# The Increasing Significance of Business English for University Students

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## Introduction

Considering how "international" modern business has become in the last 30 years, there is little surprise at the need for an all-purpose means of communicating. Just as English is slowly becoming, for better or worse, the "International Language" for general communication, so it is in business. The graduates of this university will go into a world where English is fast becoming the standard international business relations. This fact is most crucial for graduates in business-related fields who plan to work in companies that will almost certainly have some dealings with foreign business entities, be they manufacturers, distributors, trading companies or import-export businesses. For these students, a foundation in general English studies may not be enough for them to succeed in today's competitive landscape. To truly excel, students in business-related fields need to go further in understanding the unique demands of conducting business internationally using English. For this, a study of English used in the international corporate environment - Business English - is becoming increasingly essential.

## What is Business English and why study it?

Business English-A form of English study which focuses on the modes of communication used to conduct business activities in today's increasingly global society.

Goal - To help non-native, English-speaking businesspeople become more competent and competitive when conducting business in an English language environment.

In general, a strong foundation in Business English will help professionals whether they are dealing with companies based in English-speaking countries or not. This is because the concept behind Business English is to essentially establish a kind of worldwide standard by

which any company can do business with any other company, regardless of native language. By learning the appropriate vocabulary and skills needed to conduct meetings, presentations, telephone calls, etc. in English, business professionals and new recruits will be on solid footing in most international situations.

## How is Business English different from General English?

|  | General English | Business English |
|---|---|---|
| Writing | Essays, Stories | Business Letters, Faxes, E-mail |
| Reading | Literature, Factual Passages | Business Letters, Business Articles, Business Documents |
| Listening | General Listening | News Broadcasts, Sample Presentations |
| Speaking | Conversation, Speeches | Negotiation, Meetings, Presentations, Telephoning, Socializing |

In addition to the areas of focus mentioned above, Business English also uses situational activities similar to those in real life which give students a chance to use all four skills. These are called case studies, and in these students usually play a role （or several roles） in which crucial decisions must be made and practiced skills used. In this way many skills are used concurrently, and the students can get the feel of conducting business in an English environment. These case studies are usually popular with students, and they also give the teacher time to approach individual students and groups to check on their progress.

## Business English for University Students

The increase in attention on university-level courses that focus on Business English is an important step which I think will help students in business and economic-related majors to have an advantage when seeking employment upon graduation. While some may feel that it is a study geared towards professionals who have more practical and immediate needs as well as the background experience to better grasp the concepts involved, I disagree. Even if today's students are not familiar with the specific requirements and concepts of doing business in English, they will be someday. Knowing that what they are learning now could really help them in their future career can be a great motivator. Offering these classes is also a great way for universities to remain competitive, and I hope that more students are given the opportunity to attend them in the future.

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