



Issue 2 - October 2009

Cambridge ESOL showcase the benefits of their online business English test



Pete Sharma delivers his address at the BULATS Online launch

Milanovic whose opening speech covered the development of BULATS and the importance of this online milestone. Other speakers included the author and university lecturer Pete Sharma, a specialist in the use of new technology for language learning. His presentation, *'The Impact of the Internet on Language Learning and Assessment in Global Companies* was followed by the launch reception.

The online version of BULATS will provide commercial organisations with a robust and reliable language test which has the flexibility to be taken at a time that suits the individual. The Online test has been launched in Europe and is currently being rolled out globally.

Multinational companies wishing to remain competitive in the current economic climate can now take advantage of the new online version of Cambridge ESOL's popular Business Language Testing Service (BULATS). The online test has been launched to help organisations assess and develop their employees' language ability in English, French, German and Spanish. Human Resources departments will be able to use BULATS test results to make fast and accurate recruitment decisions.

This was demonstrated by Cambridge ESOL at a launch reception in Cambridge on 5 March. The event was introduced by Cambridge ESOL's Chief Executive Dr Mike

Business English UK offers BULATS at its 400 UK centres



Tony Millns (CEO English UK) and Dr Mike Milanovic (CEO Cambridge ESOL)

Cambridge ESOL has announced a new collaboration with English UK, the world leader in language teaching, which will mean that schools will be able to test language skills quicker and more easily at over 400 locations throughout the UK.

The agreement between Cambridge ESOL and English UK will see the Business Language Testing Service (BULATS) being made available in 426 centres nationwide. This collaboration is not only a recognition of the test developed by Cambridge ESOL, but also proof of the commitment of English UK to ensure that all of its members are aware of the benefits of such a test

can bring.

Tony Millns, Chief Executive of English UK, comments: "Businesses around the world recognise that to fill the skills gap with non-native English speaking employees, providing relevant and effective language training, is key. Assessing an individual's language ability is critical to this, which is why collaborating with Cambridge ESOL is such a natural fit. The 400-plus language centres we represent in the UK allow organisations to gain the support they need to bring their staff up to the standard required for business performance and overall communication."

Michael Milanovic, CEO at Cambridge ESOL explains: "It's vital for organisations to ensure that they can effectively assess an individual's language ability. We are committed to providing fit-for-purpose exams for our customers and we look forward to working closely with English UK and its members."

BULATS helps language proficiency in Macau

As a bilingual region, Macau certainly has some interesting linguistic challenges. Cambridge ESOL was approached by the Macau government in 2006 to carry out a language assessment exercise in collaboration with the Macau Polytechnic Institute's Casino Career Centre (CCC).

Working with Mark Knight, a consultant on the project, Cambridge ESOL was involved in extensive language proficiency testing, questionnaires and research interviews. Cambridge ESOL's Business Language Testing Service (BULATS) provided the benchmarking tool to accurately determine employees' levels of English. Also, around 200 staff from the sector was interviewed as part of the project.

It was found that although they rarely needed to use English when talking to customers (who mostly come from mainland China, Hong Kong, and Taiwan), it was essential for them to have a good level of English language proficiency when communicating internally (staff come from a variety of countries).

The project has helped to highlight the importance of language assessment when making important decisions on recruitment. Twenty-nine major casinos around Macau took part in this major study and more than 2,700 people working in the industry were involved in the research. The results of this study will determine English-language training in the Macau gaming and tourism industry, which is now larger than Las Vegas.

Marriott Hotels in Vietnam makes a reservation for BULATS

The Renaissance Riverside Hotel Saigon, one of Ho Chi Minh City's premier luxury hotels, has chosen the Business Language Testing Service (BULATS) to assess the English language abilities of its front-of-house staff.

The Renaissance Riverside Hotel Saigon is part of Marriott International, Inc. a leading lodging company with more than 3,600 lodging properties in 67 countries and territories. Located in the heart of Ho Chi Minh City's business district, the Renaissance Riverside Hotel Saigon welcomes international business and leisure guests from all over the world.

In this international environment it is essential that the hotel's staff members possess a good knowledge of the English language, in order to communicate effectively with their clientele and conform to the hotel's first-class standards of hospitality. The Renaissance Riverside Hotel Saigon's HR Manager, Phan Thi Ngoc Bich, found that a number of factors contributed to their decision to adopt BULATS, including the focus on real language skills necessary for the workplace and the ease with which BULATS can be used. The reliability and accuracy of the assessment was also a deciding factor, Phan Thi Ngoc Bich says: "We believe BULATS really reflects the English skills of our candidates".

Cambridge ESOL unveils a new and improved BULATS website

As a marketing and information tool www.BULATS.org has proved immensely successful and popular. The website has, however, undergone some revisions as part of Cambridge ESOL's Modernisation initiative to make life easier for our customers.

Following the findings of a global market research consultation the BULATS website was improved to broaden its scope of information and to allow the use of emerging technology to further enhance customers



experience. The consultation team took advice from all stakeholders, including agents, candidates, businesses and industry experts.

The new website incorporates the latest BULATS branding and is even more user-friendly than its predecessor. Moreover, the amount of useful information – many in the form of downloads – has been increased.

Cambridge ESOL's educational mission and BULATS

BULATS forms an integral part of Cambridge ESOL's educational mission, supporting effective language learning for and in business contexts as a key tool for economic, social and personal development.

To support this ethos, Cambridge ESOL provides extensive support to help learners to prepare for the BULATS tests, and participates in numerous international projects where BULATS is used as a tool for benchmarking and monitoring language skills in the commercial, educational and public sectors, providing a basis for programmes designed to raise standards of language and communication skills.

Through its link to the *Common European Framework of Reference for Language: learning, teaching and assessment*, BULATS also provides support for the Council of Europe's work in implementing consistent levels for language learning.

For more information please visit: www.bulats.org/Bulats/Educational-Mission

New marketing publications

There is now a full list of promotional materials available to view as a PDF in the Members' Area of the BULATS website. The PDF can be found in the 'Training' section of the 'Members' Area' under the sub-section, 'Marketing': www.bulats.org/members/Training.html

Please use your agent log-in to access the area.

There are now new items available to order free of charge from Cambridge ESOL. These include the BULATS A5 brochure, BULATS A5 Online brochure and the A4 Candidate brochure which is a four page information leaflet. Ordering instructions are given on the PDF.

BULATS is produced by:



UNIVERSITY of CAMBRIDGE
ESOL Examinations



UNIVERSIDAD DE SALAMANCA
CURSOS INTERNACIONALES



GOETHE-INSTITUT

www.BULATS.org