

# BULATS

Business Language Testing Service

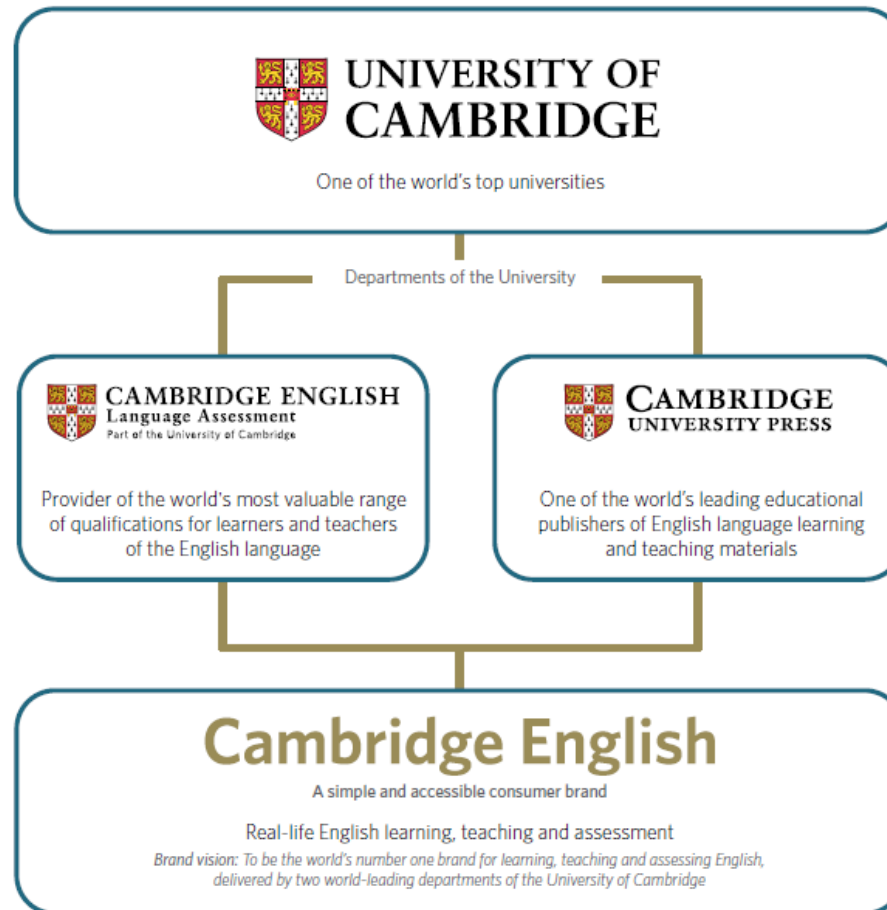


**CAMBRIDGE ENGLISH**  
Language Assessment

Authorised BULATS Agent

## Cambridge English

1/2



## Cambridge English

2/2

Over 4 million people a year take our exams, and many millions more use official Cambridge English materials to prepare and learn.

