



UNIVERSITY of CAMBRIDGE
ESOL Examinations
Authorised BULATS Agent

PREPARED FOR: 台灣科技大學

Talk Proposal – Business Language Testing Service (BULATS)

How can you make your students more competitive in an increasingly international job market? Companies prefer to employ graduates not just with test results, but with real skills. This is why Cambridge Business English qualifications have been excelling in high-performing markets such as Germany, Brazil and India and they are now the leading tests of workplace English in China. In these talks we will give your students suggestions about how to improve their ability to really communicate in English in the workplace and we will explain how BULATS can really give your students a competitive edge.

Date: Sep-Oct., 2011

Target: Undergraduate and graduate students who expect to use English in some capacity in their future jobs

Talk duration: 90 minutes

TOPIC 1

CAMBRIDGE BULATS: An international workplace English qualification that can help you get ahead in your career !

There are now so many tests to choose from so why should you choose Cambridge University's BULATS (Business Language Testing Service)? Come along and find out:

- ✧ how BULATS can give you a *special advantage* when preparing for your working future
- ✧ how *widely recognized* the qualification is by companies and organizations around the world
- ✧ why we believe this is the *best value* exam available

In addition to the above, we will explain what makes BULATS different from other English tests. We will also give you some practical suggestions on how to prepare for the test and build your ability to really use English at work. This test can help in special ways: join us and find out how it can help you stand out from the crowd!

TOPIC 2

GET YOUR DREAM JOB

Develop the English skills that will get you the job you want and enable you to excel in your career

Everyone knows that getting your ideal job can be highly challenging. However, companies are always looking for graduates with the right skills and attitude. You can greatly increase your chances of success by being smart and preparing well.

Get the job you want by learning to:

- write a professional resume that really stands out
- make a great impression in the interview

Since English is the language of international business, excel in your career by:

- knowing how to do business in English before you start work

In this presentation we will show you how to write a resume and what to say and do in the interview. We will also tell you what kind of English you need to develop to make yourself attractive to both local and international companies, and what level of English you will need.

There will always be great career opportunities for those who prepare themselves well. So, learn what you need to do in order to get and succeed in your dream job

TOPIC 3

WHAT IS BUSINESS ENGLISH AND HOW DO YOU USE IT?

Although English is the international language of business, many people are unclear about what Business English actually is. Simply put, when we are at work and we use English to write emails to clients, take phone calls from other companies or meet with people we want to do business with, we are using Business English. In fact, Business English has much in common with General English, and as with General English our goal is clear and efficient communication.

You do not need to have a high level of English to be able to use English at work. However, by learning useful business-related language now, you will be better able to succeed in your chosen career. Prepare now for your future and learn the English you need so that you can be clear, professional and confident in interviews, your job and other business situations.

AT A GLANCE

Cambridge BULATS:

- ⤴ is based on practical and authentic tasks which help candidates develop real workplace communication skills as they prepare for the exam
- ⤴ is recognized as proof of English by more and more companies both in Taiwan and around the world
- ⤴ is becoming increasingly popular in high-performing markets, particularly France, Brazil and India, and they are one of the leading tests of workplace English in China
- ⤴ is a truly international qualification for workplace English
- ⤴ does not expire

RECOGNITION

Corporate

A sample of companies that recognize BULATS in some parts of their global operations:

- | | |
|-------------------|-------------------------------------|
| ⤴ Adidas | ⤴ PwC |
| ⤴ BMW | ⤴ Sony Ericsson |
| ⤴ Hewlett Packard | ⤴ Taiwan Stock Exchange Corporation |
| ⤴ HSBC | ⤴ Unilever |
| ⤴ Microsoft | ⤴ Zurich Financial Services |

Governmental Organizations

- | | |
|-------|--------|
| ⤴ 行政院 | ⤴ 經濟部 |
| ⤴ 教育部 | ⤴ 交通部 |
| ⤴ 內政部 | ⤴ 縣市政府 |
| ⤴ 法務部 | ⤴ 警察局 |

Higher Education

- ⤴ a rapidly increasing number of universities in Taiwan recognize BULATS for their graduation requirement for English

PRESENTER PROFILE



Chris Jordan is the Center Exams Manager for Cambridge ESOL's BULATS as well as its Business, Financial and General English Certificates. He is also the Academic Director of Acumen Business English Consultants, a company which designs courses and provides English communication training for some of the world's leading international organizations. His specialist area is Business English, and he cooperates closely with corporations that have a demand for skilled English users.
