



Aptis
Forward thinking
English testing

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is
An English Assessment
SOLUTION
for Organisations



SECTION 1 **Who Developed Aptis ?**

SECTION 2 **The Aptis Test, Setting New Rules**

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INTRODUCTION

Language assessment is essential to modern organisational management, helping in tasks ranging from staff recruitment and promoting employees, to sending workers overseas and group training. In real environments where English is used, the demands for language ability differ within individual industries and sectors. This results in the problem of how to assess candidates quickly, affordably and with the minimum trouble. A smarter system and more adaptive tool is needed. That is why we developed Aptis.

SECTION 1

Who Developed Aptis ?

全球权威
语言机构

A GLOBAL LEADER IN
ENGLISH TESTING



70

Aptis has been developed by the British Council, a trusted organisation with more than 70 years' experience in English assessment. The British Council's status as **a global leader in English testing** makes choosing Aptis the right decision for your organisation's English development needs.

Aptis has been designed by top testing experts, and is **a comprehensive assessment system to mirror the real language proficiency of test-takers**. Flexible, adaptable and accessible, Aptis has quickly become a top choice for institutions and organisations.

SECTION 2

The Aptis Test, Setting New Rules



What is Aptis ?

Aptis is **an innovative global English assessment tool** from the British Council. It is designed to help organisations like yours reach more people, connect with them and raise standards of English. Aptis is designed to be flexible, adaptable and accessible, meaning more people can be assessed quickly, affordably and with minimum fuss.

Developed by testing experts and based on the latest research in assessment, Aptis is the smarter way to evaluate English reading, writing, listening and speaking.



AN INNOVATIVE GLOBAL
ENGLISH ASSESSMENT TOOL

What Does It Test ?

Aptis is flexible in what it tests; you can choose to assess all four English skills - reading, writing, listening, and speaking - or choose only the skills that are relevant to your requirements. 15 different Aptis packages with **15 different language skills combinations** have been created for your particular testing needs.

You select the core language knowledge module (grammar and vocabulary) and combine it with separate skills modules for accurate and relevant testing to meet your needs. If you wish to test a mix of skills, different components can be taken together.



LISTENING



SPEAKING



READING



WRITING

15 Different Aptis Packages:

- Listening
- Reading
- Speaking
- Writing
- Listening and Reading
- Listening and Speaking
- Listening and Writing
- Reading and Speaking
- Reading and Writing
- Speaking and Writing
- Listening, Reading and Speaking
- Listening, Reading and Writing
- Listening, Speaking and Writing
- Reading, Speaking and Writing
- Listening, Reading, Speaking and Writing



Aptis is accessible through three delivery modes:

- online or computer based
- pen and paper
- telephone

By allowing you to choose which skills are tested, when, where and how, you get **the best and most meaningful results for your organisation.**





ONLINE OR COMPUTER BASED



TELEPHONE



PEN AND PAPER

How is Aptis Used?

Aptis is used around the globe by corporate businesses, government, organisations, educational institutions and NGOs. It can be used for:

- benchmarking students or employees
- language audits to identify training needs
- filtering potential employees for interview
- filtering students to identify those ready for other exams
- filtering current employees for promotion
- as a diagnostic tool to identify strengths and weaknesses of people seeking employment
- evaluating language development projects.

Aptis is **an efficient testing tool that can be useful for organisations of all kinds**. It can be used as a tool when recruiting or choosing employees for promotion, overseas postings or group training. It can also act as a stimulus for the internationalisation of an organisation.



助推器

AN EFFICIENT TESTING TOOL



Aptis is not just a test and testing tool which can facilitate organisations to benchmark test-takers' English skills. It is also an assessment service, where different aspects of Aptis can be adapted to better suit your needs and develop test items suitable for your circumstances.

