



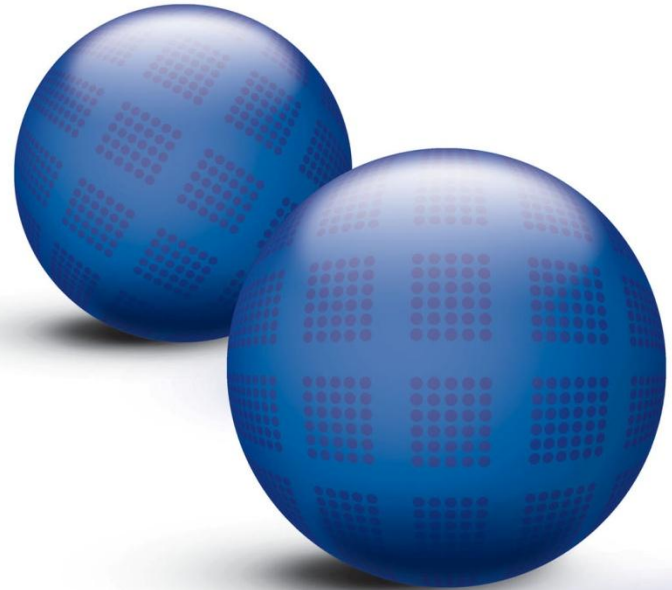
UNIVERSITY *of* CAMBRIDGE  
ESOL Examinations

# BULATS

Business Language Testing Service



BULATS Sales Presentation





## What is BULATS?

A complete consultancy service designed for the workplace that includes:

- 100% online and blended learning preparation courses
- Language assessments of reading, writing, listening and speaking (available in English, French, German and Spanish)
- All skills available online (speaking and writing available in English only)
- Benchmarking toolkit specifically designed to help companies determine the language levels required to perform specific jobs
- Certificated BULATS Online
  - BULATS Online is recognised for Tiers 1, 2 and 4 of the Points Based Immigration by the UK Border Agency for visa applications and for Partner Visas



# What is BULATS?

There are three main elements to the service enabling users to mix and match their ideal training solution mix:

BULATS		
<p><b>Benchmarking</b> Establishing levels of language ability needed for particular jobs</p>	<p><b>Training</b> Courses to help learners improve their English online and give them the best possible chance of success in the BULATS tests</p>	<p><b>Testing</b> Assess your workplace language skills in a quick and reliable way</p>
<ul style="list-style-type: none"> <li>• English only</li> <li>• Delivered by Cambridge ESOL or <i>BULATS</i> Benchmarking approved agents</li> </ul>	<p>Choose from:</p> <ul style="list-style-type: none"> <li>• Blended learning course – online and classroom (English only)</li> <li>• Self-study 100% online course (English only)</li> </ul>	<p>Choose from:</p> <ul style="list-style-type: none"> <li>• English, French, German, Spanish</li> <li>• Listening, Reading &amp; Language Knowledge, Speaking, Writing</li> <li>• Online, pencil and paper, CD-ROM</li> </ul>



## **BULATS online courses**

The overall aim of the courses is to:

- enable learners to develop the required workplace English language skills through the use of graded texts, audios, videos and interactive exercises
- improve learners' test taking skills by familiarising them with the BULATS test content, format and strategies and providing extensive practice of BULATS exercises.



## What do the courses consist of?

**100% Online Self-study  
(no tutor support)**

- Listening
- Reading & Language Knowledge
- Writing
- Speaking

**50 hrs of self-study materials**

**Blended Learning  
60%-70% online,  
30%-40% classroom**

- Listening
- Reading & Language Knowledge
- Writing
- Speaking

**30 hrs of self-study materials**

**20 hrs additional classroom materials for teachers and learners**



## The BULATS tests

- One level of test suitable for elementary to advanced language users
- Flexibility of delivery
- Computer-based versions use adaptive testing technology
- Online testing of reading, writing, listening and speaking (speaking and writing only available in English)
- Available on demand, on site
- Rapid turnaround of results
- Clear and concise results information



## What does the test consist of?

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



## How can BULATS be used?

- Recruitment
- Language Auditing
- Training
- Career Development
- Overseas Placement
- Higher education courses



