



CAMBRIDGE ENGLISH
Language Assessment
Part of the University of Cambridge

BULATS

Business Language Testing Service

Recognition



The global benchmark for workplace language skills

Why BULATS?

BULATS is a multilingual set of workplace language assessment, training and benchmarking tools. It is used internationally for business and industry recruitment, for identifying and delivering training, for admission to study business-related courses and for assessing the effectiveness of language courses and training.

BULATS offers you:

- **Fast, accurate and affordable language assessment**
for recruitment, internal appointments, and to measure the effectiveness of language courses and training
- **Internationally accepted language testing**
aligned with international standards and recognised by employers and government agencies around the world
- **Powerful language auditing tools**
to help you make critical recruitment and training decisions
- **Flexible preparation courses**
so you can offer language training that fits around busy schedules.

What are the tests?

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

Flexible test options

You can pick any of the tests below to create the ideal combination for your organisation. As well as taking all four skills together, you can take the skill components as separate stand-alone tests. You can then choose when and where the tests are taken, rather than having to send employees out to a test centre.

BULATS Tests		English	French	German	Spanish
Online	Listening, Reading & Language Knowledge	✓	✓	✓	✓
	Speaking	✓			
	Writing	✓			
Paper-based	Listening, Reading & Language Knowledge	✓	✓	✓	✓
	Speaking	✓	✓	✓	✓
	Writing	✓	✓	✓	✓

BULATS test results

There is no 'pass' mark. *BULATS* scores are on a scale of 1 to 100. The scores are aligned with the Common European Framework of Reference for Languages (CEFR) levels.

For Speaking and Writing, candidates are also given +, = or – to show whether they are high, middle, or low within the band.

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

“Since information and knowledge are shared and communicated much more quickly and directly around the globe, English has become an essential skill set for many business professionals who play at the global stage. The BULATS test offers us a consistent and reliable assessment in all four English communication skills. It also offers online tests, which saves time for many busy professionals.”

Ben Shao, Senior Manager, PricewaterhouseCoopers (PwC), Taiwan

“BULATS is very user-friendly and has helped to measure the existing team’s language level and arrive at a recognised benchmark. BULATS is also very useful for recruitment. The scores are internationally recognised, which means we know exactly what an employee can do in terms of language ability.”

Wasim Javed, HR Director for TNT Express UAE

“Considering our needs for rapid results, we recommend our employees to, whenever possible, take BULATS, especially the computer version, which allows quicker results. Moreover, as an ‘intelligent’ test, the computer version ends as soon as the level is identified, so candidates save time. Other important factors are the possibility of evaluating other languages (French, Spanish and German) and the various skills tested.”

Anysie Rosa de Moura Pires of Banco do Brasil



Worldwide recognition

BULATS is chosen by thousands of corporate organisations, academic institutions, training providers and government bodies worldwide to provide language testing and training. Here are just a few of the global organisations that have chosen *BULATS*, either for staff recruitment or as part of their training and staff development programme:

Air France	DHL	Heinz	Nokia
Alcatel	Disney	HSBC	Pfizer
Banco do Brasil	Dow AgroSciences	IBM	Philips
BP	Emirates Group	Johnson & Johnson	Procter & Gamble
Cadbury	Esso	Kodak	Renault
Citibank	General Electric	KPMG	Reuters
Colgate-Palmolive	General Motors	L'Oréal	Taeco
Compaq	GlaxoSmithKline	Motorola	TNT
Deloitte & Touche	Guinness	Nestlé	United Nations

For a full list of organisations using *BULATS*, go to: www.BULATS.org

The range of exams from Cambridge English Language Assessment (Cambridge English) is trusted by more than 12,500 organisations around the world. Nearly 4 million candidates a year choose Cambridge English.

Case studies

Companies

TNT, the global delivery company, United Arab Emirates (UAE), July 2009

Background	Global delivery company TNT has operations in 65 countries and delivers shipments to more than 200 countries. It has seen unprecedented growth in the last five years in the UAE. It relies on a well-trained and engaged workforce to sustain this growth. With growth comes new training challenges, and a big part of this in recent years has been the need to improve the language skills of employees.
Challenge	TNT's Express Division in the UAE needed a way to measure the language skills of its workforce. The Express Division is among the world's largest express operators and delivers more than 4 million parcels each year. The increasingly international nature of the business makes it essential for employees to have a high level of language proficiency to compete in the global market.
BULATS solution	<p>TNT Express UAE chose <i>BULATS</i> because it offered them a way of assessing their workforce's language skills that is:</p> <ul style="list-style-type: none">• fast – time is money to a company like TNT• user-friendly• reliable• cost-effective. <p>TNT has been using <i>BULATS</i> successfully since September 2009, while the organisation has been continually expanding its network in Europe, Asia, Australia, South America and the Middle East. Wasim Javed, HR Director for TNT Express UAE, revealed that <i>BULATS</i> has helped ensure that the language skills of both existing employees and new recruits meet the challenge of working in an multinational organisation: '<i>BULATS</i> is very user-friendly and has helped to measure the existing team's language level and arrive at a recognised benchmark. <i>BULATS</i> is also very useful for recruitment. The scores are internationally recognised, which means we know exactly what an employee can do in terms of language ability.'</p>

Air France

Background	Air France is one of Europe's largest airlines. It has an integrated training centre, based in Charles de Gaulle airport in Paris, that is responsible for all staff training, including languages
Challenge	The company needed an effective way to monitor online and face-to-face language training courses provided by the company in their Paris and overseas offices. As the company operates in French and English, a multilingual test was essential.
BULATS solution	<i>BULATS</i> was implemented companywide two years ago and is used, alongside the <i>BULATS</i> online preparation course, for over 5000 employees every year. These employees included ground staff, customer services representatives and cabin crew. The test is managed through the network of AirFrance training centres and offices globally, allowing for real time instant results, meaning that AirFrance can make quick decisions on overseas placements, promotions within the organisation and access to further training.