SECTION 3

Aptis, Created For Organisations



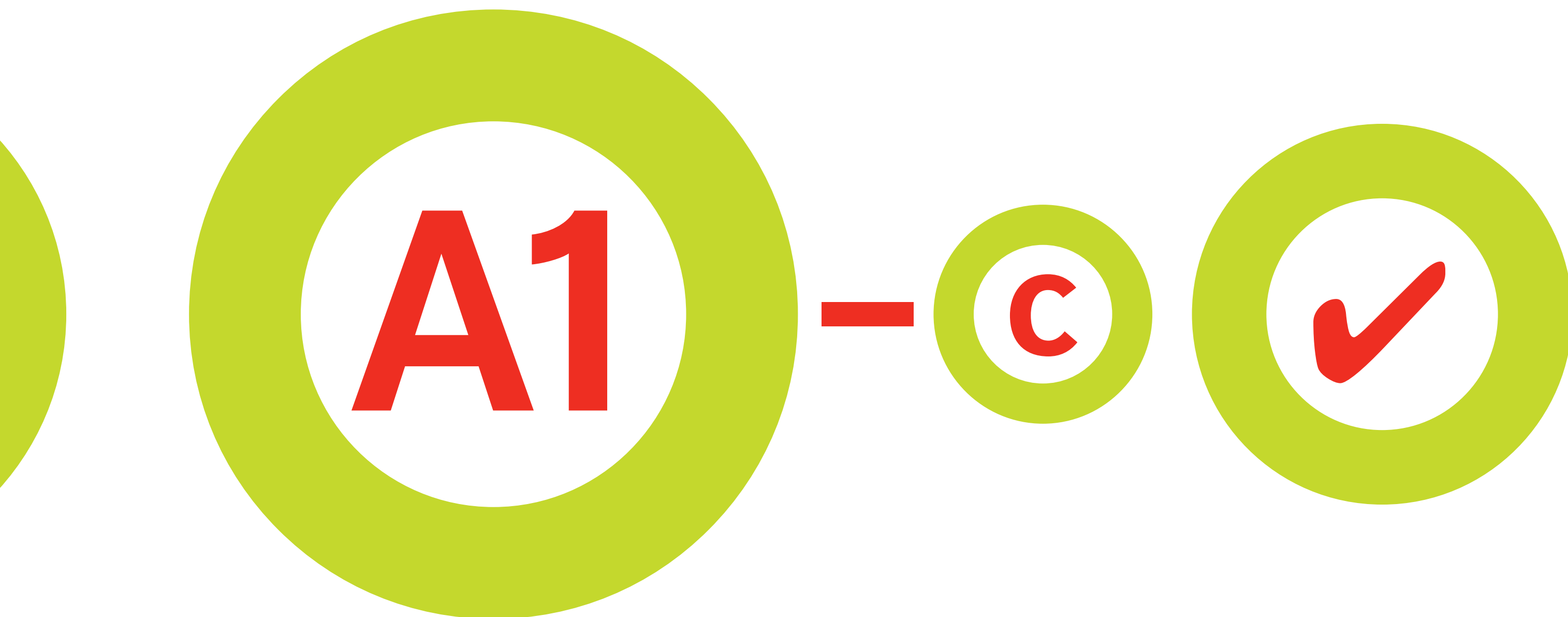
Aptis, a Scientific Assessment System and a Powerful Tool for Human Resource Management

Aptis uses an innovative score reporting system. The individual test result is composed of two parts: an Aptis candidate will receive a score on a numerical scale (0 to 50) for the grammar and vocabulary section and a CEFR level (A1 – C) for each skill they take. (The candidate performance is mapped to the Common European Framework of Reference for Languages, the CEFR.)

This individual report will show the score in each test module in detail, and provides a complete profile of a candidate's language proficiency. This approach to scoring has the effect of giving **a very accurate indication of a candidate's real ability**. More accurate individual results help organisations see more clearly the strengths and weaknesses of their personnel.

Other than the individual report, Aptis also provides a group report. Group report can help you have an “at a glance” reference or conduct in-depth analysis to answer the specific questions your organization should be asking. Aptis helps organisations achieve more effective and focused English training and recruitment. It is **a powerful human resource tool**.







NOT JUST MAKING DO

A Customised Solution, not Just Making Do

In the practical world of real English usage, language demands differ within individual industries and sectors. For most organisations, traditional testing tools are limited to the assessment of basic English ability. There is nothing in the evaluation related to the English level and skills required by their particular industry.

