

WHY MASTER'S DEGREE STUDENTS SHOULD STUDY BUSINESS ENGLISH

Global integration and the development of modern technologies have significantly expanded the boundaries of intercultural communication. We have a unique opportunity to use the intellectual achievements of the world's treasury. However, for many people these borders remain closed because of languages ignorance.

In the modern world, foreign languages have become not only a mean of international communication, but also a way to achieve a better standard of living. Without knowledge of foreign languages, it is difficult to get an education in a foreign university, to find a good job with the prospect of an internship abroad and, as a result, career growth. In addition, more and more people are seriously planning to change their place of residence forever.

Many now argue that the role of the English language in the curriculum is a life skill and should be taught as a core curriculum subject like maths, and the mother tongue. The reason for this is globalisation and the fact that to operate internationally people will need to be able to use a lingua franca. For the next twenty to thirty years at least, that language is likely to be English. That means that English will be a core communicative skill and will need to be taught at universities.

In current economical and political situation, an expert should understand modern market requirements for the profession he has chosen, but also he should be adaptable to new social and cultural forms of global business interaction.

Knowledge of English as a language of business communication, can help future specialists to promote their professional contacts, to study and use foreign experience in certain industries, to participate in international congresses, conferences and seminars, to have internships abroad, to improve written communication skills.