

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 86

B.A. / B.Sc. / B.S.W. / B.Com. / B.V.A. DEGREES

FOUNDATION COURSE - ENGLISH

COURSES OF STUDY OFFERED

(Effective from the academic year 2010 - 2011)

CHOICE BASED CREDIT SYSTEM

| Subject Code | Title of Course | Credits | Total Teaching Hours | | | Exam Hours | Continuous Assessment | End Semester | Maximum Marks |
|-----------------------|-------------------------------------------|---------|----------------------|----------------|-----------------|------------|-----------------------|--------------|---------------|
| | | | Lecture Hours | Tutorial Hours | Practical Hours | | | | |
| Semester - I | | | | | | | | | |
| EL/FC/EC13 | English Core | 3 | 3 | 1 | 0 | 2 | 50 | 50 | 100 |
| EL/FC/LS13 | Language and Study Skills | 3 | 3 | 1 | 0 | 2 | 50 | 50 | 100 |
| EL/FC/BC13 | Business English Certificate - Level - I | 3 | 3 | 1 | 0 | 2 | 50 | 50 | 100 |
| Semester - II | | | | | | | | | |
| EL/FC/EC23 | English Core | 3 | 3 | 1 | 0 | 2 | 50 | 50 | 100 |
| EL/FC/BS23 | Business English for Secretarial Practice | 3 | 3 | 1 | 0 | 2 | 50 | 50 | 100 |
| EL/FC/BC23 | Business English Certificate - Level - II | 3 | 3 | 1 | 0 | 2 | 50 | 50 | 100 |
| Semester - III | | | | | | | | | |
| EL/FC/EC33 | English Core(Not of B.V.A.) | 3 | 3 | 1 | 0 | 2 | 50 | 50 | 100 |
| EL/FC/EA33 | English for Advertising | 3 | 3 | 1 | 0 | 2 | 50 | 50 | 100 |
| Semester - IV | | | | | | | | | |
| EL/FC/EC 43 | English Core(All) | 3 | 3 | 1 | 0 | 2 | 50 | 50 | 100 |
| EL/FC/FM43 | Front Office Management | 3 | 3 | 1 | 0 | 2 | 50 | 50 | 100 |

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 86

B.A / B.Sc. DEGREE COURSE

SYLLABUS

FOUNDATION ENGLISH

(Effective from the academic year 2010- 2011)

COURSE OBJECTIVES FOR SEMESTERS I, II, III AND IV

This course in Functional English is a job-oriented course. Its main aim is:

- To enable students to become efficient communicators in English
- To enhance their employability in specific areas such as sales, secretarial work, hotel and hospital management, travel and advertising agencies
- To prepare them for entrepreneurship

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

**Foundation Course Offered by the Department of English to
B.A. / B.Sc. / B.S.W. / B.V.A. / B.Com. / B.Com. (CS) DEGREE**

ENGLISH CORE

SYLLABUS

(Effective from the academic year 2010 - 2011)

CODE : EL/FC/EC 13

CREDITS : 3

L T P : 3 1 0

TOTAL TEACHING HOURS : 52

OBJECTIVES OF THE COURSE

- To encourage the learner to interpret literary texts by reading, reflecting upon and expressing opinions on the ideas and issues that emerge.
- To develop sensitivity to language through literature.
- To enhance the learner's English proficiency and reiterate the conventions of standard English usage by revising select items of grammar.

Unit I (18 hrs)

Short Story (Any four)

Doll's House – Katherine Mansfield
Cabuliwallah – Rabindranath Tagore
Old Gold – Malgoankar
Why a Robin? – Shashi Deshpande
Wilson's Bridge – Ruskin Bond

Unit II (14 hrs)

Poetry

We are Seven – William Wordsworth
Snake – D.H.Lawrence
Second Candle – Nissim Ezekiel
Dalit Panther – Kamala Das

Unit III (10 hrs)

Essay

The Eternal Silence of the Infinite Crowds– Nirad C. Chaudhuri

Unit IV (10 hrs)

Grammar in use

Tenses
Paragraph Writing

PATTERN OF EVALUATION

Duration: 2hours

Marks : 50

1. Three passage based questions, testing comprehension and vocabulary. (3 x 10 = 30 marks)
2. Paragraph Writing – Write one paragraph on any one of five topics relevant to the text (5 marks)
3. Grammar Exercise – Write a paragraph using the given words and phrases in the present or past tense: (5 marks)
4. Vocabulary exercise – Fill in the blanks with appropriate words from a list given below. (10 marks)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 86

**Foundation Course (Skills Based) Offered by the Department of English for
B.A. / B.Sc. Degree
SYLLABUS**

FOUNDATION ENGLISH

(Effective from the academic year 2010 - 2011)

LANGUAGE AND STUDY SKILLS

CODE: EL/FC/LS 13

CREDITS : 3

L T P : 3 1 0

TOTAL TEACHING HOURS : 52

COURSE DESCRIPTION

This is a feeder course in Communicative English for the typical vocational courses beginning from the Second Semester onwards. Students will be trained in the four skills of LSRW and in study skills.

