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# BULATS

Business Language Testing Service

## Building Business by Benchmarking

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## What is BULATS?

- a multilingual assessment tool designed specifically for companies and organisations
- it is rapid, reliable and cost effective
- it can assess language skills of employees, trainees and job applicants



## What does the test consist of?

<b>Online Test (Adaptive)</b>	Listening, Reading & Language Knowledge	<b>Approximately 60 minutes</b>
<b>Online Speaking test</b>	Speaking	<b>12 minutes</b>
<b>Online Writing Test</b>	Writing	<b>45 minutes</b>
<b>Standard Test</b>	Listening, Reading & Language Knowledge	<b>110 Minutes</b>
<b>Standard Speaking Test</b>	Speaking	<b>12 minutes</b>
<b>Standard Writing Test</b>	Writing	<b>45 minutes</b>
<b>Computer Test – CD ROM version (Adaptive Test)</b>	Listening, Reading & Language Knowledge	<b>Approximately 60 minutes</b>



## Language Benchmarking

- A **benchmarking project** is a programme of language assessment across a department, company, organisation, region or country.
- It establishes **benchmarks** – standards about what levels of language ability are required for different jobs/tasks, etc.



## What are the benefits of benchmarking for organisations?

- Benchmarks can be used in organisations to:

### **assist in recruitment**

*Set benchmarks for recruitment adverts*

*Use BULATS to screen job candidates*

### **conduct language audits, across departments, regions or globally**

*Set language benchmarks for any number of job roles*



## What are the benefits of benchmarking for organisations?

- Benchmarks can be used in organisations to:

### **inform decisions on language training**

*Use benchmarks to set achievement levels for language training*

*Use BULATS to stream staff for language training*

### **help staff with their career development**

*Aiming to reach, and achieving a language benchmark can be a highly successful motivational tool*



## What are the benefits of benchmarking for organisations?

### **Benchmarking can save you money**

*By helping to monitor and manage your training resource*

### **Benchmarking can save you time and effort**

*By helping you to streamline your recruitment process*

### **Benchmarking can aid staff motivation**

*By setting achievable goals in language ability*

### **Benchmarking can set standards**

*For your offices worldwide*



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## Who can deliver a benchmarking project?

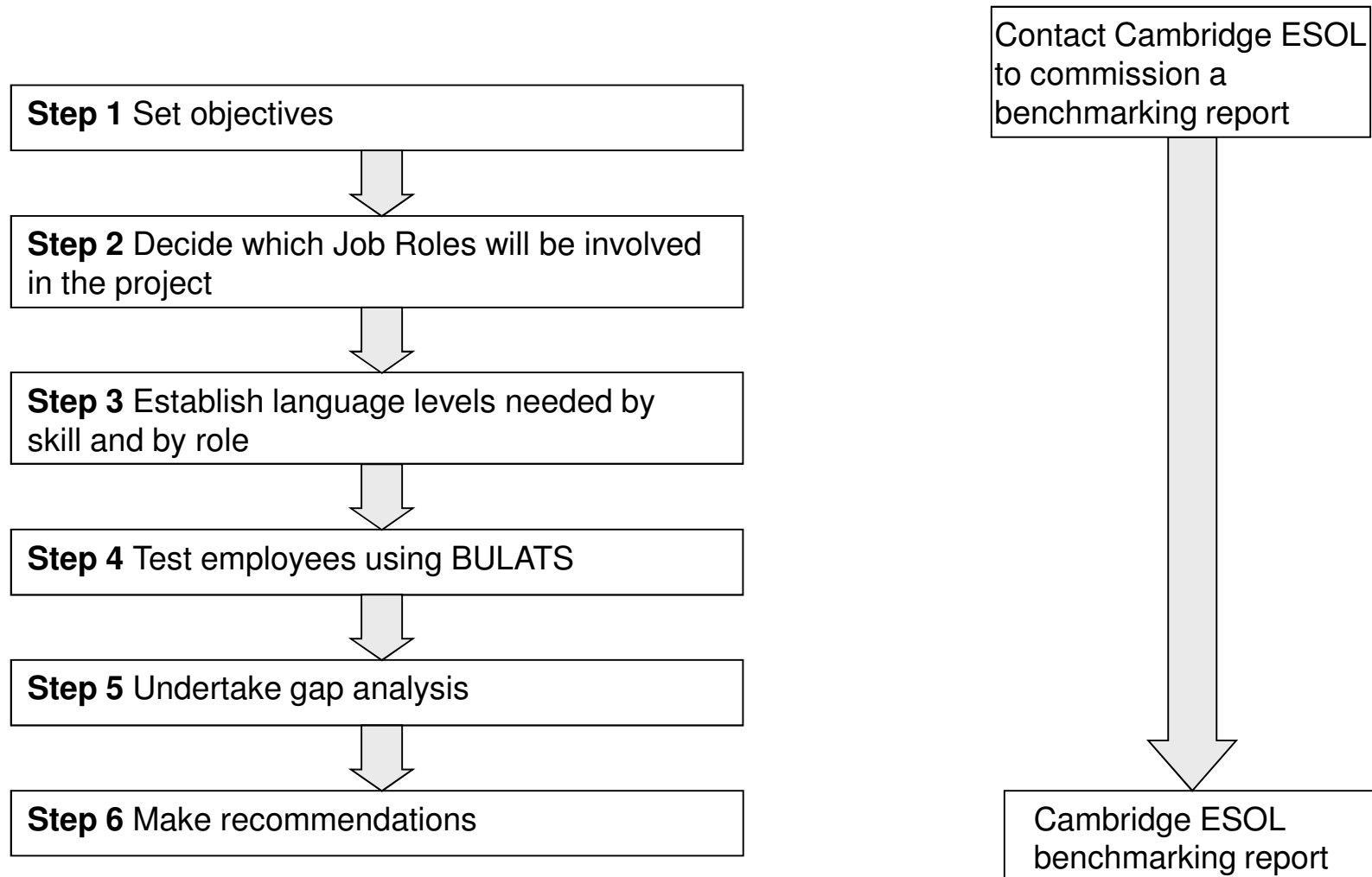
**The toolkit has been designed to be delivered by:**