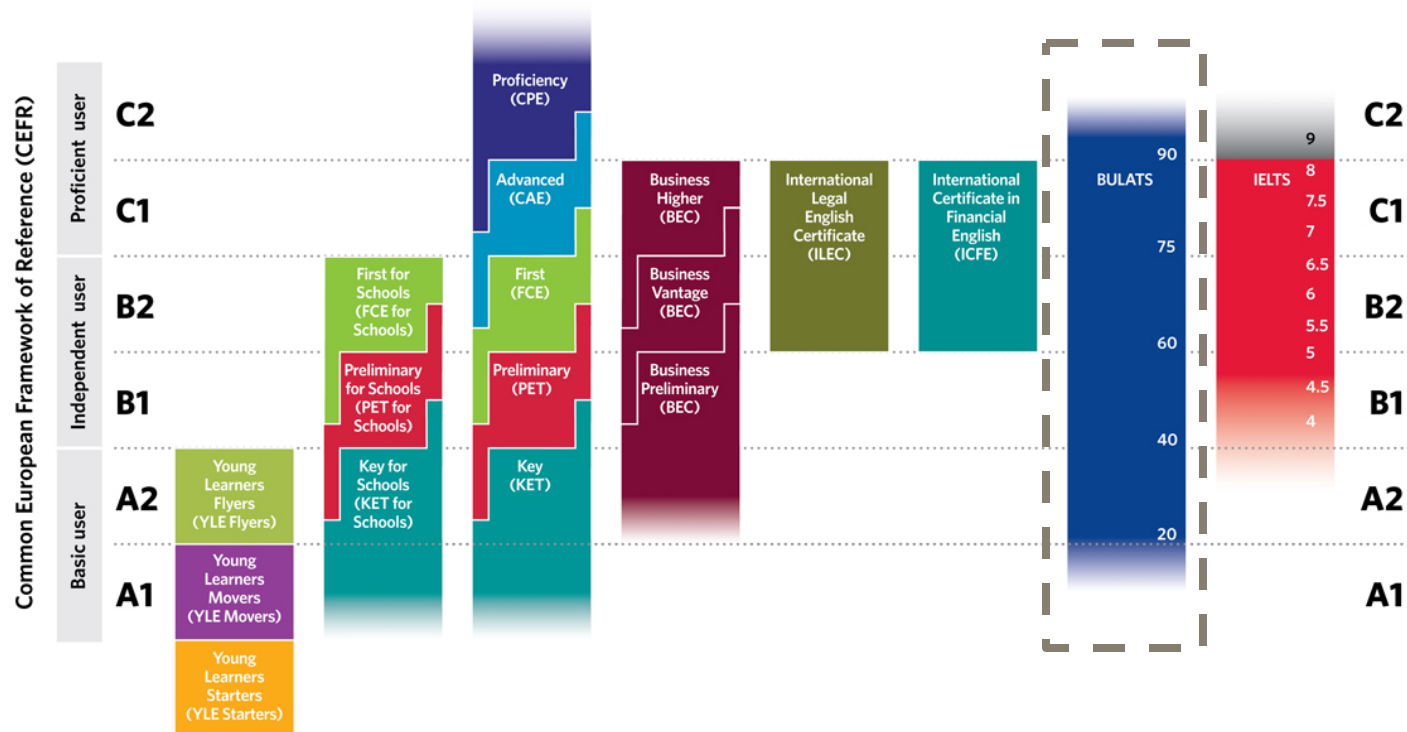
Cambridge English Language Assessment provides the world's leading range of English language qualifications:

- Our exams meet the specific English language needs of employers, schools, higher education and governments worldwide
- They transform the lives of millions of students, employees and migrants by opening doors to new opportunities around the world

**BULATS** is developed and delivered by Cambridge English Language Assessment

# Cambridge English

A range of exams to meet different needs



## Why BULATS?

---

**BULATS** is a Business English test designed for business, industry and commerce that can help you:

- assess the language ability of job applicants **quickly** and **accurately**
- select staff with **the right language skills** for placement in **international offices**
- audit the **existing language abilities** of your staff
- **measure** the **progress** of your language training programmes.

## How can BULATS help your business?

---

1/2

Using **BULATS** as a tool for recruiting, language auditing or staff development and training, can help you:

### **Become more competitive.**

Develop a workforce with that is confident communicating in international business environments.

### **Know the strengths and weaknesses of your workforce**

The **BULATS** test enables your organisation to test employees individually or audit the skills of whole departments. Results are delivered quickly, reliably and accurately.

## How can BULATS help your business?

---

2/2

### **Save money and time**

**BULATS** helps your organisation identify corporate recruitment and training needs quickly – avoiding costly errors and helping you save time and resources.

### **Offer staff an internationally recognised test score**

The success and growth of the **BULATS** test has helped make it one of the most recognised and accepted business English tests in the world.

