

Subject Code: 01CR0501
Subject Name: Business Benchmark
B. Tech. Year - III (Semester - 5)

Type of course : Humanities

Prerequisite : NA

Rationale : This, an upper-intermediate qualification that shows students have a level of English that is adequate for practical everyday use in a business environment

Course Outcome :

After completion of this course, student will be able to

1. Write short pieces of business correspondence reports or proposals.
2. Read extracts from business publications. Ask for the information required.
3. Listen to, understand and contribute to discussions in meetings.
4. Give a prepared presentation on a familiar topic.

Teaching and Examination Scheme :

Teaching Scheme			Credits C	Examination Marks					Total Marks
THEORY	TUTORIAL	PRACTICAL		Theory Marks			Practical Marks		
				ESE(E)	IA	CSE	Viva (V)	Term Work (TW)	
1	0	0	1	0	0	0	50	50	100

Content :

Sr. No.	Content	Total Hrs.
1	The working day Changing places, job swapping at work. Discussion on how to describe jobs. Understanding job titles names of company department.	01
2	Getting the right job Reading through job satisfaction at Sony Mobile and advice on job applications for how to make web entries and writing a short email. Discussion on format of emails and letters. Language work on past simple regular and irregular verbs. Using comparatives and superlatives	02
3	Making Contact A quiz on telephone with phone answering tips. Short talk on what is important when making a business telephone call. Language work on present passive and modal verbs for obligation. Present simple and continuous: time expressions and state verbs, asking questions, expressing likes and introducing reasons.	02

4	Launching a product Reading through a Drink Me Chai success story. How to launch and promote new products. How to write a marketing report. Language work on Present Continuous for future, will and am going to forms and the differences between them	03
5	Starting a business Setting up an international franchise. Writing the letter of enquiry. Language work on perfect tense and simple past tense & Past continuous and using prepositions in time phrase.	01
6	Making arrangements and transport How to make travel arrangements. Writing a letter responding to an invitation. Discussion on what factors are important while on a business trip	01
7	Business Meetings Study on survey of meetings. Writing an email about giving instructions and business trip. Discussion on how meeting should be conducted. Language work on using collocations describing reasons for meetings and referencing. Using modals to Show case responsibility and ability.	03
8	Social media and business Ways of using social media. Writing an email arranging a meeting and introducing a company. Discussion on how to use social media. Making recommendations and using passive to express opinions and ideas.	01
9	Job applications Writing your CV. Writing a letter inviting a candidate for interview and letter giving the result of an application. Headings for CVs and describing application procedure	02
10	Communication with customers How to train for customer communication skills. Discussion on the best methods for communicating different things. Expressing result. Adjective & Noun collocations.	01

Distribution of Theory Marks

R Level	U Level	A Level	N Level	E` Level	C Level
10	20	25	25	10	10

Legends: R: Remember; **U:** Understand; **A:** Apply; **N:** Analyze; **E:** Evaluate; **C:** Create