

# Business English course: case study

**Business English course for an Indian private sector, scheduled commercial bank**

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## How we helped staff members improve their business communication skills

**No. of employees:** 12,500 in India

### Business need for doing a course

The organisation found that their middle-level managers needed improvement in business communication skills, and they were the ones who had to facilitate communication most extensively between the junior and senior management in the organisation. So, this was one of the key areas they need to focus on.

**Name of course taken:** Business English course – online, blended

**Batch size:** 20

### Format of training:

- Workshop: fully synchronous online
- Around 60+ staff took the English Score out of which 44 colleagues at levels B1 and B2 qualified for the intermediate level
- 44 students passed the course, and 11 of these received a Pass with a Distinction.
- **Duration of the course:** 6 weeks

### Reason for choosing British Council :

The British Council delivered a Business Writing Essentials (Email writing) workshop to the organisation. Around 26 participants successfully completed the Business Writing Essentials course.

Based on their positive feedback it the organisation decided to further take the business English course as they found it to be apt for their requirement



## How we helped staff members improve their business communication skills

Business English courses are offered at Pre-Intermediate, Intermediate and Upper Intermediate levels. The organisation took Module 2 at Intermediate and Module 1 at Upper Intermediate levels. The details of all Modules offered are included below for your reference

### Learning outcomes: Intermediate

#### Module 1:

Succeed at interviews and take your career to the next level. You will learn to prepare a CV and covering letter, attend interviews and talk about yourself and your motivations for a role. You will also learn the language for handling complaints, taking part in negotiations and performance discussions while improving your conversation and email writing skills

#### Module 2:

Excel at presentations and enhance your report writing skills. Learn to talk about products and services with figures and statistics in the context of marketing and sales  
You will also learn the language needed to convert potential leads into paying customers, projects and improve your email writing skills

### Learning outcomes: Upper Intermediate

#### Module 1:

Write business proposals and meeting reports confidently. Improve your communication skills in the context of performance appraisals, meetings and event management. Learn the language to support and mentor your team and enhance your managerial skills through effective communication strategies as well as improve your email writing skills

#### Module 2:

Give effective feedback and improve your ability to express concerns and feelings proactively. Learn the communication skills needed to talk about and deal with changes, manage projects, suggest solutions, and take part in strategic reviews. Learn the language needed to outline, revise and close projects and improve your email writing skills



**100%**

Course pass rate with

**25%**

Pass with Distinction

### Participants' self-rating of confidence in English language skills

Area	Pre-course (%)	Post-course (%)
Listening	71	88
Speaking	58	81
Reading	76	93
Writing	67	83
Grammar	58	82
Vocabulary	57	79
Pronunciation	56	77

### Participants' self-rating of confidence workplace skills

Area	Pre-course (%)	Post-course (%)
Time management	71	86
Self-discipline	79	90
Computer/IT skills	69	81
Good study skills	71	83
Independent learning	71	90
Interpersonal communication	69	88
Presentation skills	58	82
Confidence using English	61	84



## Areas of focus

- Suitability of time
- Professionally qualified teachers
- Delivery style
- Technical platforms, facilities and resources
- Relevance of course content
- Sense of learning progress
- Individual attention I receive from the teacher
- Customer service and administration
- Subject knowledge of teacher

**80%**

Overall confidence in these focus areas post workshop

## Feedback on the course

- *“Your interactive sessions have helped to improve speaking skills, vocabulary, pronunciation and grammar”*
- *“Sense of confidence in speaking, use of language has improved and also my understanding of how to search for good vocabulary while writing”*
- *“My level of confidence improved tremendously. I am fully satisfied with the course and enjoyed all the classes. I would like to join the next level of the course”*
- *“I feel more confident while talking in English and I see now my sentences are better structured after this course. Also, I have learnt to improve my pronunciation and improved my vocabulary and with the learning lessons and tips.”*



## Course quality and impact parameters

- The course met my expectations
- Overall, this was a high quality course
- I have acquired new knowledge and/or skills in English from taking part in this course
- The course has helped me improve my business communication skills

**85%**

Students strongly agreed that the course met the parameters on the left

## Feedback from students:

- *“After the course my communication skill level has been improved. Now I am confident that I can clearly pass on the ideas in my mind to my superiors/colleagues.”*
- *“I have learned how to communicate with different team members and especially I have improved greatly on my pronunciation.”*
- *“The course covered a wide range of workplace situations. email etiquette, team bonding, training employees, appraisal, and the methodologies of communication etc. I feel really confident of communicating at the workplace now.”*

## Feedback from organisation

*“We have taken feedback from all employees who have participated in the myEnglish Workplace course and we also did a survey with the superiors of the participants before and after the program. It was understood that there was some level of improvement in communication – in their level of speaking, business writing etc. From the feedback we understand that our employees have benefitted from the course, and that they have improved a lot- especially their business writing. They also gained confidence in speaking in English.*

*So we are happy with the results, and it's been a very good program.*

*Definitely we will recommend British Council and we would specifically recommend the myEnglish Workplace course.”*

**- Assistant Manager, HR Talent Development and Training**