- Trained ESOL approved agents
- Cambridge ESOL Research and Validation group





## Stages of the benchmarking project





## Step 1

**Set objectives of the benchmarking activity**

**What do you want to use benchmarking for?**

*e.g. Recruitment, promotion, training programmes*



## Step 2

**Who is involved in the project?**

*Team, department, national office, global offices*

**Which job roles are involved?**

*e.g. Front of house staff, Sales Managers*



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## Step 3

**Establish language levels needed for the role**

*Language Skills Questionnaires  
reading, writing, speaking, listening*

*BULATS Benchmarking Convertor*



## BULATS Benchmarking levels, Can Do and Job Roles

Level CEFR/ ALTE				Types of Work Situation	Types of Job
	Speaking/Listening	Reading	Writing	S/he uses English	Types of Jobs/position
C2/5	<p>Can advise on/handle complex, delicate or conscientious issues such as legal or financial matters to the extent that he/she has the necessary specialist knowledge.</p> <p>Can talk about complex or sensitive issues without awkwardness.</p> <p>Can use the telephone persuasively and effectively.</p> <p>Can put points persuasively when dealing with clients.</p>	<p>Can understand reports and articles likely to be encountered during his/her work, including complex ideas expressed in complex language.</p> <p>Can understand all but the most complex letters and documents.</p>	<p>Can make full and accurate notes and continue to participate in a meeting or seminar.</p> <p>Can write letters on any subject with good expression and accuracy.</p> <p>Can write most kinds of letters and reports and take dictation on non routine matters.</p>	<p>On a daily basis</p> <p>In an international organisation where English is the usual medium of business</p> <p>For a variety of purposes e.g. negotiating, persuading, placating</p> <p>In situations where a high degree of competence (accuracy, fluency, sensitivity, virtuosity) is required e.g. for meetings where key business decisions are being made.</p>	<p>Manager</p> <p>Personal Assistant</p> <p>Salesperson</p> <p>Specialized professional (Lawyer, Doctor, Architect)</p> <p>Trainer</p> <p>Journalist</p>



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## Step 4

### **Test Employees using BULATS**

*Internationally benchmarked test*  
*Designed for the workplace*



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## Step 5

### Undertake gap analysis

*Language Questionnaires and convertor tool*

*Vs*

*BULATS Test*



## Step 6

### Recommendations

*Do staff have the right language level?*

*What language level needs to be set for recruitment?*

*How do the results affect our training requirements?*

*How do our staff in different locations compare in terms of their language ability*

### Consultancy Report

Completed by our highly skilled Research and Validation group

Supervision of entire project and consultation at every stage

Detailed report and recommendations





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## **Benchmarking Projects undertaken by Cambridge ESOL**

- **Ministries Tourism/ Labour**
- **Vocational Colleges**
- **Multinationals**
- **National Projects**
- **Tenders**
- **Industry Bodies**

**See**

**<http://www.cambridgeesol.org/what-we-do/assessment/benchmarking.html>**



## Worldwide Recognition

### Existing BULATS Clients Include:

- Abu Dhabi National Oil Company
- Alcatel
- BP
- British American Tobacco
- Cadbury
- Citibank
- Colgate-Palmolive
- Compaq
- Deloitte & Touche
- DHL
- Disney
- Dow AgroSciences
- Esso
- General Electric
- General Motors
- GlaxoSmithKline
- Guinness
- Emirates Group
- Heinz
- HSBC
- IBM
- Johnson & Johnson
- Kodak
- KPMG
- L'Oreal
- Motorola
- Nestle
- Nokia
- Pfizer
- Philips
- PriceWaterhouseCoopers
- Proctor & Gamble
- RASCO Ras Lanuf Oil & Gas
- Renault
- Reuters
- Roche
- Shell
- United Nations
- Vodafone
- Volvo
- Wrigley
- Wyeth



## For more information on BULATS Benchmarking

Please consult the BULATS benchmarking toolkit and related documents.

### Contact information:

- BULATS website [www.bulats.org](http://www.bulats.org)  
ESOL Helpdesk [esolhelpdesk@cambridgeesol.org](mailto:esolhelpdesk@cambridgeesol.org)
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