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Introduction to business English

The Business and management is an inevitable part and parcel of the society which may be local, national, international or corporate using English as the primary source of language.

In the globalised aspect, English is largely used among the people of international business or world trade. English is globally considered ‘the lingua franca’ or the language of business, politics, international relations, culture, and entertainment for so many countries worldwide.

English has become the predominant language of business since **the second half of the Twentieth Century**. Business English is therefore considered as being essential for all people who wish to work in any area of business.

Business people should be able to communicate in English with a diverse range of **customers, buyers, sellers, suppliers** and **other business partners** because English is the official language of business no matter where companies are headquartered. Business English is essential for a successful dealing with **superiors, colleagues, subordinates** and **representatives** of other companies from abroad.

In the modern business world there is a great demand for employees who are able to communicate effectively in English.

English for Business is considered to be a part of **ESP** (English for Specific Purposes) because of its specific character. Dudley-Evans and St. John (1998) provide a more comprehensive characterization of **ESP** as language teaching designed to meet the specific needs of the learners through employing effective teaching methodologies and teaching activities.

Why business English?

In the field of Business and Management Education, English is essential for understanding the business background, satisfying the customers, maintaining Public relations, continuing business correspondences, signing contracts and agreements, conducting and attending meeting conferences, preparing and analyzing reports, for negotiations and interviews, telephoning skills, for marketing and sales, for finance and banking. So, the students of business are advised to learn the language to get success in the career.

The General English vs Business English

Both Business English and General English require the development of fundamental skills of **-LSRW-** (listening, speaking, reading and writing). A good basis of General English enables the students to communicate effectively. In addition, Business English needs specific vocabulary, topics and skills used in the workplace in order to communicate accurately. English for Business focuses on the English language skills necessary to communicate in an increasingly global business environment.

In general Business English associated with the skills that most people need to be able to do their jobs well: writing e-mails and reports, making presentations, doing negotiations, using the telephone, attending and participating actively in meetings or telephone conferences, receiving visitors, etc. The difference, therefore, is that Business English focuses on the delegate's job whereas the aim of General English is to improve all the four skills, regardless of the language content. However, the business English may not be demarcated from the general English.