## How is BULATS used in organizations?

---

Leading global organisations use **BULATS** as an accurate measurement of language and in many different business contexts and at any level of ability.

### Recruitment and career development

- used to screen job applicants and specify language levels for job descriptions.
- used as an integral part of a career progression and development plan.

### Language audits and benchmarking

- used to determine language levels required to perform any number of roles within an organisation, providing key information for internal and external comparisons.
- used to inform training decisions (through identifying language skills gaps).

### Training

- used as an efficient tool to identify existing problem areas and define language training needs.
- used as an external tool to measure the effectiveness of in-company and external language training courses.



## Why BULATS?

---

- **BULATS** is prepared and validated by a world leader in language assessment - Cambridge English Language Assessment - part of the University of Cambridge.
- **BULATS** is an internationally recognised test used by thousands of businesses, training providers and higher education institutions in over 70 countries.
- **BULATS** is the first test of its kind to offer 4 skills testing online, allowing for very quick turn around of test results and ease of administration.
- **BULATS** offers customers flexibility in when and where a test can be taken. Candidates do not have to go to a dedicated testing centre to take the test at specific times/dates.
- **BULATS** Online Reading & Writing tests use computer adaptive technology which quickly and accurately pinpoints the language ability of the test taker.

## What are the Tests?

- The **BULATS** tests are used to find out the level of language ability of an individual or group of individuals.
- **BULATS** assesses communication skills that are needed in real life workplace situations, using materials based on real business texts, tasks and topics.
- **BULATS** tests all four language skills – reading, writing, listening and speaking.

BULATS TESTS		English
Online	Listening, Reading & Language Knowledge	✓
	Speaking	✓
	Writing	✓

	Writing	✓
--	---------	---

# What does a BULATS test score mean?

1/2

## Meaningful results

- There is no 'pass' mark for **BULATS** tests. **BULATS** scores are on a scale of 1 to 100.

## Example Test Report Form

**BULATS**  
Business Language Testing Service

**Candidate Test Report**

Family name: **Xxxx**  
First name(s): **Xxxx**  
Test: **English**

**Overall score** **100**  
**Listening score** **100**  
**Reading and Language Knowledge score** **100**

**Overall Band** **CEF: A1**

The scores are given on a standard scale out of 100.

Please refer to the reverse of this form for an explanation of what candidates are typically able to do at this level.

Candidate number: 00000000000000000000

UNIVERSITY OF CAMBRIDGE  
ISO Examinations

UNIVERSITY OF MALAYA  
CAHO INTERNATIONAL

BULATS INSTITUTE

BULATS score	Level description	CEFR level
90–100	Upper advanced	C2
75–89	Advanced	C1
60–74	Upper intermediate	B2
40–59	Intermediate	B1
20–39	Elementary	A2
10–19	Beginner	A1

# What does a BULATS test score mean?

2/2

## Meaningful results

- BULATS** scores provide an organisation, as well as a test taker, with a description of what they **can do** at a specific language level in each skill base don the Common European Framework (CEFR)

Summary of Typical Candidate Abilities

CEFR Band	ALTE Level	Typical Candidate Abilities
C2	5 Very Advanced	Research has shown that typical candidates at this level can: • use the telephone persuasively and effectively; • understand all but the most specialised letters and documents; • put points persuasively when dealing with clients, and speak effectively and at length in meetings; • write most kinds of letters and reports and take dictation on non-routine matters.
C1	4 Advanced	Research has shown that typical candidates at this level can: • use the telephone for most purposes; • understand quickly most letters and documents, with some dictionary help; • deal with clients effectively, handling matters outside their own field; • write most letters and reports with few errors.
B2	3 Upper Intermediate	Research has shown that typical candidates at this level can: • use the telephone with good understanding; • understand most reports and non-routine letters, with dictionary help; • deal with clients and resolve most problems in their own field; • write more complex messages and non-routine factual letters, if work is checked.
B1	2 Lower Intermediate	Research has shown that typical candidates at this level can: • use the telephone for routine messages (e.g. arrangements for a meeting); • understand routine letters and information about familiar products or services; • deal with clients on routine matters (e.g. taking orders) and engage in limited conversation (e.g. talking about personal interests); • write factual messages and routine letters, if work is checked.
A2	1 Elementary	Research has shown that typical candidates at this level can: • use the telephone for simple messages (e.g. My flight is late. I will arrive at ten o'clock); • state and understand simple messages or instructions; • deal with clients by asking and responding to simple questions (e.g. Where is the post office?); • write simple messages and letters following a standard model.
A1 0	0 Beginner	Research has shown that typical candidates at this level: • may know some phrases, but cannot communicate in the language.

