



# **The Importance of English in the Business World**

# LANGUAGE

Language is our primary source of communication. It's the method through which we share our ideas and thoughts with others.

There are thousands of languages in this world. Countries have their own national languages in addition to a variety of local languages spoken and understood by their people in different regions. Some languages are spoken by millions of people, others by only a few thousand.



# ENGLISH LANGUAGE

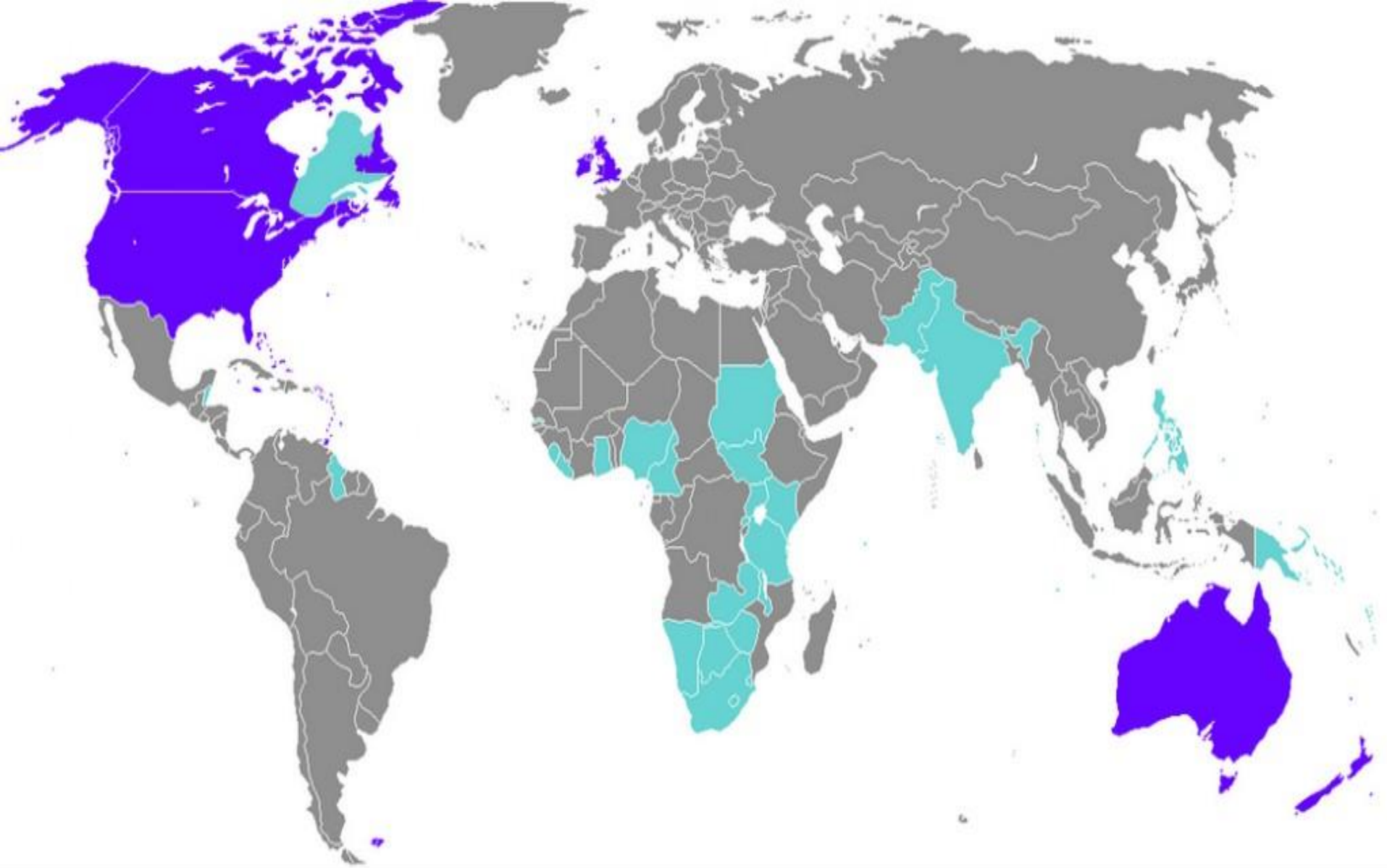
NOWADAYS ENGLISH HAS BEEN AN IMPORTANT ROLE IN OUR DAILY LIFE. IT IS THE MASSIVE MEANS OF COMMUNICATION.



