ABSTRACT

In the globalized world, the English language has become the international language, and it is used not only to communicate, but also to share research information and to connect the different countries around the world. In countries like Colombia and Mexico, there is still a low level of English language proficiency, so these countries have developed strategies to work on developing this level and at the same time develop the economy of the countries through their citizens. The purpose of this chapter is to analyze the success factors in the pedagogical management of the teaching of the English language found in two language centers belonging to two higher education institutions in Colombia and Mexico.
INTRODUCTION

The Fourth Industrial Revolution has arrived with many changes in every aspect of the world. Now there are machines, computers, robots, and all kinds of cyber devices which are now being in charge of the jobs that people used to have. It is a way of making human lives easier, but at the same time it is a challenge for everyone to keep on with all these changes.

This Industrial Revolution has opened the minds of people and has brought new connections between countries. Now it is common for people to go from one country to another to get a better job opportunity, leaving behind the borders that were bigger in the past. Also, there are better opportunities for education, making it easier to exchange students from one higher education institution to another on the other side of the world.

Consequently, in this globalized world, the English language has become the international language, and it is used not only to communicate, but also to share research information and to connect the different countries around the world. For this reason, it is necessary to have educated people in the English language so that they can contribute to the development of the countries.

In this sense, higher education institutions have a great challenge of educating students not only in the specialty they chose, but also in a second language, specially the English language, which is the main language for business and for education. In this way, when students have proficiency in the English language, they are most likely to have better job opportunities.

So, learning English around the world is a high relevance matter that needs to be considered by governments and Ministries of Education. Many First World countries, such as China or Finland, have developed great strategies to develop the English language in students, and most of the inhabitants of these countries have a good level of proficiency in the English language and even some other languages.

In countries like Colombia and Mexico, there is still a low level in the English language of people, so these countries have developed strategies to work on developing this level and at the same time develop the economy of the countries through their citizens. One of these strategies is to offer a language education to the students from public and private higher education institutions, where they can better exploit their potential and contribute to the growing of research and society.

In this sense, higher education institutions created English language institutes to offer language education to students, but for this language institutes to work, it is necessary to have good managers who are not only
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