

## What is Busuu for Business?

Busuu for Business is an easy-to-use, engaging, mobile language learning solution to boost the language skills of business professionals. Courses are self-paced and can be combined with interaction with native speakers.

### How are Busuu's language courses structured?

Busuu is designed to provide a complete self-study environment for language learners: Each lesson is grouped around a particular communicative focus (for example: introducing yourself, describing your hometown, or ordering food in a restaurant). Each unit within a lesson is designed to teach useful language in bite-sized chunks (phrases and sentences) that the student can then reproduce in both controlled and free practice activities.

Busuu's courses are developed by language experts who apply the best principles from communicative classroom teaching to the content.

Each language course on Busuu is developed using the Common European Framework of Reference (CEFR), an internationally recognised standard for creating language lessons. The CEFR is broken down into six stages, ranging from complete beginner to complete fluency. Courses cover the first four stages of the CEFR, from A1 Beginner to B2 Upper Intermediate level.

### What features do lessons include?

- Interactive vocabulary and grammar lessons with audio, translation and multiple choice exercises
- Audio recordings of each vocabulary item, plus example sentences and dialogues to place vocabulary and grammar in context
- Voice recording and speech recognition exercises to improve pronunciation
- Conversations feature helps practise real-life conversations with feedback from native speakers
- Translations of key vocabulary, instructions and grammar tips for 12 language courses
- Writing exercises that receive instant corrections from native speakers in the Busuu community.

### Which languages are available on Busuu for Business?

- English
- Spanish
- French
- German
- Chinese
- Japanese
- Polish
- Turkish
- Italian
- Portuguese
- Russian
- Arabic

### What does the Busuu for Business service include?

- Unlimited access to 12 different language courses
- Audio-visual course content covering levels A1 Beginner – B2 Upper Intermediate level
- Detailed grammar lessons with examples and explanations
- Interactive and intelligent Vocabulary Trainer
- Official McGraw-Hill Education certificates for English, Spanish, French, German, Portuguese and Italian
- Unlimited access on web and mobile (iOS & Android)
- Offline Mode for mobile devices
- Study Plan for all languages
- Grammar and Vocabulary trainers
- Instant feedback from native speakers on speaking and writing exercises
- Voice recording and speech recognition
- Ability to download lesson notes (web only)
- Motivational in-app notifications and emails
- Content covering key business scenarios such as meetings, project management, etc. *(French only)*

### How effective is Busuu?

Busuu are confident that their methodology helps people learn to speak a new language, but this has now been proved through an academic efficacy study led by City University of New York. The study showed:

- 84% of participants made significant improvements after 8 weeks of study.
- Participants gave Busuu an average net promoter score of +8.4.

### How long does my Busuu for Business access last for?

A licence provides 12 months access to Busuu Premium for one learner.

With Busuu Premium, learners will have access to 12 language courses, additional business courses and tailored content with advanced grammar units.

Learners will also be able to take tests to earn official McGraw-Hill Education certificates, and manage their learning time with a personalised Study Plan. They can download all lessons to learn on the go with Offline Mode, and take part in our community with our Conversations feature to get language feedback from native speakers.