

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI
COURSE PLAN (June - November 2026)

Department : English
Name/s of the Faculty : Dr.Miruna George
Course Title : East and South Asian Literatures
Course Code : 23EL/MC/ES55
Shift : I

COURSE OUTCOMES (COs)

COs	Description						CL
CO1	locate literatures of the East and South Asian region in their historical, socio-political and cultural contexts.						K1
CO2	relate literary texts to social realities of the regions.						K2
CO3	articulate a critical understanding of representative texts from these regions.						K3
CO4	compare representative texts from these regions addressing the universal and unique factors of social reality and cultural traditions exemplified in other media of representation as well.						K4
CO5	interpret and propose new ways of dialogue across cultures with sensitivity and critical appreciation						K5&K6
Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods

Jun 15 – 22, 2026 (Day Order 1- 6)	1	Introduction to East and South Asian Studies Key Concepts- Colonisation, Identity, Displacement, Diaspora, Cultural Studies	K1-5	5	1-5	Lecture Panel Discussion	Oral presentations, analysis
Jun 23 – July 1, 2026 (Day Order 1- 6)	1	Introduction to Partition Literature Manto's Khol Do	K1-5	5	1-5	Lecture, Panel Discussion	Oral presentations, analysis
July 2 – July 8, 2026 (Day Order 1- 6)	1	Khaled Hosseini's The Kite Runner	K1-5	5	1-5	Lecture Class Discussion Guided analysis	Oral presentations, analysis
July 9 – 16, 2026 (Day Order 1- 6)	1 4	Khaled Hosseini's The Kite Runner Oldman Xingyang	K1-5	5	1-5	Lecture Class Discussion Guided analysis	Oral presentations, analysis
July 17 – 24, 2026 (Day Order 1- 6)	2	The Relief Camp -Bangladesh	K1-5	5	1-5	Lecture Class Discussion Guided analysis	Oral presentations, analysis
July 25 – 28, 2026 (Day Order 1- 3)	1	Tenzin Tsundue's Refugee	K1-5	2	1-5	Lecture Class Discussion Guided analysis	Oral presentations, analysis

						Podcasts	
July 29 – Aug 3, 2026	C.A. Test - I						
Aug 4 - 6, 2026 (Day Order 4 - 6)	3	Shanmugalingam's The Land of our Parents	K1-5	2	1-5	Lecture Class Discussion Performance	Oral presentations, analysis
Aug 7 – 14, 2026 (Day Order 1- 6)	3	Shanmugalingam's The Land of our Parents	K1-5	5	1-5	Lecture Class Discussion Performance	Oral presentations, analysis
Aug 17 - 24, 2026 (Day Order 1- 6)	3	Titus Basino's Her	K1-5	5	1-5	Lecture Class Discussion	Oral presentations, analysis
Aug 25 – Sep 2, 2026 (Day Order 1- 6)	2	Tranhca's An Altar for Young Gion	K1-5	5	1-5	Lecture Class Discussion AV aids-Vietnam War	Oral presentations, analysis
Sep 3 – 11, 2026 (Day Order 1- 6)	3	Mohammad Saleh's Teller of Tales	K1-5	5	1-5	Lecture Class Discussion	Oral presentations, analysis

Sep 15-17, 2026 (Day Order 1 - 3)	2	Kyo Min Chit's Her Infinite Variety	K1-5	2	1-5	Lecture Class Discussion	Oral presentations, analysis
Sep 18 –23, 2026	C.A. Test - II						
Sep 24 - 28, 2026 (Day 4 – 6)	4	Noh play- Hagorama	K1-5	2	1-5	Lecture Class discussion Performance	Oral presentations, analysis
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	4	Green Chrysanthemum	K1-5	5	1-5	Lecture Class Discussion	Oral presentations, analysis
Oct 8 - 14, 2026 (Day Order 1 - 6)	4	Literatures of Singapore, Philippines & Nepal	K1-5	5	1-5	Lecture Class Discussion	Oral presentations, analysis
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (June - November 2026)

