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THE IMPORTANCE OF KNOWING BUSINESS ENGLISH
-MANAGERS' VIEW-

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Abstract

It is obvious, that now days, in the process of globalization the knowledge of English language is necessary for international and business communication; that's why the purpose of our paper has been to find out the opinions of importance of knowing English language from the managers' view, based on their own experience.

Our research was carried out throughout Istrian district on relatively large number of managers from different branches in the year 2000. We came to very interesting piece of information, that, we believe, is going to be very useful in understanding the real position of English language in everyday communication that managers have in their work.

1. INTRODUCTION

Management can be challenging, rewarding career for those who have the knowledge, skills, attitudes, values and opportunity to pursue it.

Career effectiveness implies that one's performance, attitude, adaptability and identity resolution are satisfying to both the organization and the individual.

Although many characteristics contribute to managerial effectiveness, two are particularly important:

a) the will to manage
b) supervisory ability.

Does one really want to manage and does the person have or can the person develop the ability to manage?

The desire or need to influence the performance of others and the satisfaction derived from doing so is termed the will to manage. The fundamental characteristic of management is that managers achieve results through other people and that the setting for managerial work is an organization. Supervisory ability is an important variable that distinguishes effective from ineffective managers.

Effective management involves utilizing the correct supervisory tactics required in a particular situation. Effective managers recognize and apply the relevant elements from each of the approaches of management, are responsive to changing social and economic conditions, and can motivate people.

Management expert Peter Drucker has spelled out what managers do. In his opinion managers perform the following basic operations:

1) first of all, managers set objectives, and decide how the organization can achieve them. This involves developing strategies, plans and precise tactics, and allocating resources of people and money. Objectives must be understandable and acceptable to those who will help to achieve them. Effective managerial performance requires establishing objectives in every area that contributes to overall organizational performance. To succeed in this task managers need to have strong analytical ability.
secondly, managers organize... They analyse and classify the activities of the organization and relations among them. They select people for the jobs to be done. This duty is strictly connected with the ability of understanding of human beings, which implicates social skills.

thirdly, managers must be good motivators and they have to be able to communicate effectively with all levels of the organization. They have to communicate objectives to the people responsible for attaining them. They must be able to get people to work as a team, and to be as productive as possible. That's why they have to have strong analytical ability.

measurement is the other activity performed by managers. In relation to standards and set targets, managers have to measure the performance of its staff.

lastly, Drucker says that managers develop people, including themselves, they help to make people more productive, and to grow as human beings.

According to Drucker, successful managers are not necessarily people who are hired or who get on well with others, but they are people who command the respect of workers and who set high standards.

Good managers need not to be geniuses, but must bring character to the job.

Most non-native managers have the problems of presenting information and ideas in English. Communication is difficult because they have to think about language at the same time as they have to think about ideas.

The question is: "What is the tipical language of business communication?"

Clearly, general problems of grammar and vocabulary, as well as the need to know how to present figures and calculations and how to describe diagrams.

Managers need to know how to make recommendations and justify decisions; they need to be able to talk about markets and finance and general business situations.

In addition to these areas of English however, managers need to know special area of language that will help them to organise and talk about ideas clearly.

As our country has applied to join EU, our businessmen will be increasingly motivated to be able to communicate in English to effectively participate in the commercial opportunities that become available.

Consequently, the demand for an international language, English, will continue to grow.

2. METHODOLOGY

The research was carried out on a sample of 83 managers working in the Istrian district. Their attitudes were collected on basis of the questionnaire containing the following 5 questions related to the necessity of knowing Business English to perform their job well.

1. How often do you need to use Business English in performing your job? (every day, once a week, during the summer months, once a month, other)
2. Do you think that the knowledge of Business English for performing successfully your job is? (indispensable, necessary, needed, unnecessary, other)
3. In what way do you use Business English in your job? (internet[e-mail], writing[letters, reports, contracts, filling up forms], oral communication [presentation, meetings, negotiation], telephoning)
4. Do you use Business English in conversation with? (foreign experts, employees in tourist agencies, business partners, tourists)
5. What will be the most efficient way to master Business English that is necessary to perform your job? (attending courses of lectures, speaking with business partners, reading professional literature, using computer)

The questionnaire is from original source. The research was carried out during the year 2000.
3. THE RESULTS OF RESEARCH

The obtained results show that managers know the importance of the knowledge of Business English if they want to perform their job successfully.

![Graph showing frequency of using Business English](image)

*Picture 1: The needs of using Business English in performing one's job*

From the graph is seen that 37 managers use Business English while they are performing daily activities, what is natural, because Business English is increasingly recognised as the international language for communication. A lot of managers use English during the summer months, especially those who are working with holidaymakers.

![Graph showing importance of Business English](image)

*Picture 2: The importance of the knowledge of Business English*

A great number of managers believe that the knowledge of Business English is indispensable 33 or necessary 31 for performing their job successfully.
Communicating with business partners is the most frequent way of using Business English. Our managers use Business English mostly during presentations, meetings and negotiations. Presentations are today a key element in international management communication. The person responsible now presents information and ideas that were once communicated through lengthy chains of meetings and memoranda at carefully structured sessions where a chosen audience can listen and respond directly.

Meetings and negotiations are today, more than ever, at the center of the international business process. Success or failure in an increasingly competitive world can depend as much on the performance of individuals in the business meeting or negotiation as on the inherent merits of the products or projects themselves. With the increasing internationalization of business, more and more meetings and negotiations take place in English between non-native speakers of the language. The language aspects of these skills therefore assume vital importance. Our managers use also Business English while telephoning or using e-mail which is now days very popular.

It is clear that an executive or a department manager or a specialist in business has to write English letters or accept an innovation or congratulate a friend in English. That is why they need to be familiar with the skill of writing business letters.

Business English is used mostly in conversation with tourists and business partners. As Istra is considered as one of the most important tourist district in our country, it is understandable in a way that a great number of people use Business English during the summer months.
According to the statistics (Tourist association – Pula, 2000) a great number of business partners and employees in tourist agencies spend their holidays in Istra. They usually come to Istra to enjoy their summer or eastern holidays in company of their family and friends.

![Bar chart showing the most efficient ways of mastering Business English]

Thirty-five managers consider speaking with business partners the most efficient way of mastering Business English. This fact is really interesting taking into consideration that there was also the solution to learn English language by attending courses of lectures.

4. CONCLUSION

The aim of this work is to find out the importance of knowing Business English from the managers' view. This piece of information is very important because is based on their own experience. From the above mentioned, we may conclude the following:

- Business English is used by our managers almost every day
- The knowledge of Business English is necessary for performing manager's job successfully
- Business English is used mostly in oral communication (presentations, meetings, negotiations)
- It is also used in conversation with tourists and business partners
- Our managers think that the most efficient way of mastering English language is speaking with business partners.

LITERATURE