

DEVELOPING YOUNG BUSINESS LEADERS/ENTREPRENEURS WITH SPECIAL FOCUS ON ENGLISH

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Abstract. *It is a well known fact that today, English as a lingua franca opens the gateway of opportunities to people who are competent in its usage. Its helps us transcend borders and hence all those who are interested in communicating their visions across the borders, must be equipped with English. Language competence is a prerequisite for becoming a business leader. While the ability to communicate is the strongest quality that Business Leaders/Entrepreneurs must possess, their attitude towards business can be groomed and their aptitude for business developed with proper guidance. In order to develop the competence in English for business purposes A proper Business English course of six months that includes teaching English and leadership coaching will help the students who want to start business ventures. An Initial workshop can give an overview to the aspiring entrepreneurs to see what the module contains. It will be followed by a course designed for six months that will include working as an intern or starting small business venture for practice*

Key words: *Attitude, Aptitude, Ability to communicate, Lingua Franca*

1. INTRODUCTION

Most business enterprises begin as entrepreneurial ventures. The startup requires careful planning and strategy with diligent execution of the plan. Entrepreneurship requires skills and acumen that are not found in everyone. A good business person is required to have the ability to take initiatives and make decisions along with strong will power and determination to succeed. Those who want to do international business must be equipped with one more skill, and that is the skill of communicating in English. In order to express one's vision to another across the borders of the country requires strong communication skills. Thus business leaders must have

- 1) Attitude
- 2) Aptitude and
- 3) Ability to communicate.

Venturing into business today involves the following:

1. Building trust
2. Sharing of ideas
3. Openness
4. Being alert to new business ideas and expansion
5. In depth knowledge of the subject
6. Ethical standards
7. Ability to take Initiatives

8. Creativity
9. Team spirit

He/she also must be creative, and lead a team whilst maintaining ethical standards. At the same time it is required of them not only to have knowledge about business but also the ability to share their ideas, build trust and be open with partners and employees. Hence if English is the second or foreign language, a greater effort is needed to express verbally or in writing and build the requirements of a business.

Language plays a very important role in the development of business partnerships and personal relationships. Lingua francas have emerged and changed across the world over a period of time primarily for trading purposes. English is the Lingua franca in today's world mainly because of British colonization. We continue to use it because it is the language spoken and understood by most of the people in today's world.

As stated earlier, being a business leader is not just about knowing and speaking in English but a lot more. Keeping that in mind it is helpful to do a 1 day workshop in order to introduce the concept of leadership in business enterprises.

1.1. Day Workshop outline:

Icebreaker:

Getting to know each other.

Brainstorming Exercise:

Identifying the qualities required for developing business.

Visioning Exercise:

- How do I see myself 5 years from now.
- How do I see myself 10 years from now.
- Drawing a roadmap.

Risk Taking:

Playing the Ring Toss game/Tower building game (or any other game) to understand the risk taking capacity and stakes involved.

Self Analysis:

Identifying the driving and restraining forces that lead to growth of self.

If English language competence is identified as one of the forces the next step is to plan how to learn the language and use it to get best results.

Course Outline:

A full length programme spread over a period of 6 months with a break of one month for internship in between.

Purpose of the Course:

Identify various leadership competencies that individually each participant must develop to become successful business leaders. e.g., team building, trust building etc.

First Month:

Exploring self, understanding the basic core competencies needed to run a business enterprise, goal setting and making a roadmap to achieve short term goals, group activities to understand the impact of Self. Inputs in English language Level 1(greetings, simple sentences needed to ask questions, and respond to queries about business, vocabulary).

Second Month:

Developing language for communication, Trust building exercises (OCTAPACE, Openness, Confrontation, Trust, Authenticity, Proactive, Autonomy, Collaboration , Exerimenting), Inputs in English language Level 2 (making phone calls, learning to explain the business, seek inputs, vocabulary).

Third Month:

Creativity exercises, Inputs in English language Level 3(writing reports, e- mails and proposals along with more practice in teaching skills) and learning networking skills.

Fourth (Internship) Month:

It is a good idea to work as an intern in a business enterprise for a month or to take up a project and put all that has been learnt to practice in the real world.

Fifth Month:

Sharing of Experience, Identifying key areas for development. Learning to develop relationship with the key customers. Setting goals for business.

Sixth Month:

Drawing a business plan. Identifying customers. Making proposals and sending emails, learning about cultural diversity. Developing cross cultural communication skills.

The whole programme must be introduced to the participants within the one day workshop. The participants can continue to work on their language competence even after the programme is over. Other leadership competencies like conflict resolution and situational leadership can be imbibed as the person grows as a leader. The games mentioned in the workshop are available online.