



UNIVERSITY of CAMBRIDGE
ESOL Examinations

BULATS

Business Language Testing Service

Benchmarking for Better Business

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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?

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



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



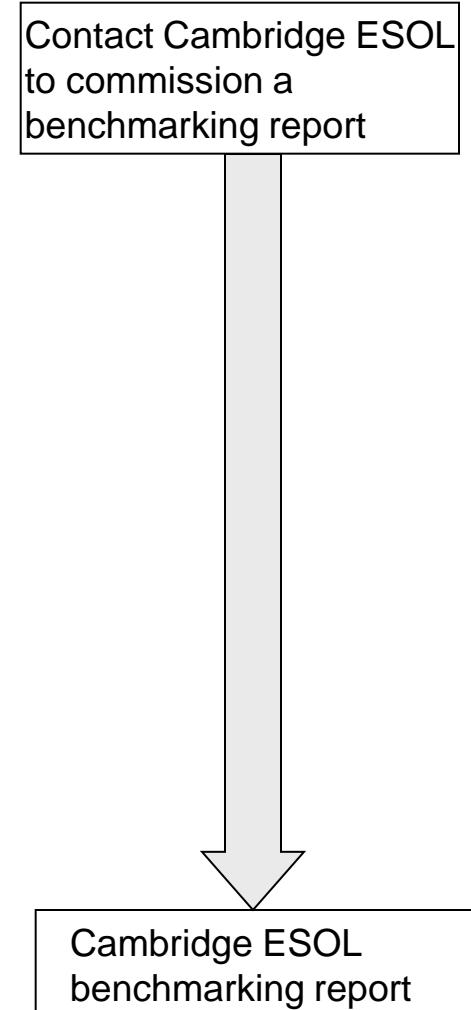
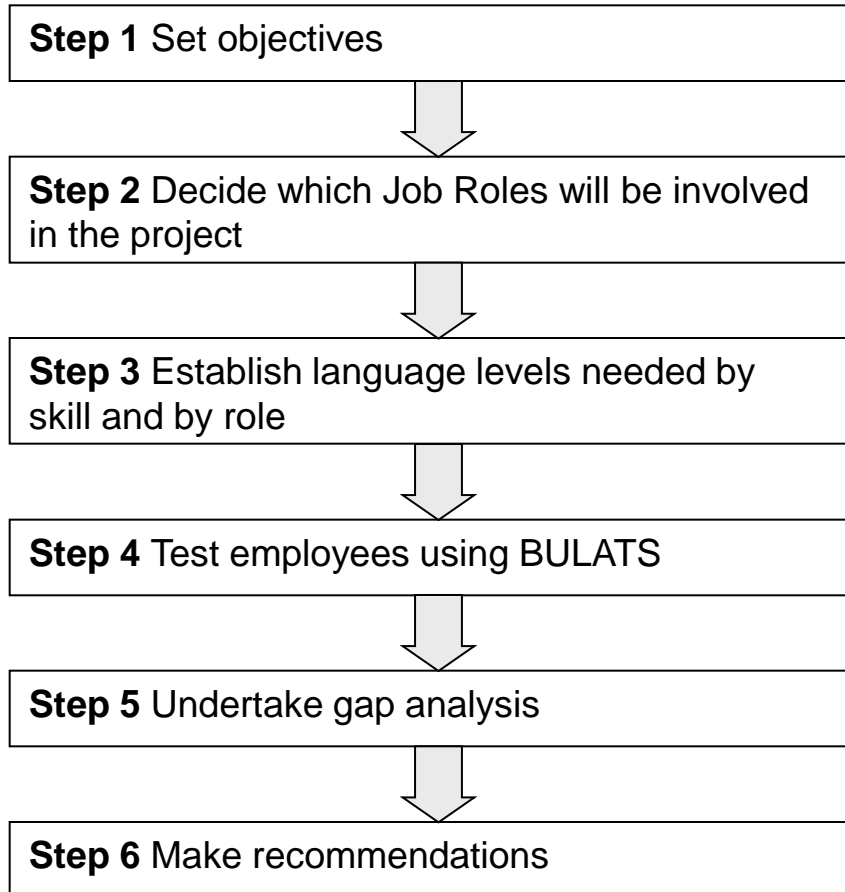
Who can deliver a benchmarking project?

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



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>



Step 4

Test Employees using BULATS

Internationally benchmarked test
Designed for the workplace



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



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:

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