Every organisation has its unique organisational culture. Inflexible and old-fashioned English assessment approaches have forced organisations to make do with what's available. Administrators and managers have been searching for a customised English assessment service which will reflect the real language skills and **meet the actual needs of their specific situation.**



CUSTOMISED SOLUTION

Aptis is not just a test; it is an assessment service. We can work with you to **customise aspects of Aptis to better suit your needs.**

Customisation can be done to suit different cultural contexts and languages and we are able to offer joint branding and local language translation on the instruction's page. For example, we could provide an Australian English version of the test, or remove specific cultural references.

We can also adapt the content of Aptis, developing items suitable for a specific field, such as for teaching, or travel and tourism. **Aptis can test what you want it to test.**



“ We were in the process of recruiting Kosovo’s new diplomats and consular staff for our embassies abroad, and we wanted to test the English language skills of our potential employees. Aptis allowed us to do this quickly and affordably, ultimately enabling us to recruit the best possible candidates for these roles.”

Ibrahim Gashi
Deputy Minister of Foreign Affairs
Republic of Kosovo

测评

BENCHMARKING,
EVALUATION AND
FILTERING

系统

CONSULTING SYSTEM

Aptis Service System

- Through benchmarking, evaluation and filtering, Aptis can **measure real language proficiency**.
- Through our consulting system, Aptis can help clients establish and **utilise the assessment system for their own purposes**.
- Through our customisation service, Aptis can **meet the specific industry demands** of various organisations.



服务

SERVICE

SECTION 4

Why Choose Aptis ?



Why Choose Aptis?

Aptis has been developed by the British Council, a market leader with more than **70 years' experience in language assessment**.

Aptis has found a way to break through the rigidity and inflexibility of other traditional assessments. It puts the decisions of when, where, what and how to test in your hands. Aptis provides customised testing content in accordance with the nature and requirements of different organisations. With Aptis, you **get a more focused evaluation with more meaningful results**.

Aptis can be administered and tested online, allowing the results to be available in as little as 48 hours, helping organisations **get the most effective results in the quickest time**.

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针对性的测评

MORE FOCUSED EVALUATION WITH
MORE MEANINGFUL RESULTS

An Aptis candidate will receive a score on both a numerical and Common European Framework of Reference for Languages level. This will make up the candidate's profile of language proficiency. This approach to scoring has the result of **giving a very accurate indication of a candidate's ability**. More accurate results help you achieve increasingly effective and focused English training and recruitment.

The flexibility in structure and diversity of Aptis also means affordability, as your organisations only pay to test the skills you want to test. Aptis is a **more economical choice for organisations and institutions**.

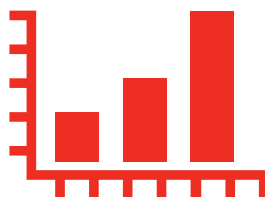
Aptis is the one and only comprehensive assessment system to mirror the real language proficiency of candidates. Flexible, adaptable and accessible, Aptis is becoming **a clear choice for institutions and organisations as a diagnostic and testing tool of English**.



COMPREHENSIVE
ASSESSMENT SYSTEM

Marcio Sampaio
Finance Director,
Petrobras Tanzania Limited Tanzania

“ Aptis has allowed us to benchmark our employees’ English skills, quickly, affordably and by unquestionable international standards. We have been able to identify the training needs required for each employee, allowing us to customise our training program with a great impact on the results of our staff performance and training costs.”



Aptis Sample
Result Sheet





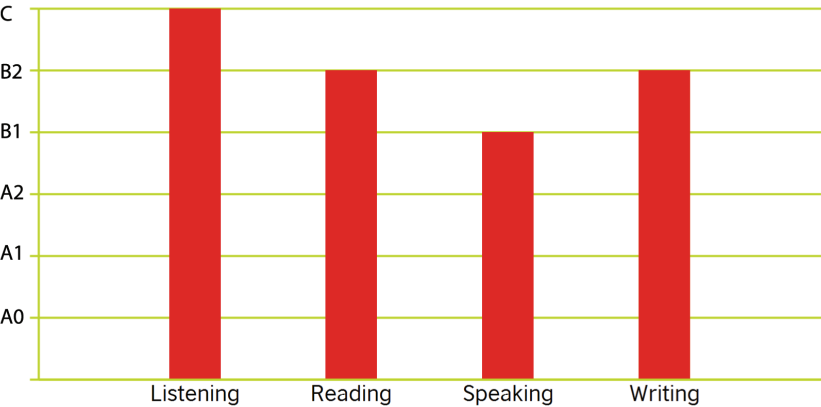
Candidate Report

Candidate Name: David Smith Test Date: 27/01/2013
Organization: British Council - China Beijing Test Package: Aptis Listening Reading Speaking and Writing Package

