**Listening:**

- Understanding & processing information
- Negotiating
- Attending meetings & conferences
Speaking:

✓ Making presentations
✓ Negotiating
✓ Reporting and clarifying information
✓ Telephoning
✓ Receiving & entertaining visitors & small talk
Reading:

✓ Reports, research articles, memos
✓ Emails
Writing:

- Emails
- White papers & Position papers
- Research articles
- Agendas
- Minutes of meetings
The 5th B.E. Skill: Cultural Sensitivity

- Identifying a gap in knowledge
- Ability to understand a different culture
  → smooth communication
Cultural Sensitivity → Successful Relationships

1. Optimal functioning in all situations
2. Maximum gains in negotiations, employee-employer relations, mergers, joint projects, etc.
3. Best outcomes in diverse corporate and academic cultures
To make students aware of the impact verbal and non-verbal language can make

To promote tolerance, understanding and acceptance

To manage conflict and reduce uncertainty
Business culture of the target country:

- national mindset
- negotiation tactics
- entertainment style
- dress code
- Non-verbal language, etc.
Outcome of Cultural Awareness

**Students gain:**

- insight into different cultures
- confidence in their ability to adjust to variations in communication styles
Worst Scenario → Weak B.E.

- Critical communication breakdowns
- Risks in credibility
- Poor outcomes in negotiations
- Overall inability to proceed
Why Not “Regular” English?

Industry jargon

Dealing with clients: “So, what can you bring to the table?”

What is your contribution?

Banking: “That deal was a real slam-dunk”.

Negotiations were completely successful.
Use of the word “CHANGE”

a. The attorney revised the contract seven times.

b. Designers at Uniqlo had to alter seven suits before the fashion show.

c. The engineers at Audi decided a modification of the steering unit was necessary.
Communicate professionally, formally and appropriately:

What are the different ways I can pay?

→ What are your payment conditions?

How much money does Apple make a year?

→ How much revenue does Apple earn annually?
Phrase and word choice based on common business situations:

**Negotiating**

We want → **We propose/suggest**

**Marketing**

Selling plan → **Marketing strategy**
Meetings: What happened last time?
  → Please read the minutes of the previous meeting.

Entertaining: Are you hungry?
  → We’d like to invite you to dinner.
Some B.E. Statistics

Highest B.E. scores in international sectors -

- Aero-space and defense
- Professional services (i.e. architects, auditors, consultants, engineers, doctors and lawyers)
- Technology
Israel ranked 22nd out of 77 countries surveyed in the worldwide Business English Index (before the USA, France and Germany)

BUT—
can we sit back and rest?
Who Needs B.E.? 

- 92% of global employees report the need for B.E. in their jobs
- Only 7% of global workers feel their B.E. is up to standard
- AND only 13% of university graduates in emerging countries get jobs in global companies due to poor B.E. skills
What is Needed?

➢ A B.E. curriculum adopted and adapted for:

✓ Israeli high schools
✓ Colleges
✓ Universities
Basics of a B. E. Curriculum

- **5 skills**: listening, speaking, reading, writing & cultural sensitivity

- **Specific language issues**: modals, “power verbs”, collocations, specific B.E. vocabulary

- **Scenarios**, simulations and role plays
The Bottom Line

“B.E.” Your Best with B.E.
References


The Growing Need for Connectivity in the Global Marketplace
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