



**UNIVERSITY OF RIJEKA**  
**Faculty of Economics and Tourism "Dr. Mijo Mirković"**  
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# **Globalization and Entrepreneurship: Fears, Challenges and Opportunities**

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**Globalization and Entrepreneurship:  
Fears, Challenges and Opportunities®**

**Proceedings**

Editor:

Denisa Krbec

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## BUSINESS ENGLISH AND GLOBAL LABOR MARKET

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*Abstract: As global communication expands throughout the world, so does the need for a global language - a language that is recognized and understood by people everywhere.*

*English language has become almost an obligatory course of studies at the universities all around the world, as well as in Croatia. The knowledge of English is necessary, not only for mastering the foreign language programme at University, but also for general international communication.*

*The main aim of this article is to presents the students' point of view of the benefits of studying Business English for their future career on the Global Labor Market. The research was carried out among the students of the Faculty of Economics and Tourism "Dr. Mijo Mirković" during the year 2002.*

*Key words: Business English, Global Labor Market, international communication.*

### INTRODUCTION

The global spread of English over the last 40 years is remarkable. It is unprecedented in several ways: by the increasing number of users of the language; by its depth of penetration into societies; by its range of functions.

Worldwide over 1.4 billion people live in countries where English has official status. One out of five of the world's population speaks English with some degree of competence. Over 70% of the world's scientists read English. About 85% of the world's mail is written in English. And 90% of all information in the world's electronic retrieval systems is stored in English. By 2010, the number of people who speak English as a second or foreign language will exceed the number of native speakers. (7)

English is also used for more purposes than ever before. Everywhere it is at the leading edge of technological and scientific development, new thinking in economics and management, new literatures and entertainment genres. These give rise to new vocabularies, grammatical forms and ways of speaking and writing. Nowhere is the effect of this expansion of English into new domains seen more clearly than in communication on the Internet and the development of "net English" (3).

The most important word in today's economy is globalization. It can be defined as the turning of the world into a single market where the appearance of new telecommunication techniques and transport has made fast the circulation of goods and services. (2) Market has become more international than any time.

The increasing globalization of the marketplace is forcing companies to pay more attention to international developments. Domestic firms are adjusting their structures and methods of operation to fit a broader and rapidly changing economic environment. They are increasing their geographic outreach because more of their suppliers and customers are located on various continents.

Joint ventures are no longer just theoretical possibilities. Mergers and acquisitions, increasingly cross national boundaries. This trend is expected to continue into the next millennium.

According to the article from *The Economist* (1996), internationalization is illustrated in three ways:

- First, companies change their basic goals to conform to a global marketplace.
- Second, they adapt their products to local markets.
- Third, they do not set up international bureaucracies; instead, they hire foreign nationals who understand the local markets.

Information is sent and received at increasing speed. The competitive demands of governments, industries and corporations, both national and multinational, for technological progress require an understanding of the language of that technology—English.

## 2. THE PROCESS OF RESEARCH

The courses and the exercises of English at Faculty of Economics and Tourism aim to enable the logical continuation of acquisition of knowledge and skills, which is performed within English for Specific Purposes – Business English from the previous years. The aim is achieved by the enrichment of professional lexis on the texts from the business world and on the topics from micro and macro economy.

The research was carried out on a sample of 216 students through the four years of the Faculty Economics and Tourism "Dr. Mijo Mirković" in Pula. The students' attitudes were collected on basis of the questionnaire that contained a mix of question types. It was divided into two parts: A and B.

In part A the students were requested to answer the following open type question:

What are the benefits of studying Business English for my future career on the Global Labor Market?

Part B was made out of four statements:

1. Studying Business English gives me more opportunities to get a good job.
2. The knowledge of English vocabulary (professional lexis) is important for my future career.
3. The knowledge of English pronunciation is important for my future career.
4. Capability to communicate in English is important for my future career.
5. The knowledge of English grammar is important for my future career.

