

Business English Skills and Globalization

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Abstract:

International trade dealings in present era are based on effective communication. Business English especially has become the common medium of communication. Many non-native English speakers study the subject with the goal of doing business with English-speaking countries, or with companies located outside the Anglosphere but which nonetheless use English as a shared language or lingua franca. Much of the English communication that takes place within business circles all over the world occurs between non-native speakers. In cases such as these, the object of the exercise is efficient and effective communication. Individual employees recognize the critical need to be skilled in Business English not only to perform their current job effectively, but also as it relates to their potential for career advancement. Skilled Business English communicators both save time accomplishing their daily tasks and are more effective in getting their overall jobs done. The present paper discusses about the need of adopting business English skills in the global era for building a success workforce.

Keywords :- Business English, Anglo sphere, lingua franca, global era.

I. INTRODUCTION:

Growth in emerging markets and the increasing interconnectedness of global business directly affects the labor market in every country and the skills needed for building a successful workforce. A growing number of global workers must communicate in English—both within and outside their company—on a regular basis. According to BIE & GOI report - Ninety two percent of global employees say English is required or important for their job, and this is true at all levels of the organization all over the world. It is important as a business professional to be able to communicate effectively with overseas business partners. Proficient and proper use of English is vitally important. Global workers are demanding Business English training as proficiency becomes a critical element of career progression and their day-to-day work life, and many managers are also putting pressure on these workers to improve their Business English skills.

II. WHAT IS GLOBALIZATION?

Globalization can be described as a process by which the people of the world are unified into a single society and functioning together. This process is a combination of economic, sociocultural, technological and political forces. Globalization, as a term, is very often used to refer to economic globalization that is integration of national economies into the international economy through trade, foreign direct investment, capital flows, migration, and spread of technology. The word globalization is also used, in a doctrinal sense to describe the neoliberal form of economic globalization. Globalization is also defined as internationalism; however such usage is typically incorrect

as "global" implies "one world" as a single unit, while "international" (between nations) recognizes that different peoples, cultures, **languages**, nations, borders, economies, and ecosystems exist. Globalization implies the opening of local and nationalistic perspectives to a broader outlook of an interconnected and interdependent world with free transfer of capital, goods, and services across national frontiers.

III. ENGLISH - THE GLOBAL LANGUAGE:

Today, as we are living in a 'Global Community'. People correspond with others from around the globe on a regular basis, products are bought and sold, and services are provided globally. The English language has inarguably achieved a major role in this "globalization" and it has become the prime language of choice for communication by many different nationalities. The need for a global language is particularly appreciated by the international academic and business communities, and it is here that the adoption of a single lingua franca is most in evidence. Global English surveyed its subscribers around the world in 2010 to get their perspectives on the globalization of English, trends in business communication, and the needs of global enterprises. More than 26,000 subscribers from 152 countries participated in the study. It remains clear that the "flattening" of global business increasingly mandates English competency as a crucial skill for the workplace.

A language that was the tongue of three tribes 1,500 years ago is today the language of nearly two billion people. It has three-times more non-native speakers than native speakers. No other language comes close to matching that, and it is that that makes English global. It is the modern lingua franca, the language used by the Russians to talk to the Nigerians, the Germans to talk to the Spanish, the Chinese to talk to the Brazilians. English is spoken in most parts of the world, for instance in Great Britain, the USA, Canada, Australia, and New Zealand and in many more countries. In African states English language serves as main form of communication. English is, after the Chinese, one the language most people speak and it is the most popular second language.

IV. ENGLISH - THE LANGUAGE OF GLOBAL BUSINESS:

English has increasingly become the international language of business. More and more nations are demanding that their business executives become fluent in English. International companies and international commerce generally imply a fundamental need for people to communicate across the globe, at least at a basic verbal and written level. Translation and multilingual communication are important, but unless there is one common language that everyone doing global business can speak, the complexity makes it unwieldy for cross-border businesses to function.



