Building employability: The impact of Linguaskill Business in Indian institutions

> "The exam helps me to understand my level of language and communication skills."
>
> **Student**

Linguaskill Business is an online English proficiency exam that assesses students' ability to communicate effectively in professional settings. Our recent study evaluated the impact of the exam in three institutions in India[1], surveying over 280 students from diverse backgrounds, and holding interviews and focus groups with teachers.

The evaluation looked at the role and value of Linguaskill Business in helping to prepare students for employment. It considered its alignment with the English language curriculum and activities, and the needs of employers.

The study confirmed that both students and teachers value the exam for its impact on raising awareness of language proficiency levels and enhancing employability opportunities. Students also appreciate the digital testing environment and its adaptive format.

Business English skills that support future career aspirations and employment

Students at Indian institutions recognise that developing business English skills can give them an edge in a highly competitive job market. They understand that employers are looking for talented young people with excellent language communication skills (both written and spoken), the ability to adapt to different environments, and familiarity with industry-specific and business terminology.

Most of the students surveyed (86%) agree that business English skills are important for their future careers and 85% agree that they are important for fostering communication with people from different countries. 82% of students believe that these skills are also important for business communication and etiquette.

Their teachers also agree that business English skills are valuable for work placements, professional communication and future employment.

[1] Dr. Mahalingam College of Engineering and Technology (MCET), Sri Ramakrishna Engineering College and KLS Gogte Institute of Technology

At a glance

Institutions: Dr. Mahalingam College of Engineering and Technology (MCET), Sri Ramakrishna Engineering College and KLS Gogte Institute of Technology.

Location: India

Linguaskill Business in action: The exam covers skills in speaking, writing, reading and listening. It is computer-adaptive, meaning it adjusts to the candidate's ability level, and it offers fast and accurate scoring using AI technology. Over 1,600 universities and businesses worldwide trust Linguaskill for recruitment and professional development.

Find out more about how organisations around the world are using Linguaskill on our **website** or contact us **today** to find out more.

About Linguaskill

Linguaskill is a quick and convenient online test to help higher education institutions and employers check the English levels of individuals and groups of candidates. Supported by artificial intelligence technology, it provides fast, accurate results and clear individual and group reports. Results are aligned to the Common European Framework of Reference (CEFR), the international standard for describing language ability.

cambridgeenglish.org/linguaskill

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We are a not-for-profit department of the University of Cambridge. We produce the world's leading range of qualifications and tests for learners and teachers of English, including Cambridge English Qualifications, Linguaskill and IELTS. Taken by over 5 million people every year, these exams are backed by the work of the largest dedicated research team of any English language test provider.

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"A Third Year student told me that he was only able to get his work placement because of the Cambridge Linguaskill certificate."

Teacher

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Importantly, taking Linguaskill Business not only raises students' awareness of business English skills: in motivating them to prepare for the exam, it offers them the opportunity to improve these skills and show employers that they are ready for the workplace. Most students (79%) expressed a preference for taking a business English exam rather than a general English exam for employability purposes. The presence of a formal test increases students' focus and seriousness about learning, and 77% agreed that their business English skills have improved through their exam preparation.

A tailored and motivating experience

One of the major benefits of Linguaskill Business is that it empowers students by raising awareness of their language proficiency levels. This awareness helps them identify their strengths and weaknesses and work towards improving their language skills. Around 80% of the respondents agreed that the exam accurately measures their reading, writing, listening and speaking abilities. Crucially, most of the students also said that they felt motivated (72%), confident (74%) and comfortable (78%) when taking Linguaskill Business.

In particular, students said that they felt motivated due to the exam's adaptive nature. This feature ensures a personalised testing experience, where the difficulty of questions adjusts based on the student's responses, making the process both fair and comfortable. They also said that they felt more confident in the speaking section because of the exam's computer-based nature – the digital format can reduce the anxiety associated with performing in front of examiners. Teachers and students also highlighted the quick availability of exam results as a major advantage.

Most students trust the value of the Linguaskill Business certification, as it is an exam developed by Cambridge (82%). Additionally, they believe that the Linguaskill Business certificate will improve their job applications (79%), and the results will help them find a better job (78%).

Beyond an exam

While the focus is on preparing students for Linguaskill Business, teachers also highlighted the importance of teaching skills that go beyond the exam, such as critical thinking, creativity, problem-solving and communication skills. This prepares students for their future academic and professional careers. The teachers confirmed that the exam is aligned with the broader English as a Foreign Language (EFL) curriculum and does not limit the instruction of wider language skills.

Linguaskill Business goes beyond assessing proficiency, actively supporting the development of communication skills and engaging the students in real-world business scenarios. In this way, the exam positively impacts teaching and learning. Instruction is about developing practical language skills that are relevant and transferable to professional contexts, rather than simply preparing exams responses.

Teachers use various activities in their EFL classes that align well with the tasks and topics included in the exam. These include reading newspapers and business-related texts; watching news programmes; writing business-related emails and professional letters; and participating in group discussions, debates and work-related conversations.

Students valued the exam's alignment with business English needs and 80% felt that its topics accurately reflect real-life business situations.

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