The students estimated them on the scale of Lickert's type. For chosen answers the following evaluations were predicted:

5 – I fully agree

4 – I agree

3 – I hesitate to give an answer

2 – I do not agree

1 – I do not agree at all

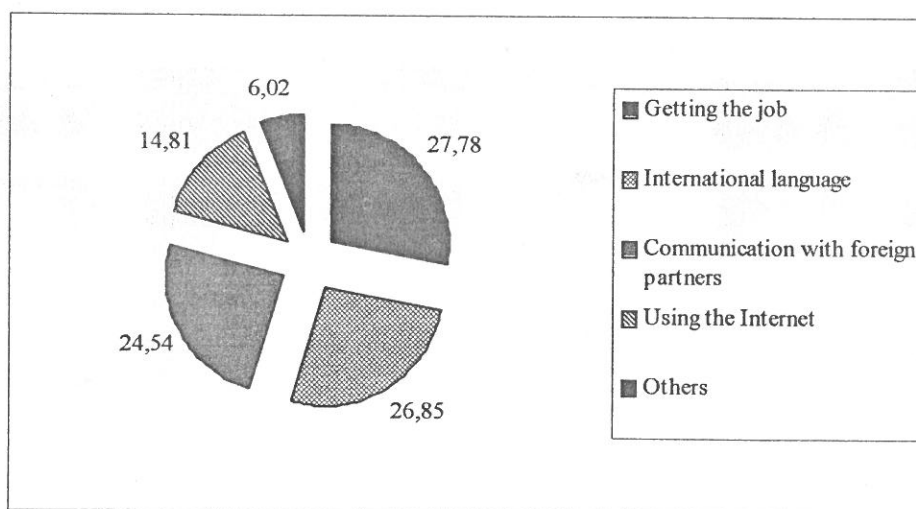
### 3. THE RESULTS OF RESEARCH

According to the results of the research the most common answers to the question: What are the benefits of studying Business English for my future career on the Global Labor Market? were the following:

**Table 1: The most common answers**

Four most common answers	Number of students
Getting the job	60
International language	58
Communication with foreign partners	53
Using the Internet	32
Others	13

**Picture 1: Benefits of studying Business English (students' view) in %**



From the pie is seen that 27,78 % of students think that the knowledge of Business English may pave the way to people with a diploma to more opportunities to find a job.

A great number of students 26,85% think that English as international language is associated with the globalization of economy. Globalization gives force to the English language and vice –versa. In the Global Labor Market, students of economics (the future managers) are supposed to write reports, faxes, e-mails, to make a presentation and negotiate in English.



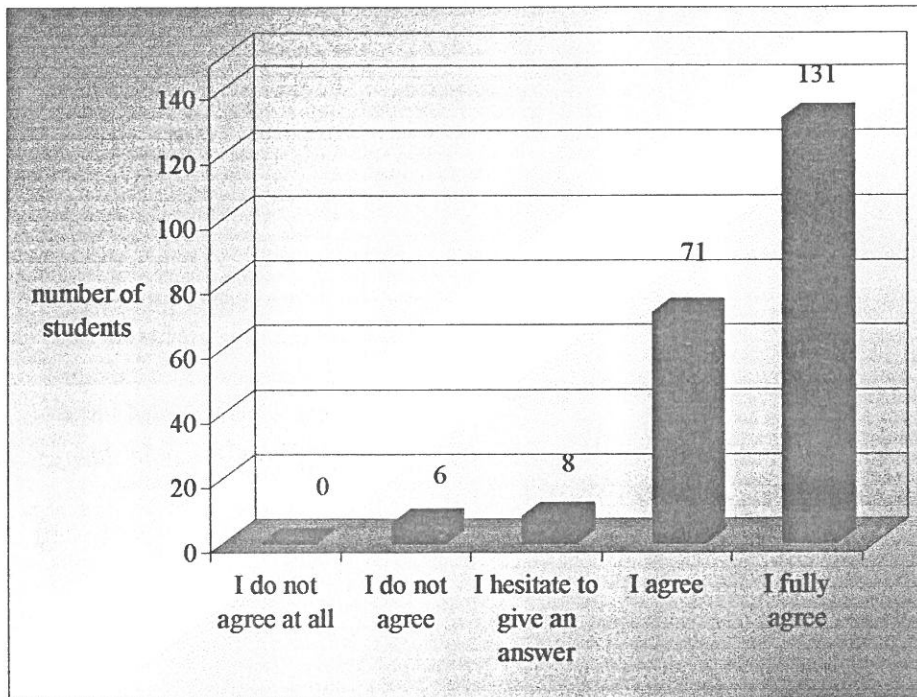
According to the fact that businessmen and firm's success in the global market depends on their ability to express themselves in English, students think that knowing Business English is very important for their own success and communication with foreign partners on Global Labor Market.