Department : English
Name of the Faculty : Dr. Sujitha S.
Course Title : Literature of the British Isles: Sixteenth Century and After
Course Code : 23EL/MC/BL55
Shift : I

COURSE OUTCOMES (COs)

COs	Description	CL					
CO1	recall significant literary trends during the period.	K1					
CO2	demonstrate an understanding of the trajectory of literature of the British Isles.	K2					
CO3	identify the diverse socio-cultural aspects and multiplicities of expression in literature of the British Isles.	K3					
CO4	examine literature of the British Isles as an outcome of its traditions and cultures and critically analyse the dynamics of narratives in the context of the changing socio-political milieu of Britain.	K4					
CO5	formulate critical responses and evaluate literary texts with respect to the socio-cultural and political background.	K5, K6					
Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods

Jun 15 – 22, 2026 (Day Order 1- 6)	1	Introduction to British Literature 1.1 Philip Sidney - Sonnet 1 1.3 Andrew Marvell – To His Coy Mistress	K1 – K6	6	CO1 – CO5	Lectures, class discussions & analysis	Quiz (25 marks) & assignment (25 marks)
Jun 23 – July 1, 2026 (Day Order 1- 6)	1	1.2 : Francis Bacon - Of Friendship	K1 – K6	6	CO1 – CO5	Lectures, class discussions & analysis	Quiz & assignment
July 2 – July 8, 2026 (Day Order 1- 6)	2	2.1 Alexander Pope - The Rape of the Lock	K1 – K6	6	CO1 – CO5	Lectures, class discussions & analysis	Quiz & assignment
July 9 – 16, 2026 (Day Order 1- 6)	2	2.1 Alexander Pope - The Rape of the Lock (to be continued)	K1 – K6	6	CO1 – CO5	Lectures, class discussions & analysis	Quiz (25 marks) & assignment (25 marks)
July 17 – 24, 2026 (Day Order 1- 6)	4	4.4 Maya Chowdry: Hurry Curry	K1 – K6	6	CO1 – CO5	Lectures, class discussions & analysis	Quiz (25 marks) & assignment (25 marks)

July 25 – 28, 2026 (Day Order 1- 3)	3	3.2 Charlotte Bronte - Jane Eyre	K1 – K6	2	CO1 – CO5	Lectures, class discussions & analysis	Quiz (25 marks) & assignment (25 marks)
July 29 – Aug 3, 2026	C.A. Test – I						
Aug 4 - 6, 2026 (Day Order 4 - 6)	2	2.2 William Blake - The Chimney Sweeper	K1 – K6	3	CO1 – CO5	Lectures, class discussions & analysis	Quiz (25 marks) & assignment (25 marks)
Aug 7 – 14, 2026 (Day Order 1- 6)	4	4.4 Maya Chowdry: Hurry Curry	K1 – K6	6	CO1 – CO5	Lectures, class discussions & analysis	Quiz (25 marks) & assignment (25 marks)
Aug 17 - 24, 2026 (Day Order 1- 6)	3	3.1 William Wordsworth - Upon Westminster Bridge	K1 – K6	6	CO1 – CO5	Lectures, class discussions & analysis	Quiz (25 marks) & assignment (25 marks)
Aug 25 – Sep 2, 2026 (Day Order 1- 6)	4	4.3 Harold Pinter - The Birthday Party	K1 – K6	6	CO1 – CO5	Lectures, class discussions & analysis	Quiz (25 marks) & assignment (25 marks)

