

# Significance of a Foreign Language in The Business World

Vinjamuru V S G S Sriya<sup>1</sup>, Ruthu V Reddy<sup>2</sup>, Vismaya Reddy<sup>3</sup>,  
Usha K U<sup>4</sup>, Vaibhav Rao<sup>5</sup>, Yuktha Bhardhwaj<sup>6</sup>

<sup>1</sup>Student, Corporate BBA, CMS, Jain University, India

<sup>2</sup>Student, BAJ, CMS, Jain University, India

<sup>3,4,5,6</sup>Student, Corporate BBA CMS, Jain University, India

## Abstract

The business world is significantly impacted by the development and use of languages— “It can either make it or break it”. We are dealing with businesses in a global context and we know very well that any commodity produced or service offered must roll out within the nation or on a worldwide basis. To serve this purpose, a good knowledge of the culture and expertise in that language is highly required.

Most businesses are internationally connected as a result of globalization. Technicians, engineers, planning and design teams, language experts, management teams, and financial and HR teams are essential components of any production or business operations. Ultimately, the combined language expertise of various countries where the company runs its operations is a driving force that propels the progress of the business forward, much like a wagon on a highway.

It is also to be noted that without a common language medium like English, other foreign languages like Spanish, French, German, Portuguese, etc. cannot reach the end users. So, in every aspect of running a business, from administration to customer satisfaction, the importance of languages cannot be overstated

**Keywords:** Globalization, customer satisfaction, language expertise.

## 1. Introduction

To succeed in diverse fields of the global economy, businesses may need to make English a requirement. This can be a result of within the international market, a business can face that competition wherever they need to survive with all their may, varied supports, and blessings, one every of that is English. Most major corporations within the world prioritize the employment of technology whose operations are administered victimization English. Therefore, understanding and mastery of English is the main thought if somebody needs to figure in giant corporations, each international and international to urge employment within the business world.

About twenty years ago, most foreign language instructors were trained in literary studies which remains largely true today. However, changes in enrolment patterns and demand have challenged our mission to teach primarily literature. Over the past two decades, the demand for teaching Business Foreign Languages for specific purposes has risen steadily and is worthy of attention. This text will provide a historical overview of how Business Foreign Language has evolved over the past generation, including important dates and programs that have successfully integrated foreign language with business into a more

comprehensive curriculum. Additionally, various studies and surveys conducted over the past few years will be presented, providing a context to examine recent developments in Business Foreign Languages. A core part of the Land Council's cultural relations mission is to boost and promote standards of English for corporations, governments, and academic establishments. With eighty years of expertise providing English teaching and assessment, every year we tend to administer three million exams and train over three hundred,000 folks across a hundred countries worldwide. From our in-progress speech communication with partners and purchasers, we tend to discover a niche between the increasing importance of English within the marketplace and also the methods and tools needed to fulfill this challenge. Typically, businesses don't have adequate data on the English skills of their hands and job candidates. We tend to wish to look at this issue and use our experience to assist corporations to flip language skills from a section of risk into a business quality.

"There isn't any mode of action, no type of feeling that we tend to don't share with the animals. It's solely by language that we tend to rise on top of them," aforesaid Oscar Wilde. What then is that this distinctive facility known as language, that sets the U.S. except from different creatures, helps the U.S. reply to the environment, and particularly, allows the U.S. to mirror the terrible essence of our being? Language is that system by which sounds and meanings are connected (From Kin and Rodman, 1974) Language communication and human wants are unquestionably connected. People, in general, have varied wants, individual, social, emotional, economic, political, and cultural, and it's to satisfy these that people, in general, would like language. Even the youngest baby expresses its wants that are primarily biological to start.

Language doesn't exist in an exceeding vacuum. It serves and is wrought by different systems within the human mind. Since language is employed to convey concepts, its structure should mirror these concepts.

**Definitions of Language:**

Some of these specialize in the overall construct of language, others in additional specific aspects of "a language, and nonetheless others on its additional formal options like descriptive linguistics, descriptive linguistics, and linguistics. Then there also are those that emphasize its variety of functions or those that stress the variations between language and different varieties of humans and signaling.

A language may be a set (finite or infinite) of sentences, every finite long and made of a finite set of parts." (N Chomsky, 1957).

Language is the establishment whereby humans communicate and move with one another suggesting that of routinely used oral auditive discretion symbols.' (R.A. Hall, 1964).

**Functions of Language:**

How language began continues to be somewhat of a puzzle however why language evolved appears clearer. Maybe as Jean Aitcheson says, it began as a result of people in general required to join forces to survive, and for economic cooperation, a satisfactory mode of communication was needed.

Language is the distinctive ability that creates U.S. humans. We can communicate our thoughts, feelings, and ideas with the assistance of language.

If we've got to imagine a life without language, however, wouldn't it be? It appears not possible to measure while not language in our lives. What is this distinctive ability then? What constitutes knowing a language? Unremarkably after we say we all know a language; it implies that we can speak to and be understood by

those who understand that language. This implies that we tend to can manufacture bound sounds that are naturally explainable as having a particular meaning.