One of the benefits of knowing English language is using Internet. English and computers have seemed, for decades, to go together. Computers and programs, which make them useful, were largely the invention of English-speaking countries.

But although Internet services themselves are, generally speaking, not very difficult to learn, you will find yourself isolated on the Internet if you are not familiar with English. Being able to read, write and understand English may allow you to reach the majority knowledge on the web since "English is the medium for 80% of the information stored in the world's computers"(4).

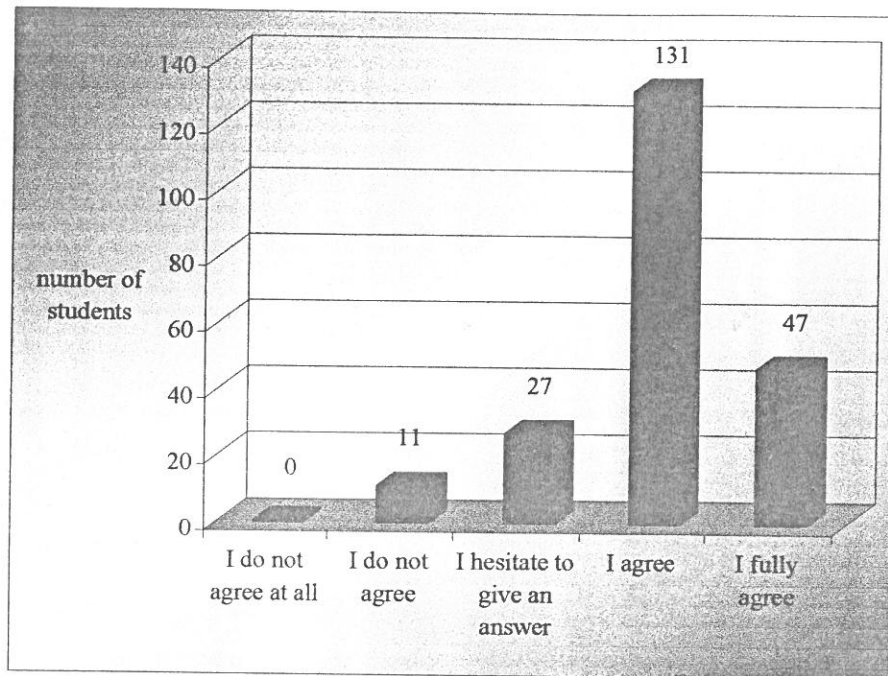
The results for the part B are the following:

**Picture 2: Studying Business English gives me more opportunities to get a good job**



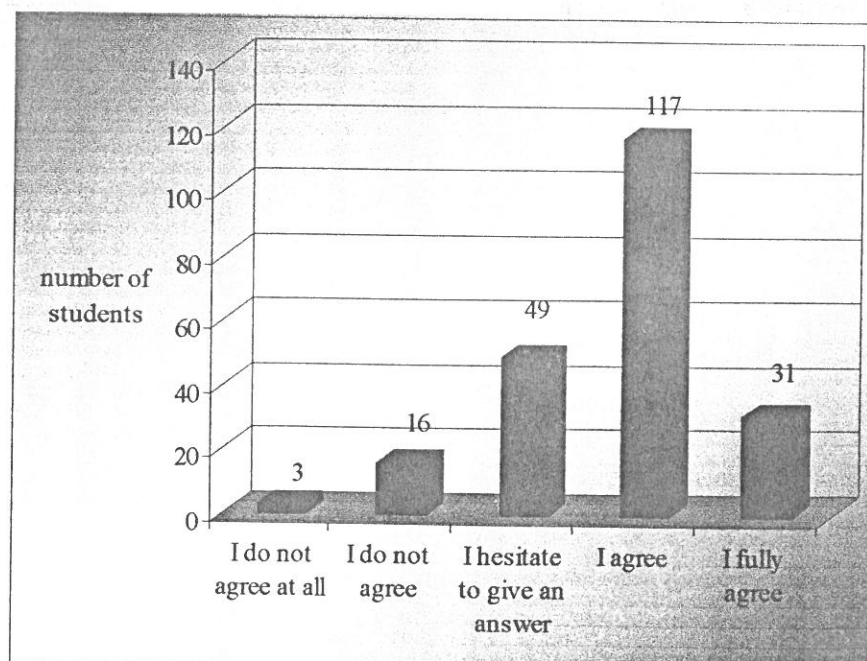
From the graph is seen that majority of students agree (71 student agree and 131 fully agree) that the knowledge of Business English will give them more opportunities to get a good job. Only 6 students do not agree with the above-mentioned statements. It is interesting that 8 students hesitate to give an answer.

**Picture 3: The knowledge of English vocabulary (professional lexis) is important for my future career**



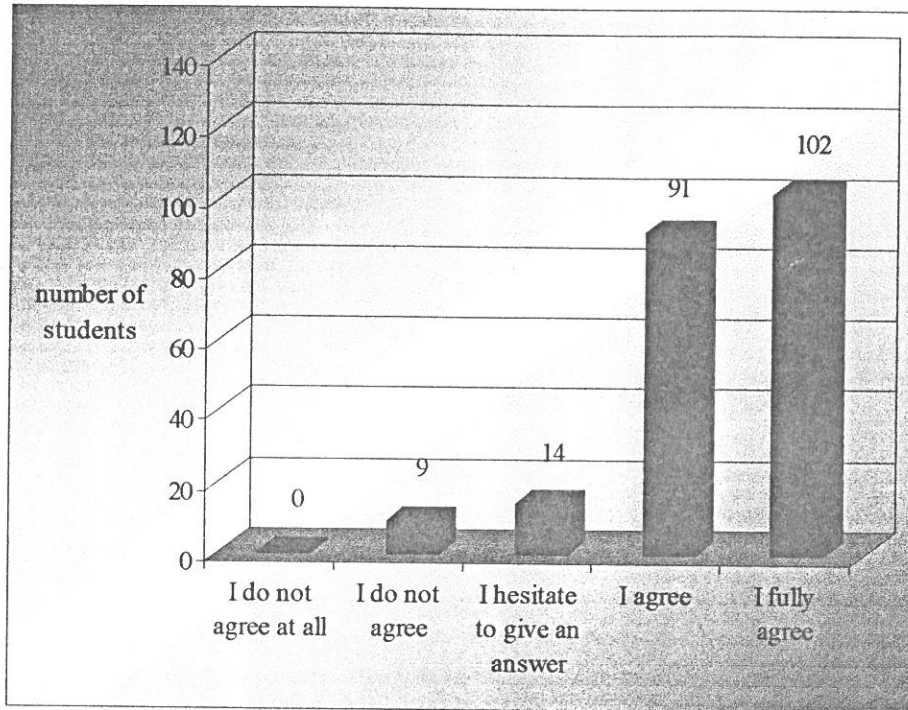
According to the results, 131 students from the sample of 216 agree and 47 students fully agree that the knowledge of English vocabulary (professional lexis) is important for their future career. The number of 11 students does not agree with above-mentioned statements and 27 of them are not sure about their opinion.

**Picture 4: The knowledge of English pronunciation is important for my future career**



148 students agree or fully agree that the knowledge of English pronunciation is important for their future career. What is very interesting is the fact that 6 students do not agree that pronunciation is important for their future career and 3 of them do not agree at all; 49 students are not sure about their opinion.