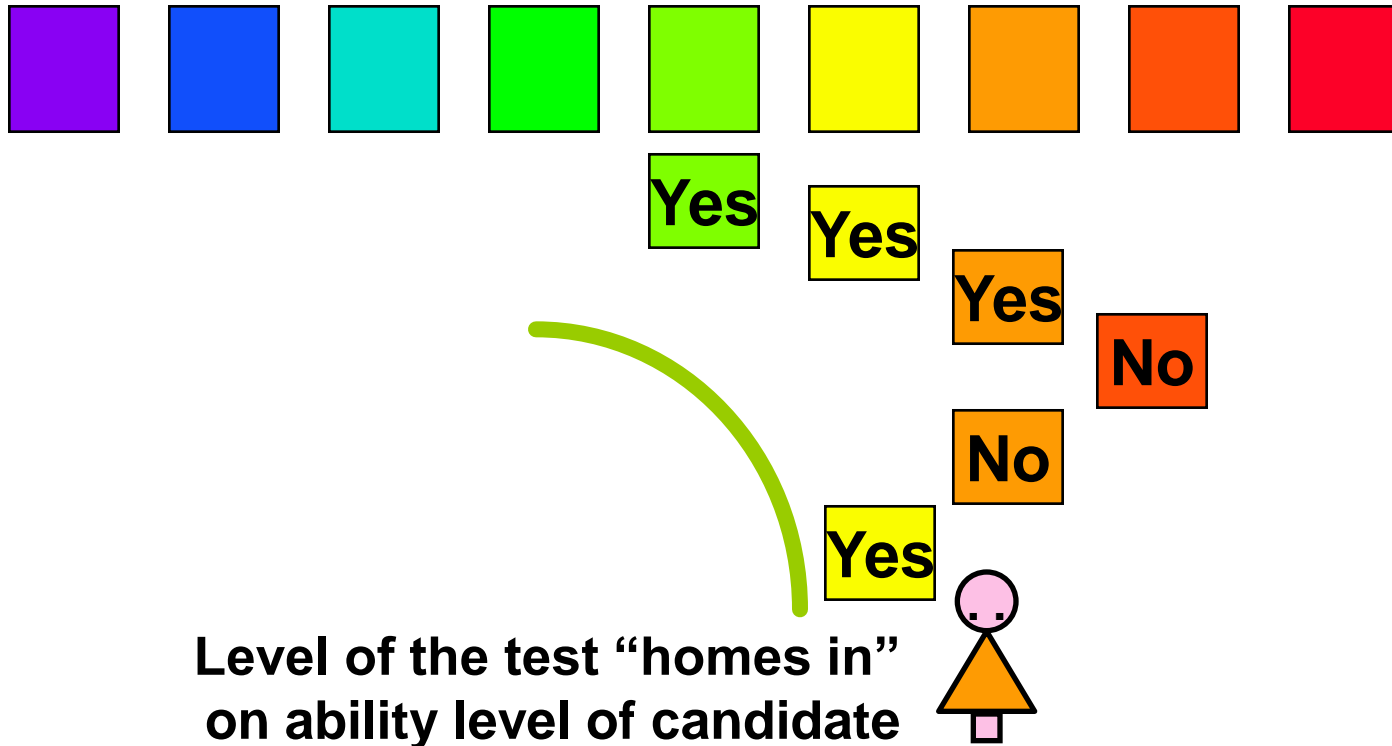


## Computer Adaptive Test

- Adapts to the level of each candidate
- Difficulty of each task depends on the previous task
- Large bank of pre-tested tasks
- Unique Test for each candidate



# Computer Adaptive Testing





## Why take BULATS?

- International recognition
- Extensive support network
- Security of reliability and validity
- Produced by ALTE partners and linked to international standards

*BULATS* is produced in collaboration with:





## Delivering Excellence

- Test Development
  - Consultation
  - Academic and practical research
  - Trialling and analysis
  - Liaison with publishers and schools
- Quality Assurance
  - Test Validation
  - Pretesting
  - Test technology
- Integrity and security



