

Assessing English skills in the workplace

Eczacıbaşı Holding

Turkey



The decision to implement BULATS has proved highly successful, as Ilke Kilic, Eczacıbaşı Holding's HR Manager, explains: 'As the candidates who apply to our company have a variety of different English certificates, we have decided to use a placement test which is internationally recognised. Therefore we prefer to use BULATS to evaluate candidates' Business English skills. We have been doing this since 2006, not only for the people we recruit but for those who are presently working with us so we can evaluate their Business English skills and help support them.'

Eczacıbaşı Holding continues to use BULATS across Turkey, and as a result over 13,000 BULATS tests have been undertaken since it was first introduced.

BULATS (Business Language Testing Service), an online English language test for business, is being used by major Turkish industrial group Eczacıbaşı Holding to assess the language skills of both current staff and potential employees.

Eczacıbaşı Holding is one of Turkey's largest industrial groups, employing over 11,000 staff in 41 companies operating in the building products, healthcare and consumer sectors. Well regarded throughout Turkey and beyond, Eczacıbaşı Holding is also active in the country's education sector, helping modernise school infrastructure while also educating students about personal hygiene.

As many of the group's staff have to speak English, in 2006 Eczacıbaşı Holding's HR team decided to use BULATS, an online Business English test from Cambridge Assessment English, as a placement test for existing staff, and as a means of assessing the English skills of potential employees.

BULATS is a set of workplace language assessment, training and benchmarking tools. The test is fast and cost effective, delivering immediate results, and can be tailored to fit the context in which it is being used.

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“As an international company, it is very important for us to be able to evaluate our current and nominated employees' English level. We believe that we can successfully do this with BULATS, which has an easy administration process.”

Emel Sezgin, Occupational Safety Specialist,
Eczacıbaşı Monrol