UNIT I

(10 hrs)

LISTENING SKILLS

- 1.1 Listening Comprehension
 - 1.1.1 Discriminating between essential information and details / redundancies opinion, fact and doubt.
 - 1.1.2 Extracting main ideas and significant details in order to make outlines, notes, summaries
 - 1.1.3 Answering comprehension questions after listening to a passage
- 1.2 Transferring information that is heard into tables, charts graphs, etc.
- 1.3 Making inferences, understanding mood and tone
- 1.4 Listening to Foreign Accents

UNIT II

(10 hrs)

SPEAKING SKILLS

- 2.1 Word stress and intonation
- 2.2 Taking part in discussions and debates, expressing and arguing a point of view effectively, summing up
- 2.3 suggestions, requesting
- 2.4 Role play: Sharing personal experiences, expressing opinions, feelings etc.

- 2.5 Facing an interview, conducting an interview
- 2.6 Anchoring programmes
- 2.7 Formal oral presentation on any topic, making announcements, proposing vote of thanks, describing a product and speaking to customers

UNIT III

(10 hrs)

READING SKILLS

- 3.1. Deducing meaning of information, lexical items
- 3.2. Skimming and Scanning
- 3.3. Comprehension of information content, implicit meaning, tone, mood
- 3.4. Differentiating fact from opinion, main idea from supporting details
- 3.5. Interpreting maps, charts, graphs and diagrams

UNIT IV

(12 hrs)

WRITING SKILLS

- 4.1. Basic elements of Grammar – articles, prepositions, correct forms of verbs, concord, nouns countable and uncountable.
- 4.2. Summary, note making
- 4.3. Giving instructions, suggestions
- 4.4. Expansion of an idea, into a paragraph
- 4.5. Writing a paragraph – interpreting charts, graphs, tables, maps, expressing opinion, feeling, etc.
- 4.6. Preparing short notices, messages, brochures, pamphlets

UNIT V

(10 hrs)

STUDY SKILLS

- 5.1. Locating information in the library, use of contents, footnotes, glossary, index
- 5.2. Preparing a bibliography
- 5.3. Vocabulary – word lists, synonyms, antonyms, idioms and phrases

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 86

**B.C.A. DEGREE COURSE
SYLLABUS**

FOUNDATION ENGLISH

(Effective from the academic year 2010 - 2011)

BUSINESS ENGLISH CERTIFICATE - LEVEL - I

CODE: EL/FC/BC 13

CREDITS : 3

L T P : 3 1 0

TOTAL TEACHING HOURS : 52

OBJECTIVES OF THE COURSE

- The Business English Certificate Course aims at improving the four language skills - Reading, Writing, Listening and Speaking
- To train students to arrange meetings, appointments, seminars and to make presentation

Unit 1 (17 hrs)

Reading

- 1.1 Understanding short notices and messages
- 1.2 Detailed comprehension of factual material
- 1.3 Interpreting visual information
- 1.4 Reading for gist and specific information
- 1.5 Understanding of text structure - newspaper or magazine articles, advertisements or leaflets

Unit 2 (16 hrs)

Writing

Internal communication - Message, Memo or E-mail.

Unit 3 (16 hrs)

Listening

- 3.1 Specific information
 - 3.1.1 Short conversations
 - 3.1.2 Monologues

- 3.1.3 Interviews
- 3.1.4 Discussion between 2 or 3 speakers

Unit 4

(16 hrs)

Speaking

- 4.1 Conversation between the interlocutor and each candidate
- 4.2 A mini - presentation by each candidate on a business theme.
- 4.3 Two-way conversation between candidates.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

**Foundation Course Offered by the Department of English to
B.A. / B.Sc. / B.S.W. / B.V.A. / B.Com. / B.Com. (CS) DEGREE
ENGLISH CORE**

SYLLABUS

(Effective from the academic year 2010 - 2011)

CODE : EL/FC/EC 23

CREDITS : 3

L T P : 3 1 0

TOTAL TEACHING HOURS : 52

OBJECTIVES OF THE COURSE

- To expose the learner to challenging texts and gradually move from the engaged reflection mode to the critical thinking mode in responding to the texts.
- To enable the learner to perceive subtlety and complexity in the texts, relating them to life and expressing their views in discussion and writing..
- To further hone language through an integrated application of language components, paying special attention to structure and select grammar items.

