

Importance of Learning Business English and Its Social Benefits

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ABSTRACT

Today, 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 importance of Business English at the moment is that it gives people the edge in a competitive environment. Being able to speak appropriate and competent English at work gives an individual and their employer credibility also. New language skills help to know how to handle business situations in an appropriate manner. This paper reports on increasing demands of learning business English for successful business and social benefit.

edge. Any communications problem, whether personal or business, translates to losses, zero result in negotiations, incompetence for global business, or will just simply leave you ill-equipped to carry out international business.

I INTRODUCTION

Business English is the general term used for English related to Business, such as international commerce, finance and industry. In the global environment, it has become common for non-native English speakers to study business English as a specific tool, with the aim of interacting with English-speaking countries, or with companies that use English as a shared language. In this atmosphere, business English is what one is required of in order to join, communicate and compete in the international market. This is why the importance of good business English can no longer be underestimated in the age of the new global business market.

II WHY LEARNING BUSINESS ENGLISH IS IMPORTANT

Around the world, there is an estimated 1 Billion people learning English. Many factors point to the reason why learning English has seen exponential growth in recent years, but it all boils down to the English language being the "global language" of business, politics, international relations, culture, and entertainment for so many countries worldwide. And that is just an understatement as in fact, while English is not an official language in many countries worldwide, it is most often taught as foreign or second language.

III BUSINESS LEVERAGE

The rapid growths in technology for global communications notwithstanding, there are still many companies and individual professionals who fail in their quest for business or professional success. And oftentimes the failure primarily lies on one of the most basic foundations of making business relations – the language spoken. Undoubtedly, the English language is the global language for business and having a good command of English will definitely give one who is eyeing globally competitive business or career a clear

IV CAREER GROWTH AND PROFESSIONAL OPPORTUNITIES

Going down on a more personal level of career success, having the right Business English communication skills will surely equip you with a liberating confidence and ability to express yourself in the English language. It will surely be an advantage in interviews, thus giving you more opportunities to widen your career prospects. Or if you are not looking for a new job, having the confidence and ability to speak Business English is one way of enhancing your potential for earning by making you stand out for career advancement or promotions. Studies show a steady growth in the number of companies worldwide requiring employees who have bilingual skills.

For many people, the benefits of learning English include broadening their employment opportunities, since it is used so commonly in business. People who speak two or more languages are often ideal candidates for jobs in travel, international business, or translation. Many government agencies and employers that offer works with the general public, such as positions in law enforcement or healthcare, often look for multilingual candidates. In some industries, knowledge of business terminology in English is critical for entry into and the success of a business. Workers need to have an understanding and command of detailed vocabulary dealing with specific concepts in order to be able to communicate effectively with other professionals in the business. Examples of specialized businesses requiring knowledge of English include computing, engineering, science, technology, medicine and law.

V SOCIAL NETWORKING AND RELATIONSHIPS

Many people see the ability to communicate and talk with others as one of the major benefits of learning English. Many people find great social and cultural benefits in having pen pals from other countries, and the Internet makes such communication fast and easy. Knowing English can broaden the types of people you can speak to, whether its via email or on an online discussion forum. A tremendous number of websites are available primarily in English, and anyone who does not understand the language may have difficulty using them. For anyone interested in traveling to countries in which English is the primary or common language, it is often essential to understand and speak it. Throughout the UK, US, and Canada traveling and shopping are often made easier by speaking the language since many individuals may not speak any other language. Business English is a concept that covers a wide range of aspects and variables and refers to the changing world of modern commerce and entrepreneurship, as well as to the burgeoning online e-business and networking environments.

Research shows that 80% of the amount of Internet web content is in the English language and that content relating to business written in the English language largely comprises this figure. It goes without saying that having a good grasp of business information, data, or terminologies in the English language is very important to have a good understanding of the wealth of business information available on the Internet

VI CENTRAL GOAL OF BUSINESS ENGLISH

The English language is currently estimated as the third largest mother tongue in the world. However, it is unquestionably the first and most popular second-language. In fact, most of the information that circulates in our world – mail, radio, cable, internet, etc. – is in English. This language has become the working language or bridge language of our time. There is even a specific rubric for Language Skills in any standard résumé template, with the level of English generally being what is examined. This dominance plays a part in the wide range of effects of what is called globalization. As a purpose-specific tool, the central goals of business English is to carry the message across and to reach agreement.

This is why it demands a business-oriented English vocabulary and a bunch of skills. These skills can include English letter writing, delivering presentations, negotiating or plain small-talk. With this in mind, such skills are already considered to be a prerequisite of modern-day international cooperation, and an important key for global business. Gaining knowledge of specialized Business English is quickly becoming crucial too.

VII ENTREPRENEURSHIP & ENGLISH

There is no doubt that professional knowledge and experience is essential for entrepreneurs and managers. But reaching and staying at the top requires more than just being knowledgeable and experienced. One of the reasons why some entrepreneurs are successful and some of them are, let us stay optimistic, less successful, may lie in the ability to communicate knowledge in a foreign language. Of course, one has to agree that entrepreneurs and companies can hire interpreters who are both fluent and skilled. However, entrepreneurs cannot expect that people, who are not really involved in a company's matters, will establish relationships in the way loyal and committed employees of the company can. The solution to this problem lies in constant learning and studying the foreign language. But first of all, it is significant that employers realize the importance of learning (Business) English at the workplace. Over the years, research and needs analyses have produced a wide range of the language-using tasks an employee should be able to tackle in order to deal with the exigencies of the situations which may arise at the workplace. It is important that entrepreneurs create a culture of ethics and social responsibility because people want to conduct business with an organization they trust.

VIII SOCIAL BENEFITS OF LEARNING BUSINESS ENGLISH LANGUAGE

Learning a language is an inherently social activity, you make more friends just by doing it. The fact that they are from another country/culture is an added spicy bonus. It helps to...

- (a) **Become a better communicator-** By learning business English, you will become a better communicator socially. You learn how to better simplify your message, especially when talking to non-native English speakers for social and business purpose.
- (b) **Get a real experience of another culture-** Learning a language well forces you to accept that culture and let it become a part of you and help you to give broader outlook of understanding and knowledge.
- (c) **Get immunised against racism-** You do understand that cultures are different, and while the culture of the language may be very different from your own, you will spot enough similarities to realize that there's more the same than there is different.

IX CONCLUSION

The culmination of all these advantages results in one last benefit: **an increased ability in digital literacy**. Because of these quickened mental abilities individuals which are multilingual have a noticeable ability to stay up to date with modern technologies. The use of business English is becoming a dominant force that has far-ranging implications for enterprises and individuals alike. While this emerging communication technology offers great opportunities to interact with customers and business partners in new and exciting ways, in many countries where English is not the native language, you are considered highly educated if you can speak the language properly. You will be presented with a number of career opportunities, and you will have the option of staying home to work, or you could travel abroad. When you learn how to speak English, the opportunities are limitless. Good Command of English Will Benefit you. Business English skills help with career; it can have a beneficial effect on family and social life too.

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