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PEARSON BUSINESS ENGLISH INDEX 2012 STUDY

IT-BPO INDUSTRY SECTORS



INTERVENTIONS



ACADEME

Stronger Implementation & Instruction of English in Secondary & Tertiary level not just in Top Tier Schools



CORPORATE

Benchmark & Assess English Capability to track areas of improvement specially in more complex roles (e.g. Healthcare Information Management, Legal KPO)

Treat Communication Skill as a Business Imperative



INDIVIDUAL

Make English a 'Basic Muscle'

THANK YOU!



