Infosys®

Business English Co-Teach Series 2

Module 4

General Guideline

Infosys®

Building
Tomorrow's Enterprise

Reading Comprehension
1-Feb-2013

Reading Comprehension

One of the key attributes of possessing good reading skills will be your ability to:

- Read a variety of materials (e.g. Documents, Reports, Complex E-mails, Instructional manuals etc.).
- Understand and remember what you have read.
- Effectively communicate what you've learned from your reading to others.

Levels of Comprehension

- The 3 levels of reading comprehension is based on the depth and complexity of reading to be done.

- They are arranged from the easiest to the complex level of comprehension.

- The levels are

    1. Literal

    2. Interpretive

    3. Applied

Level 1 - Literal

- Literal is the most obvious and simplest level of reading.

- It is called literal as it explicitly states what it means.

- It is an appropriate way to improve/test an individuals vocabulary.

- **This level of reading can help answer the Who, What, When,** and **Where** questions.

- It involves only surface understanding of the written text.

Read the following passage

- In an attempt to strengthen the management competency development dimension, Infosys tied-up with Harvard Business Publishing (a wholly-owned venture of Harvard Business School, Boston) to bring high-quality learning programs from Harvard to Infoscions.

  As part of this tie-up, Infoscions are entitled to access 25 titles from the Harvard Manage Mentor (HMM) suite of learning assets. These programs are available for individual contributors, middle and senior managers and mapped to competencies on behavioral / managerial competency framework.

  - **Which venture of Harvard Business School has Infosys tied up with?**
  - **How many titles from the HMM are available to the Infoscions?**
  - **To what kind of competencies will the available programs map to?**

Level 2 - Interpretive

- The reader needs to go beyond what is said and read for deeper meaning.

- The reader needs to look for relationship of ideas, see how ideas go together and also see the implied meaning of the message.

- It includes thinking processes such as drawing logical conclusions, making generalizations and predicting outcomes.

- **This level of reading can help answer why, what if**, and **how** questions.

Methods to interpretive reading

- Drawing inferences

- Tapping into prior knowledge / experience

- Attaching new learning to old information

- Making logical leaps and educated guesses

- Reading between the lines to determine what is **meant** by what is **stated**.

Read the following passage

There are two types of companies – some struggle to offer something that clients want to buy, and many times this is compounded with disappointing customer expectations due to quality-related issues. The marketing teams in those companies then have a job referred to as "polishing the sneaker". In other words, figuring out how to make something seem better than it is. Sad but true. Then there are companies that really hit the mark in solving customer problems in new and innovative ways – with high quality – but for whatever reason, not enough customers recognize all that they do.

According to the passage what does the phrase "Polishing the sneaker" mean?

- Creating ways to solve customer problems.
- Give the product a gloss to make it more attractive.
- Creating high quality products for the client.
- Recognition and reward from the client for a job well done.

One more passage

The successful retailer will get both traditional and online channels to pull in the same direction towards common goals, unified messaging, seamless customer service and multi-channel transaction portability. Tomorrow's retailer will also be truly customer-centric – his products personalized, perhaps also co-created with the customer; with pricing being transparent and value-based. The store will open for business anywhere, anytime; listen intently to the voice of customers, engage with them in social relationships.

According to the passage, how will tomorrow's retailer aim to be truly customer centric?

- By tailoring the products in collaboration with the customer to meet their needs.
- Use the online channels rather than the traditional ones towards providing seamless service.
- Go in for restricted transaction time to create niche marketing.
- Compromising on quality and price to keep the customer happy.

Level -3 - Applied

- Applied reading is the highest and most sophisticated level of reading comprehension.

- The reader absorbs what was stated i.e. the literal meaning and then comprehends what was meant by that statement- i.e. interpretation, and finally apply the concepts to a given situation.

- The reader should be able to go deeper in to the given text and understand the ideas and evidence provided by the writer.

Methods to Applied reading

- Differentiate between facts and figures

- Understand the purpose behind the writing

- Recognize the tone and the persuasive elements

- Analyze and synthesize the given information

- Evaluate the accuracy of the given information

- Apply the information derived from the comprehension of a situation to a new one

Applied Reading - Exercise

Given below is the description of three different Engineering Colleges in Karnataka.

College ABC

This is a new generation college and one among the first self-financing colleges in the state. It is a rural college situated 60 kms away from the city. Most of the members of the management are business men who are ignorant of the trends in education.The college has an NBA accreditation prescribed by AICTE.The college offers six different branches of basic engineering degree along with M.Tech programs in three different areas. The faculty ration is quite healthy at 1;15.The Science and humanities department does not include faculty members to handle English courses or other behavioral skills training. The Placement Dept however is very active with student representation and sometimes training needs are outsourced. 80% of the students are from a rural background. They face great difficulties in communicating effectively in English. The faculty members are also not very good in English communication and technical subjects are taught in the vernacular language.

College XYZ

This is an urban engineering college and comes under the self financing sector. It is situated in the heart of the city. The infra structural facilities are good but the college does not yet have an NBA accreditation. Because of this reason the intake quality of the students is below average. The college is recognized as a minority college and the board of directors include some of the visionaries in the field of education.The college does not have any post graduate programs as of now. In the Science and Humanities Department there is one faculty member who handles English Communication for the entire students of the college.The placement department is very active and has MOU's signed with a couple of leading IT industries by way of Industry academia collaboration.The management has a strong belief in empowering the faculty members to meet all academic needs and as a policy no academic work is outsourced.

College PQR

This college has a university status and is situated in the outskirts of the city. The college offers six undergraduate programs and four post graduate programs. The research and development department in the college is fully functional.The intake quality of the students is just average. The academic curriculum is revised once in every three years to meet global demands and industry requirements. Self study practices are much promoted by the faculty and the learning environment is congenial to develop innate qualities of the students.However there is a level of complacency which is accounted to the fact that the college has a university status.English is not a part of the curriculum. The placement department is a huge one taking care of the placement needs of all other colleges affiliated to the university.

Problem Statement

Nasscom has come up with a directive stating that, an aptitude test will be conducted by Nasscom for all engineering students across India who aspire to join the IT Industry. This particular test will evaluate the technical and behavioral competencies of each student and will award them a score. All IT companies who are members of NASSCOM will consider this rank list for campus recruitments from the year 2014.

Questions

- Based on your understanding of the case identify a common problem that all the three colleges will face during recruitment in 2014.

- Identify three opportunities and threats that each college is facing related to the problem.

- Work out an action plan for each college to solve the problem.

THANK YOU