Scale Score

| Skill Name | Skill Score |
|-------------------|-------------|
| Listening | 40/50 |
| Reading | 38/50 |
| Speaking | 30/50 |
| Writing | 40/50 |
| Final Scale Score | 148/200 |
| Grammar & Vocab | 34/50 |

CEFR Skill Profile



Please turn over for CEFR Skill Descriptors

CEFR Skill Descriptors

Listening

| | |
|----|--|
| C | Has no difficulty in understanding any kind of spoken language, whether live or broadcast, delivered at fast native speed. |
| B2 | Can understand the main ideas of propositionally and linguistically complex speech on both concrete and abstract topics delivered in a standard dialect, including technical discussions in his/her field of specialisation. |
| B1 | Can understand straightforward factual information about common everyday or job related topics, identifying both general messages and specific details, provided speech is clearly articulated in a generally familiar accent. |
| A2 | Can understand enough to be able to meet needs of a concrete type provided speech is clearly and slowly articulated. |
| A1 | Can follow speech which is very slow and carefully articulated, with long pauses for him/her to assimilate meaning. |
| A0 | Not enough to allow for any meaningful inferences about the candidate's ability. |

Reading

| | |
|----|---|
| C | Can understand and interpret critically virtually all forms of the written language. |
| B2 | Can read with a large degree of independence, adapting style and speed of reading to different texts and purposes, and using appropriate reference sources selectively. |
| B1 | Can read straightforward factual texts on subjects related to his/her field and interest with a satisfactory level of comprehension. |
| A2 | Can understand short, simple texts on familiar matters of a concrete type which consist of high frequency everyday or job-related language. |
| A1 | Can understand very short, simple texts a single phrase at a time, picking up familiar names, words and basic phrases and rereading as required. |
| A0 | Not enough to allow for any meaningful inferences about the candidate's ability. |

Speaking

| | |
|----|--|
| C | Can produce clear, smoothly flowing well-structured speech with an effective logical structure which helps the recipient to notice and remember significant points. |
| B2 | Can give clear, systematically developed descriptions and presentations on a wide range of subjects related to his/her field of interest, with appropriate highlighting of significant points, and relevant supporting detail. |
| B1 | Can reasonably fluently sustain a straightforward description of one of a variety of subjects within his/her field of interest, presenting it as a linear sequence of points. |
| A2 | Can give a simple description or presentation of people, living or working conditions, daily routines likes/dislikes, etc. as a short series of simple phrases and sentences linked into a list |
| A1 | Can produce simple descriptions on mainly personal topics. |
| A0 | Not enough to allow for any meaningful inferences about the candidate's ability. |

Writing

| | |
|----|--|
| C | Can write clear, smoothly flowing, complex texts in an appropriate and effective style and a logical structure which helps the reader to find significant points. |
| B2 | Can write clear, detailed texts on a variety of subjects related to his/her field of interest and shows an ability to use different registers within written texts. |
| B1 | Can write straightforward connected texts on a range of familiar subjects within his field of interest, by linking a series of shorter discrete elements into a linear sequence. |
| A2 | Can write a series of simple phrases and sentences linked with simple connectors like 'and', 'but' and 'because'. |
| A1 | Can write simple isolated phrases and sentences. |
| A0 | Not enough to allow for any meaningful inferences about the candidate's ability. |

**Take the opportunity
now to experience
the Aptis test.
The right solution for
the English testing needs
of your organisation.**

Find out how Aptis can help your organisation.

Visit the Aptis website at www.britishcouncil.org/aptis

Take the demonstration test today. You can
also contact our offices in China:

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- Shanghai: +86 (0)21 6192 2626
- Guangzhou: +86 (0)20 8510 3000
- Chongqing: +86 (0)23 6373 6888

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