Developing English for Global Competence in International Business Education

Most would agree that communication skills are essential for business graduates of the 21st century. For example, Australian employers rank communication skills higher than other academic skills. This paper investigates “what sort of English communication skills might be required for global competence and asks if the necessary skills are being developed in our business courses” (1). Due to factors, such as, economic development on a global scale and the increase in international marketing and entertainment, the importance of English as a global language is growing and will continue to grow. In the future, many business interactions in the global arena will occur in English but with people from varying national/cultural backgrounds. “English for global competence” is the result of “both communicative abilities and the cultural understandings and sensitivity which impact upon such abilities” (9). A common theme among the L2, second language, speakers in the workplace is the importance of effective communication in a global business world. The paper written by Carmela Briguglio differs in that it discusses how native English speakers need to also be aware of the skills necessary for developing “English for global competence” and not assume all communication barriers are gone simply because English is being spoken globally. Immigrants or students studying engineering or business need to master the language and communicate more effectively. Communication skills are necessary in today’s rapidly globalizing economy, and people with these skills will thrive in their professional careers.