Training providers

TAECO, China

Background	Taikoo (Xiamen) Aircraft Engineering Company Limited (TAECO) is a joint venture involved in the maintenance and cargo conversion of transport aircraft. It also has maintenance and company offices in Beijing and Shanghai.
Challenge	The training centre of TAECO is directly responsible for the English language training of both existing and new apprentices, trainees, mechanics and office staff. It is also responsible for upgrading the English language ability of existing technical supervisors through examinations and courses. With further extension into more third-party work, TAECO could either compile its own courses and write its own examinations, or choose an examination system that was widely recognised.
BULATS solution	<p>Having looked at a number of options, TAECO chose <i>BULATS</i>. It was ideal for the company because it provided management with a perfect platform to benchmark their staff and also for the recruitment of new staff. TAECO incorporated the <i>BULATS</i> tests into their training, and employees now take the <i>BULATS</i> test both before and after training. Comparing the results demonstrates how the employees' proficiency in English has improved and also showcases the effectiveness of the course.</p> <p>Bruce Moore, Lead Training Officer (Language) for TAECO, said that the rigorous quality procedures behind the development of <i>BULATS</i> tests had been an important factor in their decision: 'The creation of new test questions by Cambridge ESOL is a long process involving a great deal of testing. This testing process, coupled with the method of identifying a person's English level, instilled confidence in the product.'</p>

Education Institutions

CRUE (Conferencia de Rectores Universitarias Españolas), Spain

Background	CRUE (Conference of Rectors of Spanish Universities) is a non-profit association composed of Spanish public and private universities. It is the main Spanish University association and has over 50 public and 25 private universities as members.
Challenge	In an increasingly competitive Spanish labour market and with challenges of a deep recession, graduating students needed a system of certification of general and professional competencies to complement their degree qualification and to facilitate their access to the labour market. In response to these challenges CRUE has set up a system of professional certification called CERTIUNI. The CERTIUNI project comprises of certification in IT, languages and professional competencies.
BULATS solution	<i>BULATS</i> was chosen by CRUE with the guarantee of the Ministry of Education and the CEOE (Spanish Confederation of Employers' Organizations), to accredit the level of language proficiency of graduating Spanish university students and as the only language test accepted as part of the CERTIUNI project. A key factor in the decision to adopt <i>BULATS</i> is that it enables CERTIUNI to work an end-to-end solution involving fast test delivery and provide instant results. Online test reporting is central to CERTIUNI and <i>BULATS</i> results are able to be incorporated directly into the CERTIUNI certification scheme, with employers able to instantly access a job seeker's score through an online secure verification website.

“ZTE values the internationalised promotion, training and certifying of human resources very highly. BULATS is an international English language examination for the workplace, which has promoted the internationalised process of ZTE greatly by assessing the staff's English accurately.”

Mr. Shao Yong, director of English Support Department of ZTE University, China

“We understand that English is essential in an organisation like ours and that, above all, if the target levels aren't reached, it will be difficult for staff to have a career within the organisation. It's also the reason why we have to use a relevant test which meets the professional context required of our group. BULATS meets these requirements. This confidence is reinforced by the reliability obtained by BULATS and by the reputation of the University of Cambridge and its certifications.”

Maria Josefina Calderón Training Manager, Ernst & Young, France

Recognising BULATS

Feature your organisation on our website

Show commitment to improve your workforce communication

To feature on the Cambridge English website recognition list as an institution that accepts *BULATS*, follow these steps:

1. Fill in our recognition form – you can also use it to ask for further information.
Visit recognition.cambridgeesol.org
2. Amend your website and company literature to state that *BULATS* is accepted by your organisation as proof of the correct level of English.
3. Take advantage of our enhanced security by signing up for our free online Results Verification Service:
<https://verification.cambridgeesolonline.org>

To find out more about how you can use *BULATS*, please contact our helpdesk
helpdesk@cambridgeenglish.org

To organise a meeting with your local *BULATS* Agent, or to find out how *BULATS* can benefit your organisation, please visit our website: www.BULATS.org

The BULATS partners

BULATS is developed and delivered by Cambridge English Language Assessment in collaboration with leading experts in the assessment of French, German and Spanish:

- Alliance Française
- Goethe-Institut
- Universidad de Salamanca.



For more information about Cambridge ESOL, our qualifications and the organisations we work with, please contact:

**Cambridge English
Language Assessment**
1 Hills Road
Cambridge
CB1 2EU
United Kingdom

Tel: +44 1223 553997

Email: helpdesk@cambridgeenglish.org

www.cambridgeenglish.org