Since all people understand a minimum of one language and can use it while not creating a lot of conscious effort, why can we get to discuss it? Specifically, this can be the target of the unit to make the U.S. aware that the power to hold on only speech communication needs profound data of the language that speakers are unaware of.

### **The Uniqueness of Human Language**

It is that over else distinguishes people in general from animals. We regularly question language as being distinctive to humans.

It is typically accepted and understood that language deals with communication. Currently, the character and scope of this communication are influenced by varied factors physiological, environmental, social, and need-based.

Language, spoken and written, maybe a human being's chief instrument of communication, Some students believed that any study of language and also the mind cannot dissociate language from culture and society.

### **Literature Review:**

Business and English go hand in hand, various studies have found the relationship between how language can be a tremendous soft skill that a person can acquire,” In fact, one of the most striking characteristics of conversational discourse is that it is generally very cooperative...” A study of language (George Yule), shows us how language can act as a very cooperative tool that can make communication and interpersonal relationship between employees more plausible and more prospective.

A business structure requires people to come together and understand the operations, so English is necessary for understanding the knowhow of business processes like organizing meetings, analyzing financial reports, negotiating and interviewing, marketing and sales, finance and banking is well illuminated in some studies such as English and business management (Prof. V. Chandra Sekhar Rao). the implications that the communication has is tremendous, Poor English skills prevent managers from keeping up with industry trends and attending international seminars, trade conventions, and other business events. This can mean the business misses out on new opportunities, damages its reputation, or fails to adapt to changing market trends. To expand your business beyond the local market, The business needs a marketing and sales department that can effectively communicate with international customers. A high level of English proficiency is also essential.

Each company has its customer support to serve its customers. It is important to address the customer's issues in their respective preferred language. Customer inquiries can be answered quickly in the same language. Therefore, providing effective language training to all customer service employees is critical in ensuring that customers have a positive experience with your organization. Here, online courses in English have been most useful for corporate training programs. Therefore, English can be useful for sharing ideas and references with your colleagues.

Many global organizations use English for communication, from writing emails to creating corporate documents. English is the world's second most common language and is an official language in more than

70 countries. Fluency in English is crucial for success in various business aspects, from finding jobs to building lasting relationships with international customers. Moreover, employees who speak English can often demand higher wages. As a result, learning English has become extremely important. It enables individuals to access useful information and work effectively with English-speaking countries, helping to develop cultural understanding and better communication skills. Failing to learn English may result in difficulties communicating with many people.

English has established itself as a global language for business and is widely used in industries such as maritime and aviation as the official language. Consequently, knowledge of English has become a prerequisite for important jobs like airline pilots and naval officers. Fluency in written English is also crucial for success in corporate culture, as most business communication including emails, presentations, sales and marketing, and legal documents are conducted in English. Mastery of both general and business English requires the development of basic LSRW skills (listening, speaking, reading, and writing), with a solid foundation in general English supporting effective communication. Hence business and English is inseparable in the modern world, they can help various business to achieve their operational objectives and also build a solid relationship with clients and customers alike

### **Research Methodology:**

The research was conducted based on the secondary data available and also training conducted by our professor and his experience as a teacher and trainee for various Institutions and Training centers MNCs across the globe.

Starting from IELTS TRAINING, Corporate Training, and BPOs over two decades it's proven to be that Languages like English have a vital role to play, added to it other foreign languages like Spanish, French, and Portuguese have been playing key importance to this Business World.

Going to abroad for Business, Work, and Overseas Education for MBA, English is mandatory and with a higher Band Score, it is difficult to give an entry.

The English language is the medium of instruction for Business- and Work-related offers.

British Council plays a major role in producing Certification for various examinations in English like IELTS, AEC, BULATS, BEC, etc.

All the examination and Certification comes under the Body called CEFR (Common European Framework of Reference).

The exams such as IELTS can be taken in any country, the standards are the same under the strict supervision of the Body Council. This part is very strict and professional to meet the global standards of the United Kingdom.

There are standards set by the BBC for better opportunities on a career front.

Starting from Resumé, writing a profile, portfolio, Content Writing, PR-related material, edition, copyright, and English plays a key Role.

This study is based on evidence and experience which is a universal truth.

But for English India would have failed in employability, we could have witnessed over three decades from the Medical Transcriptions, IT & ITES, BPO, and KPO over a million.

It is a misconception that BPO companies only cater to foreign B2C companies. Companies of all sizes, both small and large, require outsourcing services to establish a strong operational base, and outsourcing internal processes can lead to greater operational efficiency and lower expenses. Indian companies are no exception, as BPOs provide services to Indian clients as well. In terms of entrepreneurship opportunities in the BPO sector, it depends on funding capabilities and work experience within a specific niche. BPOs typically have three primary processes: inbound or outbound voice process, non-voice, and blended. To start, BPO companies should establish stable work experience and run in-house or small-scale sales processes for client acquisition. Technological requirements, including internet connectivity, and human capital needs can be met in small towns, which can become hosts for BPO businesses. Approximately 46,000 BPO jobs were created in small towns and cities from 2017 to 2018 under the India BPO Promotion Scheme, which set up 240 companies and employed 19,200 people across the country in two years. With English being the common language used across the globe, BPOs provide significant employment opportunities in small towns.