# Cambridge ESOL and the CEFR (Common European Framework of Reference )

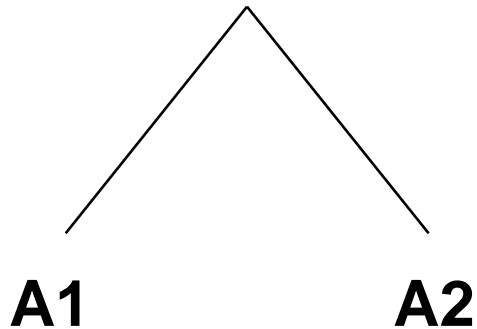
- A system for defining language learning, teaching and assessment
- It is comprehensive, transparent and coherent
- Used by Cambridge ESOL to map language assessments to a recognised, international standard



# The Council of Europe Framework of Reference for Languages

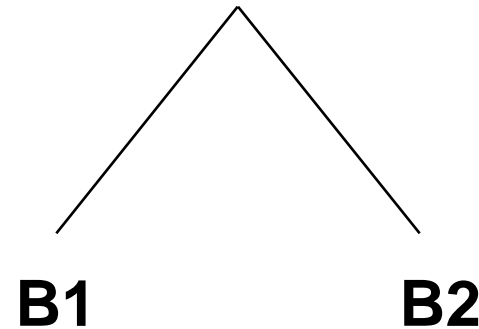
**A**

Elementary user



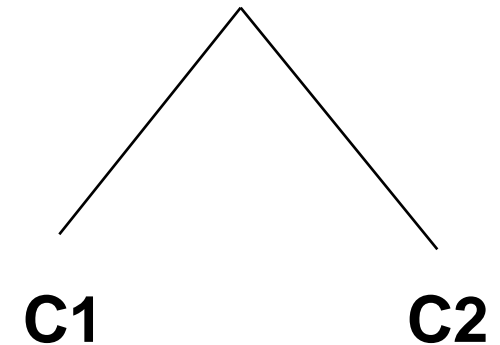
**B**

Independent user



**C**

Proficient user

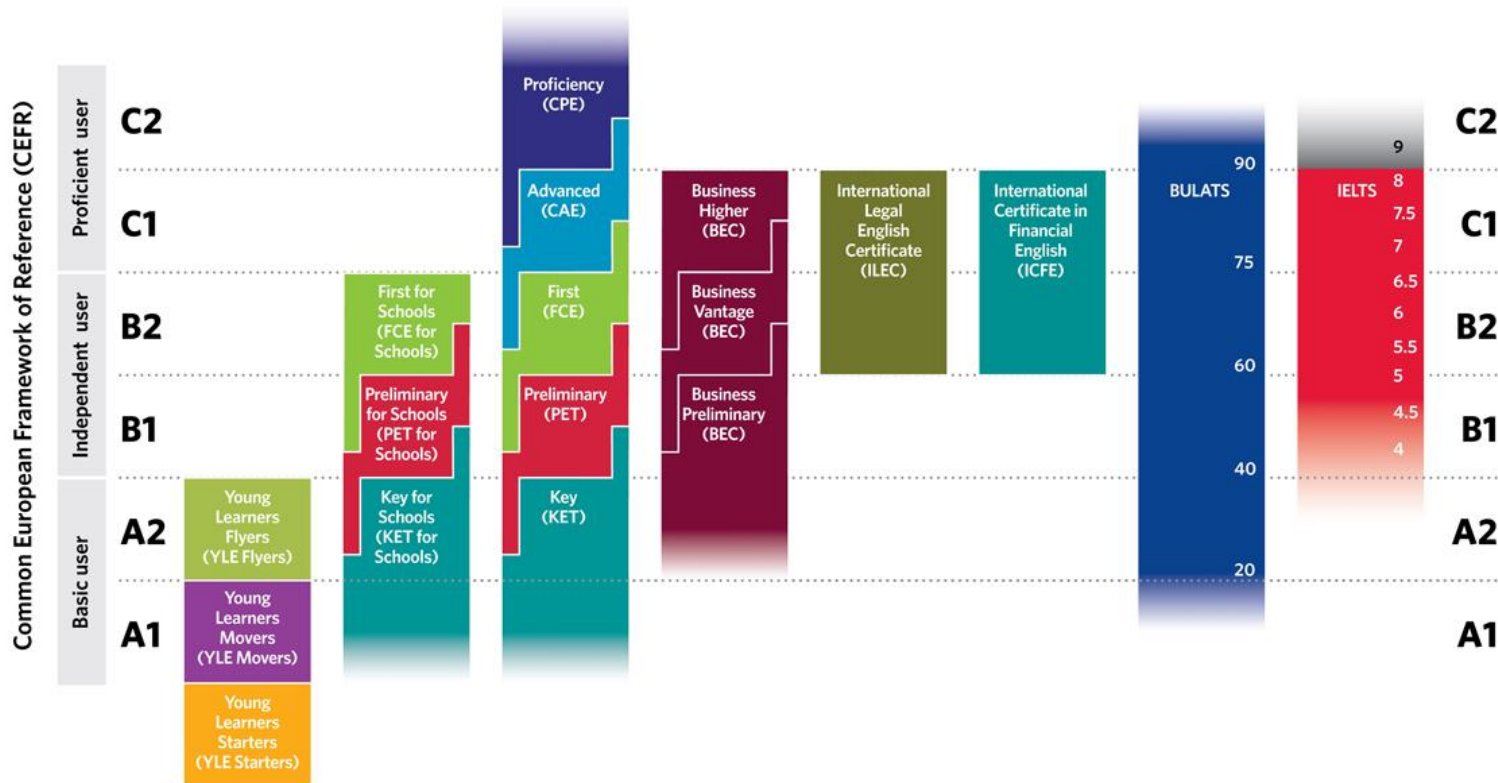




# Cambridge ESOL Exams and the CEFR

## Cambridge English

A range of exams to meet different needs





## Cambridge ESOL and ALTE (The Association of Language Testers of Europe)

- A group of leading language testing organisations in Europe
- Members have developed a series of **Can Do** statements for each CEFR level
- Statements describe what language users can typically do with the language at different levels





# 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>



# Reverse of BULATS Test Report Form

CEFR levels

Ability descriptors at  
each level

Explanation of Scores

## 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: <ul style="list-style-type: none"> <li>• use the telephone persuasively and effectively;</li> <li>• understand all but the most specialised letters and documents;</li> <li>• put points persuasively when dealing with clients, and speak effectively and at length in meetings;</li> <li>• write most kinds of letters and reports and take dictation on non-routine matters.</li> </ul>
C1	4 Advanced	Research has shown that typical candidates at this level can: <ul style="list-style-type: none"> <li>• use the telephone for most purposes;</li> <li>• understand quickly most letters and documents, with some dictionary help;</li> <li>• deal with clients effectively, handling matters outside their own field;</li> <li>• write most letters and reports with few errors.</li> </ul>
