
ENGLISH FOR BUSINESS AND MANAGEMENT

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Abstract

The Business and management is an inevitable part and parcel of the society for which English is the primary source of language. English is the ideal and preferred language in the business community. Business English is essential for a successful dealing with superiors, colleagues, subordinates and representatives of other companies from abroad. Business English associated with the skills that most people need to be able to do their jobs well. Business etiquette makes communication and negotiation easier.

Key Words: Business English, English for Specific Purposes, Business Communication Skills, Business Etiquette.

Introduction

The present paper aims at the students of business and management focusing on the importance of English language needs. 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. English for business is a part or subcategory of the larger field of English for Specific Purposes (ESP).

The term, English for Business is wider and it represents every linguistic aspect used in the business areas: accounting, commerce, e-commerce, economics, finance, HR, insurance, IT, law,

manufacturing, marketing, production, property, the stock exchange, (international) trade, transport and the business communication activities: presentations, negotiations, meetings, correspondence or report writing.

Objectives

- Identifying English language needs and enabling the students to focus on the importance of English language proficiency in business situations
- Helping business-students improve their productive proficiency in English spoken and written
- Enriching business English vocabulary with self-confidence to communicate effectively in professional contexts and business environment
- Improving professional etiquette in business negotiations, telephone conversations, written reports and emails, and professional presentations

Rationale

Globalization has made English a compulsory ingredient of a successful personality as it is an important tool widely used in international communications all over the world. In the business world, English is extensively used as the major medium of communication from small business to corporate entities. English is the ideal and preferred language in the business community. It is also well known that the students who are good at English language skills can avail themselves of many employment opportunities in the corporate world.

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. Therefore, it is to understand that everyone from university graduates to senior officials have to learn and use English for the smooth running of work.

Literature Review

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 (**English for Specific Purposes**) as language teaching designed to meet the specific needs of the learners through employing effective teaching methodologies and teaching activities.

Definition of ESP (Dudley-Evans, 1997):

Absolute Characteristics

- ESP is defined to meet specific needs of the learners.
- ESP makes use of underlying methodology and activities of the discipline it serves.
- ESP is centered on the language appropriate to these activities in terms of grammar, lexis, register, study skills, discourse and genre.

Variable Characteristics

- ESP may be related to or designed for specific disciplines.
- ESP may use, in specific teaching situations, a different methodology from that of General English.
- ESP is likely to be designed for adult learners, either at a tertiary level institution or in a professional work situation. It could, however, be for learners at secondary school level.
- ESP is generally designed for intermediate or advanced students.
- Most ESP courses assume some basic knowledge of the language systems.

English for business is a part or subcategory of the larger field of English for Specific Purposes (ESP) with which it shares some basic characteristics with the larger field of ESP. It emphasizes the purposeful and utilitarian learning of English.

Professional Education and English

Professional education is a course or program, designed for some career, which improves the knowledge, skills, attitudes, or behaviors of the learners. English is a language of study at the

higher level of education used as a medium of instruction in order to acquire the knowledge of professional or technical subjects more result oriented.

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.

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Business English and General 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.

Improving Business Communication Skills

In the present scenario the business people try to acquire relevant vocabulary to make an effective communication that determines the success or growth of the business. They have to learn the terminology of business and economics. It is to understand that economics is an interrelated part of business studies. Business units or companies are constantly in need of employees with strong communication skills. Business communication covers a wide range of verbal and written communication and it comes into two main categories:

- **Vocabulary-** the study of words or terminology of business management and economics
- **Functional Language-**the study and practice of the language and language skills needed to conduct various business functions

Study the Following: Some Specific Vocabulary of Business and Economics

Nouns:

Nouns (general)			
acquisition	goods	merchandise	restructure
agenda	growth	merger	risk
brand	incentive	niche	segment
commodity	industry	output	services
correction	inventory	projection	stock
deadline	logistics	prospectus	strategy
expansion	manufacturing	report	target

Nouns (related to people)			
agent	competitor	franchisee	representative
associate	creditor	labor force	retailer
board member	director	manager	shareholder
board of directors	employee	partner	speculator
chairperson	employer	president	staff
chief executive officer	entrepreneur	principal	vendor
client	executive	proprietor	wholesaler

Nouns (related to money)			
Generally more neutral usage			
account	interest	outlay	salary
balance	investment	payroll	securities
borrowing	invoice	purchase	speculation
budget	margin	quotation	takeover
capital	market	receipt	transaction
float	offer	refund	valuation
Often used in a positive way			
asset	commission	liquidity	sales
bonus	dividend	profit	turnover
capital	equity	revenue	yield

Often used in a negative way			
bailout	debt	expense	liquidation
bankruptcy	deficit	insolvency	loss
crash	depreciation	liability	overhead

Nouns (related to places or organisations)			
agency	conglomerate	franchise	office
branch	corporation	headquarters	outlet
cartel	division	multinational	point of sale
company	firm	network	shop front

Verbs:

In the business contextual situations or conversations precise or particular verbs should be used, instead of using general verbs such as *be, do or 'have*, for more specific, dynamic and credible.