The fact is BPO sector of India is going to employ approximately 1.1 million people in the coming years. We should be proud of our Country as we proved the English that we have, sustained the English Language to a greater height and today we are outsourcing their business. Just like Cricket, we proved that we are far better in the English Language than any developing country in the world.

### **Analysis And Interpretation**

In today's globalized business world, foreign language skills are crucial for ensuring customer satisfaction through effective communication, both verbally and non-verbally. With the increasing globalization of businesses, there is a growing need for multilingualism to ensure accurate and flawless communication with clients worldwide. While English is the preferred language for basic communication, it cannot be assumed that everyone speaks and understands English, as there are many non-native English-speaking countries such as China, Japan, Brazil, Russia, France, Germany, Netherlands, Singapore, and others.

In complex business negotiations, it can be challenging for a mediator to provide a detailed background to handle the discussion between the parties. Hiring experienced translators can be costly, and language barriers can hinder building a relationship with clients during after-trade parties. Language also affects various global business processes such as value, standards, customer service, product design, marketing, hiring, evaluation, promotion, reporting, integration, process improvement, teaming, and more. Language acquisition is a gradual process, and self-directed study can help people achieve a basic level of language proficiency within a year or two.

While English is still considered the lingua franca, with over two billion speakers worldwide, there is a need for language skills in other languages to communicate effectively with local individuals and cultures.



### **Administrative points of view concerning the significance of foreign dialect**

With the ceaseless changes within the economy, businesses have to be adjusted to newer technologies and operational strategies to stay competitive. A few companies realize the need to investigate the other market for their products and administrations; as a result, these companies conduct business exchanges in universal markets. Whereas working in a worldwide environment, a company faces a few challenges, counting viable communications in a remote language.

Language differing qualities impact nearly all administration choices and cutting-edge, multi-national enterprises. Though no question remains around the significance of dialect, the observational examination and hypothetical conceptualization of its complex and multifaceted impacts still present a considerable challenge.

Effective communication with clients, providers, and other partners is crucial for the success of a business. This not only applies to local clients but also to clients from foreign countries, who may have different linguistic and cultural backgrounds. Therefore, managers need to have foreign language expertise, particularly in English, to effectively communicate and negotiate with clients and other partners. According to sources, having this expertise can help businesses expand their market to the international level and achieve success. In addition, maintaining client satisfaction is a key factor in retaining clients and ensuring long-term success. To achieve this, companies should strive to offer products and services that meet the needs of their clients, regardless of their language or culture. Overall, foreign language competence is critical for businesses looking to function effectively in the global market and achieve success in their respective fields. Work-related proficient discussions, with outside, accomplishes best the list closely taken after by casual communication with the accomplices. Chairing gatherings and giving an introduction in a foreign dialect for the bigger audience was detailed as the slightest habitually performed excises. The result demonstrates that both formal and casual intuitively talked excise which brief turns are more ordinary in a working environment setting than the individual long turns.

### **Methods of developing employees' foreign dialect ability**

In today's increasingly global economy, businesses need to have workers who can effectively communicate and work in non-native languages. This applies to a range of professions, including lawyers dealing with international clients and hotel staff interacting with guests. While language training programs are widely available and can be an important part of employee development, companies should not rely solely on these programs to ensure success. In addition to language training, companies must provide support for developing English language skills, including professional coaching and writing skills training. Effective communication at work requires not only language skills but also an understanding of how to apply them in different contexts and situations, to avoid costly misunderstandings and conflicts. Overall, investing in language ability development can lead to success in the global marketplace and help businesses thrive in diverse settings.

### **Recommendations And Conclusions:**

This research focused on the importance of foreign language skills in business administration, as seen from the perspectives of managers and cooperative education students. The study revealed that foreign language proficiency is crucial in various aspects of business administration, such as communication with customers, negotiating with foreign companies, and building relationships with stakeholders in other countries.

Different managers from different business sectors emphasized the significance of foreign language skills in their responses, as it allows effective communication and resolution of issues. However, the level of importance of foreign language skills may vary depending on the nature of the business and the stakeholders involved. For instance, businesses involved in tourism or dealing with foreign customers may require higher proficiency in foreign languages such as English.

Having foreign language skills can create a good impression on customers and reduce communication barriers, which can lead to more efficient business operations and potentially expand the business. The study suggests that foreign language skills offer various direct and indirect benefits, including cultural awareness, intellectual growth, and an improved overseas image for the company.

Despite the increasing need for foreign language training and the benefits it offers, some misconceptions exist, such as the idea that English is sufficient for business communication. However, achieving high proficiency in non-European languages can be challenging. Nonetheless, in today's internationalized business world, language capabilities are essential in setting one's company apart from competitors positively.

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