Unit I (18 hrs)

Short Story

Father and I – Par Lagerkvist
Toba Tek Singh – Sadaat Hasan Manto
Dahlia – Roya Shapourian

Unit II (12 hrs)

Poetry

Namesake – Imtiaz Dharker
Two Women – Carol Rumens
Elizabeth Barrett Browning - If thou must love me let it be for nought

Unit III (6 hrs)

Newspaper Article

Harsh Mander - The Child in Need (The Hindu 22-3-2009)

Unit IV (10 hrs)

Grammar in use

Tenses
Subject-verb agreement
Language Practice

Unit V (6 hrs)

Movie

Dance Like a Man / Mitr, My Friend / Bend it Like Beckham - any one
For discussion and writing three paragraphs.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 86

B.C.A. DEGREE COURSE

SYLLABUS

FOUNDATION ENGLISH

(Effective from the academic year 2010 - 2011)

BUSINESS ENGLISH CERTIFICATE - LEVEL - II

CODE: EL/FC/BC 23

CREDITS : 3

L T P : 3 1 0

TOTAL TEACHING HOURS : 52

OBJECTIVES OF THE COURSE

- The Business English Certificate Course aims at improving the four language skills -Reading, Writing, Listening and Speaking
- To train students to express and justify opinions, speculate, compare and contrast, agreeing and disagreeing

Unit 1

(17 hrs)

Reading

- 1.1 Scanning and gist
- 1.2 Understanding text structure - article, report
- 1.3 Reading for gist and specific information
- 1.4 Vocabulary and structure
- 1.5 Understanding sentence structure / error identification

Unit 2

(16 hrs)

Writing

2.1 Communicative Writing

- 2.1.1. giving instructions
- 2.1.2. explaining a development
- 2.1.3. asking for comments
- 2.1.4 requesting information
- 2.1.5 agreeing to requests

2.2. Correspondence - explaining, apologizing, reassuring, complaining

2.3 Report - describing, summarizing

2.4 Proposal - describing, summarizing, recommending, persuading

Unit 3

(16 hrs)

Listening

3.1 To write short answers from telephone conversations or messages.

3.2 Identifying topic, context, function etc. from short monologue.

3.3 Extended conversation : interview, discussion, presentation

Unit 4

(16 hrs)

Speaking

4.1 Conversation between the interlocutor and each candidate.

4.2 A mini-presentation by each candidate on a business theme

4.3 Two-way conversation between candidates

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 86

**Foundation Course (Skills Based) Offered by the Department of English for
B.A. / B.Sc. Degree
SYLLABUS**

FOUNDATION ENGLISH

(Effective from the academic year 2010 - 2011)

BUSINESS ENGLISH FOR SECRETARIAL PRACTICE

CODE: EL/FC/BS 23

CREDITS : 3

L T P : 3 1 0

TOTAL TEACHING HOURS : 52

COURSE DESCRIPTION

This course is designed equip the student with language proficiency and secretarial skills necessary to take up a position as Personal Assistant in any commercial or administrative organization.

UNIT I

(12 hrs)

ORAL COMMUNICATION

- 1.1. Eliciting information and expressing a need : enquiries, confirmations, apologies, complaints, reasons declining a request / offer, persuading, advising, reporting information
- 1.2. Listening to telephone messages and instructions and answering queries, making and canceling engagements and maintaining a record of these
- 1.3. Presenting reports and taking part in discussions
- 1.4. Dealing with superiors and subordinates with courtesy
- 1.5. Participating in meetings, chairing, intervening, proposing, seconding, arriving at solutions

UNIT II

(22 hrs)

WRITING SKILLS

- 2.1. Business Letters
 - 2.1.1. Placing an order
 - 2.1.2. Complaints and replies to complaints
 - 2.1.3. Requests for payment
 - 2.1.4. Letters of Introduction

- 2.1.5. Status Inquiries
- 2.1.6. Converting oral information into written correspondence
- 2.2. Preparing memos, agendas and circulars
- 2.3. Preparing schedules, itineraries
- 2.4. Writing minutes / speed writing (taking dictation)
- 2.5. Summaries of correspondence, of speeches by Chairman etc.

