Bachelor of Technology

Civil Engineering

Business Benchmark

01CR0501

Objective of the Course:

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

Credit Earned: 01

Student's learning outcomes:

After successful completion of the course, it is expected that students will be able to,

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

Teaching and Examination Scheme

Teaching Scheme (Hours)			Credits	Theory Marks			Tutorial/ Practical Marks		Total Marks
Theory	Tutorial	Practical		ESE (E)	IA (M)	CSE (I)	Viva (V)	Term Work (TW)	
01	00	00	01	-	-	-	50	50	100

Detailed Syllabus

Sr No.	Title of the Unit	Number of hours
1	**The Working Day**	1
	Changing places, job swapping at work. Discussion on how to describe jobs. Understanding job titles and names of the company department.	
2	**Getting the Right Job**	2
	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	
3	**Making Contact**	1
	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.	
4	**Launching a Product**	2
	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.	
5	**Starting a Business**	2
	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	
6	**Making Arrangements and Transport**	1
	How to make travel arrangements. Writing a letter responding to an invitation. Discussion on what factors are important while on a business trip.	
7	**Business Meetings**	1
	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 Showcase responsibility and ability.	
8	**Social Media and Business**	1
	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.	
9	**Job Applications**	2
	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.	
10	**Communication with Customers**	1
	How to train for customer communication skills. Discussion on the best methods for communicating different things. Expressing result. Adjective & Noun collocations.	
	Total	**14**

Suggested Theory Distribution

The suggested theory distribution as per Bloom's taxonomy is as per follows. This distribution serves as guidelines for teachers and students to achieve an effective teaching-learning process

Distribution of Theory for course delivery and evaluation					
Remember	Understand	Apply	Analyze	Evaluate	Create
20%	20%	35%	10%	10%	15%

Recommended Study Material

Cambridge English-Business Benchmark upper intermediate