Study the following two sentences:

They should **have** good communication skills. (General)

They should communicate effectively. (More specific)

Here is a list of some more particular verbs:

advertise	develop	invest	recruit
allocate	distribute	invoice	refund
authorise	diversify	maintain	report
calculate	employ	manage	respond
compete	establish	negotiate	run
control	estimate	produce	streamline
delegate	fund	promote	supply
deliver	improve	purchase	target

Adjectives and adverbs:

Using Adjectives and adverbs is also helpful in giving more detail.

Understand the following:

Adjective (opinion) + adjective (fact) + noun

demonstrative	adjective	adjective	noun
These	innovative	marketing	strategies

Verb + adverb (opinion)

noun	(specific) Verb	adverb
The President	lead	inclusively

Adverb (opinion) + adjective (opinion)

noun	'be' verb	adverb	adjective
Fordism	was	increasingly	influential



The list below has some useful adjectives. Note that many of these can also be commonly used as adverbs or turned into adverbs (*).

affordable*	efficient*	offshore	regional*
annual*	financial*	operating	regulatory
commercial*	fiscal	primary*	retail
competitive*	fixed	productive*	secondary
core	holistic*	profitable*	solvent
depreciable*	international*	prosperous*	strategic*
domestic*	logistical*	publicly*	underperforming
economic*	niche	quarterly*	volatile

Word families

Using different word forms of a particular 'root' word can also give your expression more variety:

Noun	Verb	Adjective	Adverb
product, production	produce	productive	productively
competitor, competition	compete (+ preposition)	competitive	competitively
profit	profit (+ preposition)	profitable	profitably

Phrases frequently used In Business Meetings

The following phrases may be used:

- to get someone's attention

Excuse me.

May I have your attention, please?

May I have a word with you?

Excuse me for interrupting.

- **to give opinions and to ask for opinions**

I feel that ...	In my opinion...
I strongly believe that...	I'm certain that...
How do you feel about...?	What do you think of ...?
Do you have something you would like to add?	
What do you think about this?	

- **to agree or disagree**

I totally agree with you.	I totally agree.
Exactly right. / Exactly!	Absolutely right!/ Absolutely!
I feel exactly the same way.	I have to agree with ...
Unfortunately, I see it differently.	I really don't agree.
I have to disagree.	I'm afraid, I can't agree

- **to make suggestions or advice**

I would suggest ...	I would recommend
It's my suggestion ...	It's my advice ...
The best solution	Let's...

- **to make or ask for clarifications**

Let me spell it out...	Is it true that ...?
Have I made that clear?	Let me put it another way.
I'd just like to repeat that....	Do you mean that ...?
What exactly do you mean?	Could you explain how it....?

- **to make a request for information**

I'd like you to...	Would you mind...
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I wonder if you could tell me ... Could you lend me a hand with...?

Could I please get the details? May I please get the details?

Professional Etiquette in Business Negotiations

A business person needs professional etiquette at the time of his/her business dealings. Business etiquette makes communication and negotiation easier. Etiquette means protocol, manners or guidelines that control an individual to behave in the society or people around us. Based on custom and morality, business people have to follow some social guidelines and manners in business situations. It is to note that proper manners and business etiquette are essential to the success of the business negotiations.

Study the following etiquette

- *Be punctual:* you should be punctual that your counterpart might expect. So, you are regarded as a responsible and reliable person.
- *Greetings/salutations:* you should know how people greet one another and remember about polite and appropriate greeting.
- *Degree of Formality:* With due respect, you have to behave as your counterparts expect, getting and giving each other business cards and gifts.
- *Eye Contact:* you have to get direct eye contact politely with your counterpart.
- *Style and proper language:* you should be conscious about the style and proper language with polite forms.
- *Emotions and Body Language:* you have to express your emotions that are polite, amicable and intelligible, with proper and polite gestures presented body language.

Conclusion

English is globally considered 'the lingua franca or the language of business, politics, international relations, culture, and entertainment for so many countries worldwide.

English is essential for understanding the business background, maintaining Public relations, continuing business correspondences, conducting and attending meeting conferences, preparing and analyzing reports, for negotiations and interviews, telephoning skills, for marketing and sales, for finance and banking.

Thus, the students of business and management are advised to learn the language to get success in the career. They have to enrich business English vocabulary with self-confidence to communicate effectively and to improve professional etiquette in business negotiations, telephone conversations, written reports and emails, and professional presentations.

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