Explanation of Scores  
Standard, Computer and Online Tests  
(Listening, Reading and Language Knowledge)  
Some English Standard, Computer and Online Tests are also available on demand.

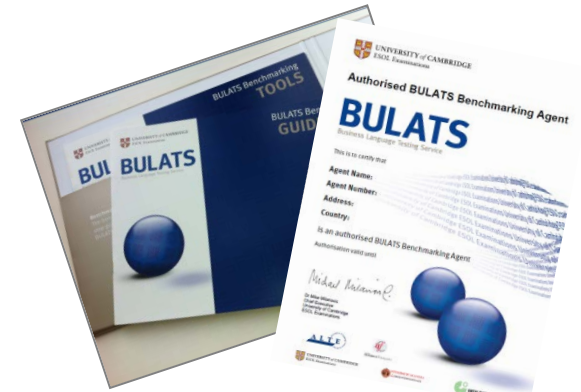
ALTE = The Association of Language Teachers in Europe  
CEFR = The Council of Europe's Common European Framework of Reference for Languages

CEFR Level	Typical candidate abilities
<b>B1</b>	<p>Research has shown that typical candidates at this level can:</p> <ul style="list-style-type: none"> <li>• use the telephone for routine messages (e.g. agreements for a meeting);</li> <li>• understand routine letters and information about familiar products or services;</li> <li>• deal with clients on routine matters (e.g. taking orders) and engage in limited conversation (e.g. talking about personal interests);</li> <li>• write factual messages and routine letters, if work is checked.</li> </ul>

## What else does BULATS offer?

### BULATS BENCHMARKING

- The **BULATS** Benchmarking Toolkit is a system that helps to define the required level of language skills for specific job roles within a particular industry, occupation or business sector.



### Benefits

- Help you monitor and manage your language training more effectively and save you money
- Monitor whether company language standards are improving year on year
- Help you streamline your recruitment process, saving time and effort
- Motivate staff by setting achievable goals in language ability.
- Improve overall efficiency in setting training and development goals.

Set objectives



Decide which job roles will be involved in the project



Establish language levels needed by skill and by role



Test employees by using **BULATS**



Undertake analysis



Make recommendations

## Trust the Test – Worldwide Recognition

---

- **BULATS** is used by thousands of employers, academic institutions and government bodies worldwide as proof of a person's ability to communicate effectively at work. Here are just a few global organisations that are using **BULATS**, either for staff recruitment or as part of their training and staff development programme needs.

ABB

Accenture

AIA Insurance

American Express

Arcelor Mittal

Axa Assistance

Banco do Brasil

Bayer Cropscience

Carrefour

Cisco Systems Europe

Citibank

Colgate-Palmolive

Dow Agrosciences

EDF

Ericsson

GlaxoSmithKline (GSK)

Hyundai

HSBC

Intel

Johnson & Johnson

Maersk

Microsoft

Morgan Stanley & Co

Nintendo

Philips

Petrobras

Saint-Gobain

SAP

Shell Global Solutions

Societe Generale

Texas Instruments

ThyssenKrupp

Tyco

Unilever

Volkswagen Bank

Volvo Penta

WIPRO Technologies