Sep 3 – 11, 2026 (Day Order 1- 6)	4	4.5 Ian McEwan - Atonement	K1 – K6	6	CO1 – CO5	Lectures, class discussions & analysis	Quiz (25 marks) & assignment (25 marks)
Sep 15-17, 2026 (Day Order 1 - 3)	4	4.2 D.H. Lawrence - Snake	K1 – K6	2	CO1 – CO5	Lectures, class discussions & analysis	Quiz (25 marks) & assignment (25 marks)
Sep 18 –23, 2026	C.A. Test - II						
Sep 24 - 28, 2026 (Day 4 – 6)	3	3.3 G.M. Hopkins - God’s Grandeur	K1 – K6	3	CO1 – CO5	Lectures, class discussions & analysis	Quiz (25 marks) & assignment (25 marks)
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	4	4.1 J. M. Synge - Riders To The Sea	K1 – K6	6	CO1 – CO5	Lectures, class discussions & analysis	Quiz (25 marks) & assignment (25 marks)
Oct 8 - 14, 2026 (Day Order 1 - 6)	4	4.1 J. M. Synge - Riders To The Sea	K1 – K6	6	CO1 – CO5	Lectures, class discussions & analysis	
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (June - November 2026)

Department : English & Fine Arts
Name/s of the Faculty : Dr. Lakshmi Priya Daniel, Ms. S. Sindhu
Course Title : Writing and Art for Picture Books
Course Code : 23ID/IC/WA55
Shift : I

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	define and list the various kinds of Picture Books and recall the history of Picture Book illustration	K1
CO2	classify the kinds of Picturebooks and styles of illustration using varied media and understand the dynamics of Picturebook building	K2
CO3	identify the narrative strategies and illustration techniques involved in Picturebooks and make use of them in the ideation of a Picturebook	K3
CO4	examine the impact of various writing and art techniques in select Picturebooks such as Wordless Picturebooks, Picturebooks for the differently abled and Postmodern Picturebooks	K4
CO5	appraise and critique Picturebooks; choose and develop a strategy using effective language and art for a Picturebook; and build a Picturebook integrating illustrations and text	K5, K6

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 15 – 22, 2026 (Day Order 1- 6)	Unit 1	Kinds of Picture Books	K1	3	CO1	Participatory-Reading of Picture Books Participatory-Storytelling Participatory-Engaged Learning	Term paper
	Unit 3	Introduction to Picture Book Illustration & Media	K1, K2	3	CO1	Presentation, picture book samples, class discussion	
Jun 23 – July 1, 2026 (Day Order 1- 6)	Unit 1	History of Picture Book Illustration	K1	3	CO1	Participatory-Dialogic approach	Term paper
	Unit 3	Drawing media: pencils, pens, markers	K2, K3	3	CO2	Demo, peer sketch drills	
July 2 – July 8, 2026 (Day Order 1- 6)	Unit 1	Definition & Features of Picturebooks	K2	3	CO2	Lecture	Term paper
	Unit 3	Painting media: watercolor, gouache, digital brush	K2, K4	3	CO2	Demo, practice sheets, reference-based coloring	

July 9 – 16, 2026 (Day Order 1- 6)	Unit 1	Kinds of Picturebooks	K2	3	CO2	Participatory-Identifying sub-genres	Assessment 1: Media Exploration Board
	Unit 3	Mixed media: collage, layering, textures	K3, K4	3	CO2	collage activity, texture exploration	
July 17 – 24, 2026 (Day Order 1- 6)	Unit 2	Interplay of text, design, illustration; Picture-Text dynamics	K3	3	CO3	Participatory-Engaged Learning	Term paper
	Unit 5	Character Development – visual traits, personality	K2, K3	3	CO1, CO3	Character sheets, expressive faces, posture sketches	

July 25 – 28, 2026 (Day Order 1- 2)	Unit 2	Kinds of relationships between picture & text; Types of writing for picturebooks	K3	1	CO3	Participatory-Eng aged Learning	Term paper
	<u>Unit 5</u>	Drawing simple expressions & body language	K3, K4	1	CO1, CO3	Mirror mimicry, acting and sketching drill	

July 29 – Aug 2, 2026	C.A. Test - I						
Aug 4 – Aug 6, 2026 (Day Order 3 - 6)	Unit 4	Narrative perspectives	K4	1	CO4	Participatory-Identifying narrative techniques	Assessment 1: Quiz (5 marks)
	Unit 5	Drawing simple expressions & body language	K3 K4	1	CO1 CO3	Mirror mimicry, acting and sketching drill	