B2	3 Upper Intermediate	Research has shown that typical candidates at this level can: <ul style="list-style-type: none"> <li>• use the telephone with good understanding;</li> <li>• understand most reports and non-routine letters, with dictionary help;</li> <li>• deal with clients and resolve most problems in their own field;</li> <li>• write more complex messages and non-routine factual letters, if work is checked.</li> </ul>
B1	2 Lower Intermediate	Research has shown that typical candidates at this level can: <ul style="list-style-type: none"> <li>• use the telephone for routine messages (e.g. arrangements 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>
A2	1 Elementary	Research has shown that typical candidates at this level can: <ul style="list-style-type: none"> <li>• use the telephone for simple messages (e.g. My flight is late. I will arrive at ten o'clock);</li> <li>• state and understand simple messages or instructions;</li> <li>• deal with clients by asking and responding to simple questions (e.g. Where is the post office?);</li> <li>• write simple messages and letters following a standard model.</li> </ul>
A1	0 Beginner	Research has shown that typical candidates at this level: <ul style="list-style-type: none"> <li>• may know some phrases, but cannot communicate in the language.</li> </ul>

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

## Explanation of Scores

### Standard, Computer and Online Tests

#### (Listening, Reading and Language Knowledge)

Scores for the Standard, Computer and Online tests are given on a standard scale out of 100. The scores relate to ALTE levels 0-5 as follows:

ALTE level	0	1	2	3	4	5
BULATS score	0-19	20-39	40-59	60-74	75-89	90-100

\*All scores are subject to statistical error (Standard Error of Measurement). One SEM for the Overall Score is +/- 3 points and for section scores (Listening / Reading and Language Knowledge) +/- 4 points. Users are advised to interpret results accordingly. Please contact your local BULATS Agent for more details.

