

UNIVERSITY OF BIRMINGHAM

At the University of Birmingham we offer all students the opportunity to study a language in addition to their main subject area. Students increasingly recognise that having language skills can enhance their career opportunities and contribute to their future success in business.

Through our commercial department "Birmingham International Business Communications (BIBC)" we also offer language courses for the local business community, recognising that many of you do not have the relevant languages skills for your markets or need to refresh language skills from prior learning. Mandarin Chinese is particularly in demand at the current time. Demonstrating the willingness to at least have a basic knowledge of your clients' language and culture can bring great dividends in an increasingly competitive global market.

This view was supported by Peter Mathews, president of the Midlands World Trade Forum (MWTF) at a conference on Languages, Business and Intercultural Skills in Brussels last year, when he told the conference that he was a "British, European and a global person" and travelling around the world has shown him how important it is to learn a second language. He added: "The need, not just to engage in European languages, but with the worldwide language network is of paramount importance to us all and not having a language skill can impede business. As we all know, we now live and work in the global market, and whether we employ one or 20,000 people, we are affected by this market."

BIBC is currently offering evening courses in French, German and Chinese, starting at the end of April. The German and Chinese 10-week courses are offered at beginner level and will give you the confidence to use basic language phrases in business situations and help you to be more culturally aware when operating internationally. French is offered at intermediate level, ideal to build on existing knowledge.

Flexible and intensive 1:1 study options and in-company programmes are also available in a full range of languages.

For further information contact Jayne Sharples on 0121 414 6179 or e-mail: bibc@contacts.bham.ac.uk or visit our website: www.bibc.bham.ac.uk