LEARNING TO SPEAK ENGLISH WELL MAY BE THE BEST WAY TO IMPROVE OUR LIFE.

**English is spoken in  
more than 100 countries.**

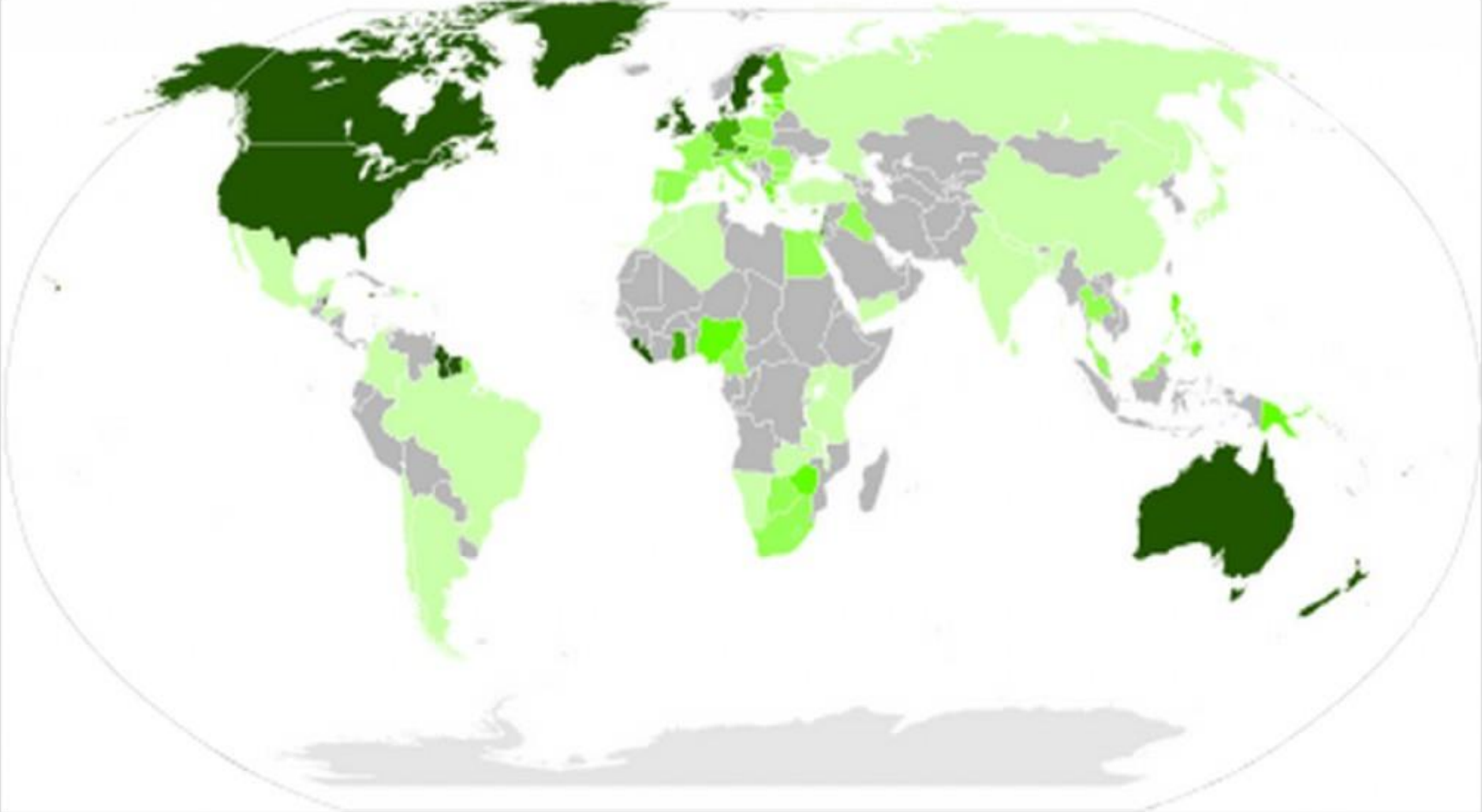


*WHY LEARN  
ENGLISH ...?*



 Countries where English is the national language or the native language of the majority.  Countries where English is an official language, but not the majority language.





Percentage of English speakers by country.



MOST OF THE WORLD'S  
COMMERCIAL ENTERTAINMENT  
IS IN ENGLISH.





Meetings

Presentations

Telephoning

Business correspondence, emails

Customer care



# English

Socialising and "small talk"

Negotiations

Writing reports

Your special needs

Intercultural skills



# ENGLISH CONNECT US TO ALL OVER THE WORLD



**1.** English is the most commonly used language among foreign language speakers. Throughout the world, when people with different languages come together they commonly use English to communicate.

# USE OF ENGLISH INCREASE OUR LEVEL IN SOCIETY





# ENGLISH IS THE LANGUAGE OF HOLLYWOOD



Alex Pitt Photography



# English is the *Language* of International Banking and Business





# EDUCATION

English is also essential to the field of education. In many countries, children are taught and encouraged to learn English as a second language. Even in countries where it is not an official language.

At the university level, students in many countries study almost all their subjects in English in order to make the material more accessible to international students.

# THE INTERNET AND PRESS

**On the Internet, the majority of websites are written and created in English. Even sites in other languages often give you the option to translate the site. It's the primary language of the press: more newspapers and books are written in English than in any other language, and no matter where in the world you are, you will find some of these books and newspapers available. In fact, because it is so dominant in international communication, you will find more information regarding nearly every subject if you can speak this language.