

TOEIC® Test Success Story

Business College, German Swiss International School
Hong Kong

International School Turns to TOEIC® Tests for Accurate, Accepted Measure of English Skills

THE CHALLENGE

For more than a decade, the Business College of the German Swiss International School in Hong Kong has included English-language training in its curricula to ensure students are prepared to move on to higher education, or to join the global workforce. Before graduating, students must sit for an English-language exam; however, the one the school was using was no longer accepted as an accurate measure by its training partners and affiliated universities.

THE SOLUTION

The Business College chose to start using the **TOEIC®** Listening and Reading and **TOEIC** Speaking and Writing tests. With score accuracy backed by world-class research, the **TOEIC** tests are used by more than 10,000 organizations in 120 countries. Furthermore, scores can be compared across the world, regardless of where or when the test was administered.

"**TOEIC** scores are widely accepted by our training partners and by companies worldwide," says Oliver Ernst, Head of Transport and Logistics for the Business College. "And this is important because it offers our students potential long-term career benefits."

Since making the switch, the Business College now requires all students to take the **TOEIC** tests before graduating. To better prepare students for the test, the Business College also bought various **TOEIC** test preparation guides and began using practice tests in class to supplement usual English lessons.

THE RESULTS

Both the Business College and its training partners report **TOEIC** scores as a more accurate measure of students' English-language proficiency. With an increased commitment to preparation and studying, students have demonstrated average scores of 895 on the **TOEIC** Listening and Reading test (out of a possible 990).

Additionally, all **TOEIC** test takers receive a personalized score report that provides accurate, meaningful feedback about their strengths and weaknesses, along with a description of the English-language strengths typical of test-takers performing at various score levels.

"Requiring that students of the Business College take the **TOEIC** tests has made a lot of sense for us," says Ernst. "It is kind of a perfect match. We will continue to encourage all students of the German Swiss International School degree programs to take the **TOEIC** tests every year."

The **TOEIC** tests have also had an impact on the Business College's course planning. English lessons are taught at the B2 and C1 levels of the Common European Framework of Reference (CEFR). Since **TOEIC** scores are mapped against this internationally recognized framework, the Business College can adjust its courses based on the English proficiency level of its incoming students.

*To learn more about the **TOEIC** tests and how they can benefit your organization, contact your local ETS Preferred Network office at www.ets.org/e pn/contacts, visit www.ets.org/toeic or e-mail globalforum@ets.org*

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