Aug 7 – Aug 14, 2026 (Day Order 1- 6)	Unit 4	Intertextuality	K4	3	CO4	Participatory-Dial ogic approach	Assessment 2: 4-Page Thumbnail Sequence
	Unit 5	Thumbnails – page breakdown, pacing	K3, K4	3	CO3	Thumb-boxes, mini-storyboarding	
Aug 25 – Sep 2, 2026 (Day Order 1- 6)	Unit 4	Sylleptic Texts	K4	3	CO4	Participatory-Eng aged Learning	
	Unit 5	Concept Sketches – details, environment	K4	3	CO3	Sketch refinement session, visual prompts	

Sep 3 – Sep 11, 2026 (Day Order 1- 6)	Unit 4	Ideation and development of writing/illustration	K5, K6	3	CO5	Participatory-V isualising characters Participatory-C reating stories	Assessment 2: Character Study (10 marks)
	Unit 5	Composition – focal point, balance	K4, K5	3	CO3	Cut & arrange, grid templates, storytelling through layout	

Sep 15 – Sep 17, 2026 (Day Order 1- 3)	Unit 4	Intraiconic Texts	K4	3	CO5	Participatory-Eng aged Learning	Assessment 3: Double-Spr ead Final Layout
	Unit 5	Layout – combining text + image	K5	3	CO3 CO4	Layout sheets, spacing, text blocks	
Sep 15- Sep 17, 2026 (Day Order 1 - 3)	Unit 4	Creating Storyboards	K5, K6	1	CO5	Participatory-Eng aged Learning	Assessment 3: Creating a Storyboard (10 marks)
	Unit 5	Color – mood, palette, consistency	K4	3	CO4	Color swatch trials, emotion-color mapping	

Sep 18 –Sep 23, 2026	C.A. Test - II
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Sep 24 – Sep 28, 2026 (Day 4 – 6)		Ideation and development of writing/illustration of Term Paper	K5, K6	3	CO5	Dialogic approach	Term paper
		Creating the final picture book	K5 K6	3	CO5	Guided work session, feedback loops	
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)		Ideation and development of writing/illustration of Term Paper	K5, K6	3	CO5	Dialogic approach	Term paper
		Creating the final picture book	K5 K6	3	CO5	Guided work session, feedback loops	
Oct 8 – Oct14, 2026 (Day Order 1 - 6)		Ideation and development of writing/illustration of Term Paper	K5, K6	3	CO5	Dialogic approach	Assessment 4: Final Picture Book (6–8 pages)
		Final presentation & peer review	K6	3	CO5	Picture book presentation, peer reflection	

Oct 15 - Oct 17, 2026 (Day Order 1- 4)	REVISION
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STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (June - November 2026)

Department : English
Name/s of the Faculty : Ms. S. Evelyn Sharon Rajapriya
Course Title : Travel Writing
Course Code : 23EL/ME/TW45
Shift : I

COURSE OUTCOMES (COs)

COs	Description	CL					
CO1	define the characteristics of different kinds of travel literature	K1					
CO2	illustrate the cultural and socio-political aspects of travel literature	K2					
CO3	identify the different strategies used by travel writers to deal with difference	K3					
CO4	analyse travel writing texts from different perspectives	K4					
CO5	evaluate travel narratives and develop strategies to respond empathetically to narratives that record difference and conflict	K5, K6					
Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods

Jun 15 – 22, 2026 (Day Order 1- 6)	1	Introduction to the genre 1.2Pico Iyer - Why We Travel (from salon.com)	K1- K6 K1, K2	5	1,2	Group discussions, Lectures, Field Visits, Storytelling, Seminars	Seminar - 25 marks Assignment - 25 marks
Jun 23 – July 1, 2026 (Day Order 1- 6)	1	1.1 Carl Thompson: Defining the Genre (from Travel Writing, pp 9–33)	K1, K2	5	1,2	Group discussions, Lectures, Seminars	Seminar - 25 marks Assignment - 25 marks
July 2 – July 8, 2026 (Day Order 1- 6)	2	Introduction to Travel and Anthropology 2.1Marco Polo: Of the Great Island of Madagascar 2.2Zac O’Yeah: Gateway to the World	K1-K6	5	1-5	Group discussions, Lectures, Field Visits, Storytelling, Seminars	Seminar - 25 marks Assignment - 25 marks
July 9 – 16, 2026 (Day Order 1- 6)	2	2.3Vikram Seth: From Heaven Lake: Travels through Sinkiang and Tibet	K1-K6	5	1-5	Group discussions, Lectures, Seminars	Seminar - 25 marks Assignment - 25 marks
July 17 – 24, 2026 (Day Order 1- 6)	3	Introduction to Travel and Socio-political Issues	K1-K6	5	1-5	Group discussions, Lectures, Field Visits,	Seminar - 25 marks

		3.1 William Dalrymple: The Daughters of Yellamma				Storytelling, Seminars	Assignment - 25 marks
July 25 – 28, 2026 (Day Order 1- 3)		3.1 William Dalrymple: The Daughters of Yellamma	K1-K6	2	1-5	Group discussions, Lectures, Seminars	Seminar - 25 marks Assignment - 25 marks
July 29 – Aug 3, 2026	C.A. Test - I						
Aug 4 - 6, 2026 (Day Order 4 - 6)		3.2 Joe Sacco: Footnotes in Gaza	K1-K6	3	1-5	Group discussions, Lectures, Seminars	Seminar - 25 marks Assignment - 25 marks
Aug 7 – 14, 2026 (Day Order 1- 6)		3.2 Joe Sacco: Footnotes in Gaza	K1-K6	5	1-5	Group discussions, Lectures, Seminars	Seminar - 25 marks Assignment - 25 marks
Aug 17 - 24, 2026 (Day Order 1- 6)	4	Introduction to Travel and Humour 4.1 Bill Bryson: Neither Here nor There: Travels in Europe	K1-K6	5	1-5	Group discussions, Lectures, Field Visits, Storytelling, Seminars	Seminar - 25 marks Assignment - 25 marks

Aug 25 – Sep 2, 2026 (Day Order 1- 6)		4.1 Bill Bryson: Neither Here nor There: Travels in Europe 4.2 Dervla Murphy: On a Shoestring to Coorg: A Travel Memoir of India, Chapters 1, 2	K1-K6	5	1-5	Group discussions, Lectures, Seminars	Seminar - 25 marks Assignment - 25 marks
Sep 3 – 11, 2026 (Day Order 1- 6)	4 5	4.2 Dervla Murphy: On a Shoestring to Coorg: A Travel Memoir of India, Chapters 1, 2 Introduction to Travel and Food	K1-K6	5	1-5	Group discussions, Lectures, Seminars Field Visits, Storytelling	Seminar - 25 marks Assignment - 25 marks
Sep 15-17, 2026 (Day Order 1 - 3)	5	5.1 Anthony Bourdain: Tokyo Redux	K1-K6	2	1-5	Group discussions, Lectures, Seminars	Seminar - 25 marks Assignment - 25 marks
Sep 18 –23, 2026	C.A. Test - II						
Sep 24 - 28, 2026 (Day 4 – 6)	5	5.2 Samanth Subramanian: On Hunting Hilsa and Mastering its Bones	K1-K6	3	1-5	Group discussions, Lectures, Seminars	Seminar - 25 marks Assignment - 25 marks

Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	5	5.2 Samanth Subramanian: On Hunting Hilsa and Mastering its Bones	K1-K6	5	1-5	Group discussions, Lectures, Seminars	Seminar - 25 marks Assignment - 25 marks
Oct 8 - 14, 2026 (Day Order 1 - 6)		Drafting Term Paper	K1-K6	5	1-5		
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (June - November 2026)