**



# TRAVEL AROUND THE GLOBE

**With good understanding and communication in English, you can travel around the globe. Because it is the international language for foreigners, it's easy to get assistance and help in every part of world. You can test it by online travel. Any travel booking site you can find will have English as a booking option.**

# English For Everyone



English being a universal language, is spoken all over the world & connects you to every part of the world.

## House-wives



Whether it is an Open House meeting or helping children in their studies, a Housewife has to deal with various people throughout the day. Now-a-days even Banking, communication on phone, shopping, writing emails and socialisation requires an ability to

## Professionals



Be it technical, service industry, sales or a backend job it has become essential to not just do a good job but have mastery in expressing ideas, and communicating your thoughts & suggestions in the English language.

## Students



All the academic institutions, especially after 12th have English as a medium. Knowledge of English helps one understand the aspects of a

## Businessmen



In a developing business, talking to foreign clients, dealing with Bank Managers, MNCs and Corporates require Spoken English and

## School Drop outs



Educating oneself from school plays an important role in one's life...but school drop-outs still have the opportunity to

## Retired People



For doing the bank transaction as well for any legal documentation English is very important. In this second innings of life English can help you in keeping connected and enjoy, all back with

## Job Seekers



Whatever the qualification, if one is seeking a job in a Call Center, BPO or any customer service-oriented position, one has to be comfortable in speaking fluent English.

## Labours



You can never know when life opens the door of opportunity for you, so be prepared to soar high.



# STATISTICS

Survey reported that **72% of Men** did not speak any English, **28%** spoke some English, and **5%** spoke fluent English.

Among **Women**, the corresponding percentages were **83%** speaking no English, **17%** speaking some English, and **3%** speaking English fluently.

**ENGLISH**

**IS THE**

**KEY**

**TO SUCCESS**