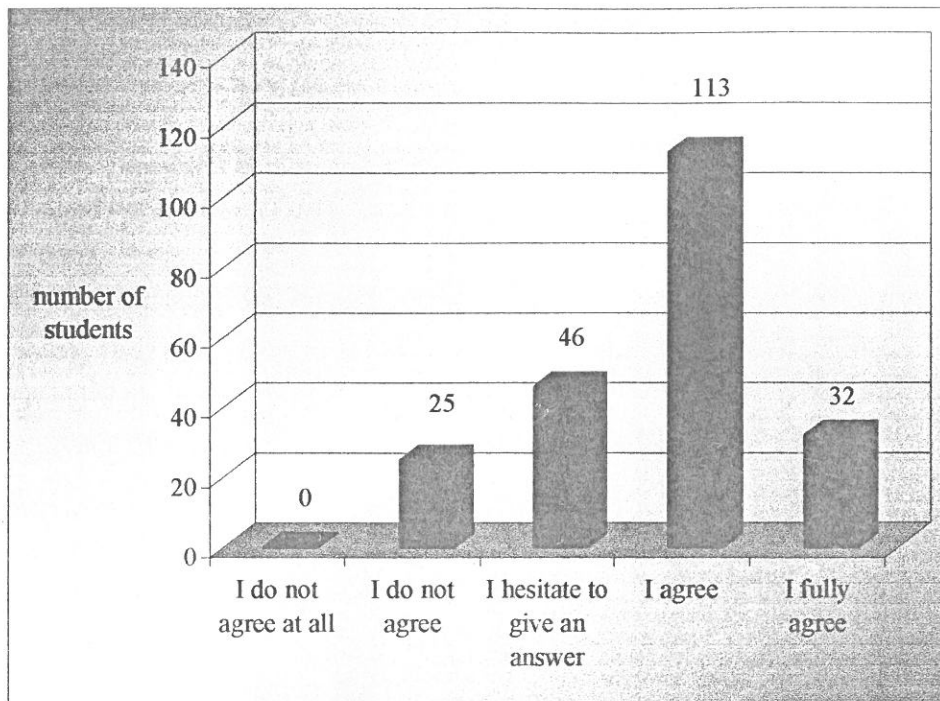
**Picture 5: Capability to communicate in English is important for my future career**



According to the results, we can see that majority of students 193 from the sample of 216 agree with the statement that capability to communicate in English is important for their future career. Only 9 students do not agree with the above-mentioned statements and 14 hesitate to give an answer.



Picture 6: The knowledge of English grammar is important for my future career



46 students hesitate to give an answer to the question if the knowledge of English grammar is important for their future career. Some students (25) disagree with the importance of speaking grammatically correctly English but still a great number of students (113 fully agree and 32 agree) express their agreement.

#### 4. CONCLUSION

The world is in various stages of social, economic, and demographic transition. Economically and politically, the world has changed more rapidly in the past few years than at any time before.

The world economy has been going towards the situation where integration between countries has led to the birth of a large interdependent village. The effectiveness of companies, managers, businessmen and school leavers in this single village depends on their ability to communicate by using the English language. Effective English skills are indispensable in today's global business environment.

Regarding to the obtained results we may conclude that our students think that there are lot of benefits of studying Business English. The majority of them think that the knowledge of Business English will give them more opportunities to get a good job. They think that capability to communicate in English is necessary for their future career if they want to perform their job successfully.

The demand for international language will continue to grow especially on the global market. The global market is compelling firms to give more attention to the changing economic environment. They are re-structuring themselves and they are changing their objectives. In general, companies are looking for success in international business. One of the many conditions to enhance positive achievement is the English language. English is essential for work and education. Without English, students are denied job opportunities, job promotions, access to overseas business trips and even admittance to university programs.

We may conclude with the following words: "English may become one tool that opens windows to the world, unlocks doors to the opportunities and expands our minds to new ideas." (5)

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