### Speaking and Writing Tests

Scores for the Speaking and Writing tests are represented by the ALTE Level 0-5 and a + or - sign.

+	means the candidate is at the upper end of the band
=	means the candidate is in the middle of the band
-	means the candidate is at the lower end of the band



# Front of BULATS Test Report Form

## Candidate Information

## CEFR Level

## Section and Overall Scores

## Candidate Number

**BULATS**  
Business Language Testing Service

**Candidate Test Report**

**Family name:** XXXX  
**First name(s):** XXXX (000000)

**Test:** English (XXXX)

**Company/Organisation:** XXXX (XX-000)

**Test Date:** 00/00/2008

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

<b>Profile</b>	
<b>Overall score</b>	00
<b>Listening score</b>	00
<b>Reading and Language Knowledge score</b>	00

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:** 0000 00000 000 0000 0000



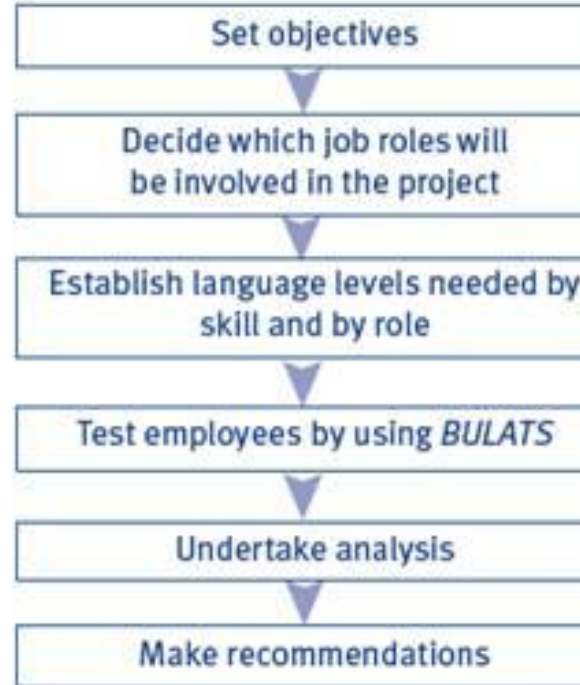
## Language Benchmarking

- 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.



# Language Benchmarking – How it works

## Stages of the BULATS Benchmarking project





## 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*





# Why choose to work with us?

## Corporate Solutions

- Get **more** with **less** – high quantities against reduced rates
- **Harmonise** the training approach
- Monitor and **manage** the training budget
- Outsource to specialists to **increase performance** and relieve administrative duties



# Why choose to work with us?

## Academic Solutions

- **Measure** progress and return on investment
- Combine **academic** results with real company needs
- **Facilitate** the selection of students, candidates, new personnel
- **Motivate** the students and improve commitment
- Use the indicators to define **new strategies**
- Set a **new standard** in corporate language training



**Over 12,000 employers, universities and government bodies around the world recognise Cambridge ESOL qualifications, including...**

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>• <i>3M</i></li><li>• <i>Airbus</i></li><li>• <i>Disney</i></li><li>• <i>Emirates Group</i></li><li>• <i>General Electric</i></li><li>• <i>Heinz</i></li><li>• <i>HSBC</i></li></ul> | <ul style="list-style-type: none"><li>• <i>Italia Lavoro</i></li><li>• <i>McDonalds</i></li><li>• <i>Nokia</i></li><li>• <i>Shell</i></li><li>• <i>Schneider Electric</i></li><li>• <i>United Nations</i></li><li>• <i>Volvo</i></li></ul> |
|--|--|

[www.CambridgeESOL.org/recognition/search.php](http://www.CambridgeESOL.org/recognition/search.php)

**BULATS is accredited by Ofqual: the regulator of qualifications, exams and tests in England**



## Find out how BULATS can work for you:

*BULATS* forms an integral part of Cambridge ESOL's educational mission, supporting effective language learning for business contexts – including projects to increase prework and vocational skills – and as a key tool for economic, social and personal development.

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www.BULATS.org

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