Workers whose jobs require them to interact with people in foreign countries say that English is the dominant language of business, according to a new poll. English is now the global language of business. More and more multinational companies are mandating English as the common corporate language—Airbus, Daimler-Chrysler, Fast Retailing, Nokia, Renault, Samsung, SAP, Technicolor, and Microsoft in Beijing, to name a few—in an attempt to facilitate communication and performance across geographically diverse functions and business endeavors. Enterprise Fluency is the measure of a company's ability to apply their company-wide gains in Business English skills to improve the ease with which their global teams can communicate and collaborate with each other and the effectiveness with which the company can operate across country borders.

V. BUSINESS ENGLISH AND ITS NEED OF LEARNING:

Business English is English language especially related to international trade. It is a part of English for Specific Purposes and can be considered a specialism within English language learning and teaching. Many non-native English speakers study the subject with the goal of doing business with English-speaking countries, or with companies located outside the Anglo sphere but which nonetheless use English as a shared language or lingua franca. Without Business English proficiency, global teams are unable to operate successfully across borders, and efficiency and profitability suffer.

Individual employees recognize the critical need to be skilled in Business English not only to perform their current job effectively, but also as it relates to their potential for career advancement—93% say that English is required or important to get a promotion. Yet, despite this critical need, the skills gap is not closing. While 92% recognize the need for this, only 7% of workers strongly agree that their current English communication skills are sufficient and 70% of respondents say they need to improve their skills this year. (SPECIAL REPORT: The Globalization of English Report-2010)

Companies that have made it a strategic priority to provide tools to their global workforce for Business English communication development and support are clearly seeing a direct connection between their staff's Business English skills and the company's bottom line. Skilled Business English communicators both save time accomplishing their daily tasks and are more effective in getting their overall jobs done. Working across boundaries is essential in every area of business today, including global talent acquisition, development and succession planning, innovation, productivity, and overall performance. Effective communication in English is critical to companies' bottom lines. The Towers Watson 2009/10 Communication ROI Study demonstrated that companies that are highly effective communicators had a 47% higher total return to shareholders over a five-year period. Growth in emerging markets and the increasing interconnectedness of global business directly affects the labor market in every country and the skills needed for building a successful workforce.

VI. SKILLS STILL LACKING:

Despite all of the global trends, the study shows that there continues to be a large gap between the need for a global workforce skilled in Business English and the actual skill levels of employees today. Particularly as a new generation of workers from around the world flows into global business, this skills gap must be addressed quickly. Only 7% of workers strongly agreed with the statement that their current English skills are sufficient to enable them to do their job. This is an amazing statistic, especially when 92% responded that English is required or important for their job. (BEI-2010)

A clear majority of global workers see this gap and the immediate need to bridge it. Seventy percent of respondents said they need to improve their English skills this year, and 92% need to improve within two years. Two recent groundbreaking studies—the 2013 Business English Index (BEI) and the Globalization of English (GOE) report—confirm the primacy of Business English as the de facto language of business. And the same report results the average global BEI score is only 4.75 Out of 10, which represents a workforce whose current Business English skills are not sufficient to meet the performance demands of today's global economy. This translates into a workforce that can understand basic information on the telephone or in person, but cannot understand most business presentations, take a leadership role in business discussions or perform relatively complex tasks.

VII. CONCLUSION:

Business globalization has reinforced the popular belief that English is the de facto language for global communication. It also shows that Business English is likely to continue to become more important—across all industries, organizational levels and parts of the world. An overwhelming number of employees agree that English is crucial both for their current job and for advancement. English is integrated into their daily work flow and used both inside and outside the company. But despite this recognized need, there is an enormous skills gap. Companies are scrambling to give their global teams the tools and training they need to compete successfully in the 21st century and global workers see an increasing connection between Business English proficiency and career progression and advancement.

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