Department : ENGLISH
Name/s of the Faculty : Annie Swetha SA
Course Title : English Language Teaching
Course Code : 23EL/ME/LT45
Shift : I

COURSE OUTCOMES (COs)

COs	Description						CL
CO1	define the different stages of First Language Acquisition and Second Language Learning						K1
CO2	compare and contrast various kinds of tests and examine the different components of the syllabus and the curriculum						K2
CO3	identify the language learning strategies as defined by Behaviourist, Cognitivist, and Humanistic schools of psychology						K3
CO4	analyse the different teaching strategies and tasks that could be used to train learners in the use of the language						K4
CO5	evaluate the learners' language proficiency; frame a daily lesson plan to develop the learners' communicative competence and create tasks to train learners in the use of the language and prepare materials for teaching the four skills of language.						K5,K6
Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 15 – 22, 2026 (Day Order 1- 6)	1	First Language acquisition Second Language Learning	K1-K6	5	1-5	Lecture Participatory -	Lesson Plan (25 marks)

						Interactive Session	Microteaching(25 mark)
Jun 23 – July 1, 2026 (Day Order 1- 6)	1,2	Behaviourism Grammar Translation method	K1-K6	5	1-5	Lecture Participatory - Interactive Session	Lesson Plan (25 marks) Microteaching(25 mark)
July 2 – July 8, 2026 (Day Order 1- 6)	1,2	Humanistic Approach to Learning Audio-Lingual Method	K1-K6	5	1-5	Lecture Participatory - Interactive Session	Lesson Plan (25 marks) Microteaching(25 mark)
July 9 – 16, 2026 (Day Order 1- 6)	3	Communicative Approach Task based syllabus	K1-K6	5	1-5	Lecture Participatory - Interactive Session	Lesson Plan (25 marks) Microteaching(25 mark)
July 17 – 24, 2026 (Day Order 1- 6)	3	Skills Approach Teaching Reading & Listening skills	K1-K6	5	1-5	Experiential Learning- Lesson Plan Creation, Syllabus Design Field Work-Visiting schools and observing learners	Lesson Plan (25 marks) Microteaching(25 mark)

July 25 – 28, 2026 (Day Order 1- 3)	3	Skills Approach Teaching Reading & Listening skills	K1-K6	1	1-5	Experiential Learning- Lesson Plan Creation, Syllabus Design Field Work-Visiting schools and observing teaching methodologies	Lesson Plan (25 marks) Microteaching(25 mark)
July 29 – Aug 3, 2026	C.A. Test - I						
Aug 4 - 6, 2026 (Day Order 4 - 6)	3	Skills Approach Teaching Writing skills	K1-K6	4	1-5	Experiential Learning- Lesson Plan Creation, Syllabus Design Field Work-Visiting schools and observing learners	Lesson Plan (25 marks) Microteaching(25 mark)
Aug 7 – 14, 2026 (Day Order 1- 6)	2	Cognitive Learning	K1-K6	5	1-5	Lecture Participatory - Interactive Session	Lesson Plan (25 marks) Microteaching(25 mark)

Aug 25 – Sep 2, 2026 (Day Order 1- 6)	4	Syllabus and curriculum Testing and Evaluation	K1-K4	5	1-4	Lecture Participatory - Interactive Session	Lesson Plan (25 marks) Microteaching(25 mark)
Sep 3 – 11, 2026 (Day Order 1- 6)	4	Kinds of Tests Validity and Reliability	K1-K4	5	1-4	Lecture Participatory - Interactive Session	Lesson Plan (25 marks) Microteaching(25 mark)
Sep 15-17, 2026 (Day Order 1 - 3)	5	Materials Production Use of Conventional Resources	K5,K6	5	1-4	Experiential Learning- Lesson Plan Creation, Syllabus Design, LSRW question creation	Lesson Plan (25 marks) Microteaching(25 mark)
Sep 18 –23, 2026	C.A. Test - II						
Sep 24 - 28, 2026 (Day 4 – 6)	5	Materials Production Use of Conventional Resources	K5,K6	4	5	Experiential Learning- Lesson Plan Creation, Syllabus Design, LSRW question creation	Lesson Plan (25 marks) Microteaching(25 mark)

Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	5	Materials Production Use of Audio-Visual Aids and Computer Software	K5,K6	5	5	Experiential Learning- Lesson Plan Creation, Syllabus Design, LSRW question creation	Lesson Plan (25 marks) Microteaching(25 mark)
Oct 8 - 14, 2026 (Day Order 1 - 6)	5	Materials Production Use of Audio- Visual Aids and Computer Software	K5,K6	5	5	Experiential Learning- Lesson Plan Creation, Syllabus Design, LSRW question creation	Lesson Plan (25 marks) Microteaching(25 mark)
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (June - November 2026)

Department : ENGLISH
Name/s of the Faculty : BENITA ACCA BENJAMIN
Course Title : ENGLISH FOR ADVERTISING
Course Code : 23EL/GE/EA22
Shift : I

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Identify and recognise basic concepts of advertising	K1
CO2	Discuss the relationship between market forces and advertising	K2
CO3	Apply concepts learnt to create innovative advertisements	K3

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 15 – 22, 2026 (Day Order 1- 6)	1	(i) Introduction to Classification of Advertisements	K1-K3	2	1-3	Lecture. Group Discussion	Quiz, Presentation

		(ii) Familiarising key terms					
Jun 23 – July 1, 2026 (Day Order 1- 6)	1	(i) Understand market segmentation (ii) Understand product life-cycle and advertising strategies	K1-K3	2	1-3	Lecture. Group Discussion	Quiz, Presentation
July 2 – July 8, 2026 (Day Order 1- 6)	2	Print Advertisements: Parts of a print ad	K1-K3	2	1-3	Lecture. Group Discussion	Quiz, Presentation
July 9 – 16, 2026 (Day Order 1- 6)		Print Advertisements: Kinds of headlines, Kinds of body copy	K1-K3	2	1-3	Lecture. Group Discussion	Component 1 -Creating print ads (25 marks)
July 17 – 24, 2026 (Day Order 1- 6)	2	Creating print ads	K1-K3	2	1-3	Hands-on print ad creation	
July 25 – 28, 2026 (Day Order 1- 3)							
July 29 – Aug 3, 2026	C.A. Test - I						
Aug 4 - 6, 2026 (Day Order 4 - 6)		Broadcast Advertisements- Key Terms and Ideas	K1-K3	2	1-3	Lecture, Group Discussion	Quiz, Presentation

Aug 7 – 14, 2026 (Day Order 1- 6)		Radio ads and its Components	K1-K3	2	1-3	Lecture, Group Discussion	Quiz, Presentation
Aug 17 - 24, 2026 (Day Order 1- 6)		Writing scripts for radio ads	K1-K3	2	1-3	Hands-on radio ad creation	
Aug 25 – Sep 2, 2026 (Day Order 1- 6)		Writing scripts for radio ads	K1-K3	2	1-3	Hands-on radio ad creation	
Sep 3 – 11, 2026 (Day Order 1- 6)		Television ads: Components of TV ads	K1-K3	2	1-3	Hands-on television ad creation and storyboarding	
Sep 15-17, 2026 (Day Order 1 - 3)							
Sep 18 –23, 2026	C.A. Test - II						
Sep 24 - 28, 2026 (Day 4 – 6)		Creating storyboards for TV ads	K1-K3	2	1-3	Hands-on television ad creation and storyboarding	Group Project
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)		Creating storyboards for TV ads	K1-K3	2	1-3	Hands-on television ad creation and storyboarding	Group Project
Oct 8 - 14, 2026 (Day Order 1 - 6)		Creating storyboards for TV ads	K1-K3	2	1-3	Hands-on television ad creation and storyboarding	Group Project

Oct 15 - 21, 2026
(Day Order 1- 4)

REVISION