UNIT III

(10 hrs)

Independent reading with comprehension

- 3.1. Understanding headlines
- 3.2. Comprehension of articles in business magazines and newspapers
- 3.3. Vocabulary related to business
- 3.4. Reading aloud of passages with proper pauses, tone groups, intonation etc.

UNIT IV

(5 hrs)

COMPUTER SKILLS

- 4.1 Documenting – opening, saving a file, locating information
- 4.2 Emails / attachments / downloading

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 86

**Foundation Course (Skills Based) Offered by the Department of English for
B.A. / B.Sc. Degree**

SYLLABUS

FOUNDATION ENGLISH

(Effective from the academic year 2010 - 2011)

Testing and Evaluation

Semester – I - Language and Study Skills

Total Duration of Testing : 4½ hrs

Continuous Assessment - 2½ hrs

End Semester - 2 hrs

Total No. CA Tests : 5

Continuous Assessment : Listening – ½ hrs

Speaking - ½

Reading - ½

Writing - ½

Study Skills - ½

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 86

**Foundation Course (Skills Based) Offered by the Department of English for
B.A. / B.Sc. Degree
SYLLABUS**

FOUNDATION ENGLISH

(Effective from the academic year 2010 - 2011)

Testing and Evaluation

Semester – II – Business English for Secretarial Practice

Total Duration of Testing : 4½ hrs

Continuous Assessment - 4½ hrs

End Semester - 2½ hrs

Total No. CA Tests : 5

Unit – I Oral Communication : 2 short exercises for 15 min. - ½ hr

1 Group activity - 1 hr

(Conducting a meeting)

Unit – II Writing Skills : -½ hr

Unit – III Reading Skills : -½ hr

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

**Foundation Course Offered by the Department of English to
B.A. / B.Sc. / B.S.W. DEGREE
SYLLABUS**

(Effective from the academic year 2010 - 2011)

ENGLISH CORE

CODE : EL/FC/EC 33

CREDITS : 3

L T P : 3 1 0

TOTAL TEACHING HOURS : 52

OBJECTIVES OF THE COURSE:

- To help learners express their views on the issues emerging from the text
- To help learners present an argument in writing, with clarity, precision and coherence

UNIT 1

TEXT

The Glass Menagerie – Tennessee Williams

For reading: Harry MacLure's adaptation "... and Sunshine Follows the Rain" (Final script by Rajiv Krishnan)

Writing: summarizing scenes

UNIT 2

Essay Writing – 4 paragraphs
(For classroom practice only)

Letter Writing

- Leave Letter
- Request letter

PATTERN OF EVALUATION

Duration: 2hours

Marks : 50

- I. Passage from Glass Menagerie followed by questions. (15 Marks)
- II. Two essay questions out of four, in three paragraphs, based on Glass Menagerie. (2x10=20)
- III. One general essay out of three topics given in five paragraphs. (10 Marks)
- IV. Hints development on a topic in one paragraph. (5 Marks)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 86

**Foundation Course (Skills Based) Offered by the Department of English for
B.A. / B.Sc. Degree**

SYLLABUS

FOUNDATION ENGLISH

(Effective from the academic year 2010 - 2011)

ENGLISH FOR ADVERTISING

CODE : EL/FC/EA 33

CREDITS : 3

L T P : 3 1 0

TOTAL TEACHING HOURS : 52

OBJECTIVES

- To help students understand the various factors that go into the creation of an advertisement
- To train them in forming concepts
- To help them create different types of advertisements

COURSE DESCRIPTION

The theoretical input explains the various aspects of advertising and the role of advertisements as a promotional tool. This will help the student during her hands-on training to form concepts, and create advertisements. The focus is on writing copy for advertisement for different media. Critically appreciating and analysing advertisements from different perspectives forms part of the methodology.

UNIT I

(5 hrs)

INTRODUCTION TO ADVERTISING

- 1.1. The need for advertisements
- 1.2. The promotional mix

UNIT II (5 hrs)

KINDS OF ADVERTISEMENTS

- 2.1. Product and Non-Product, manufacturer's own advertisements, middle-man's advertisements, welfare advertisements

UNIT III (7 hrs)

- 3.1. Social and ethical aspects of advertising
- 3.2. Reading an advertisement as a sign of social values and beliefs, reading for hidden messages and implications

UNIT IV (5 hrs)

- 4.1. The Role of the advertising agency
- 4.2. The various departments and their functions

UNIT V

ADVERTISING AND CONSUMER BEHAVIOUR (5 hrs)

- 5.1. The importance of marketing and consumer behaviour in relation to advertising
- 5.2. Market segmentation and marketing mix

UNIT VI (25 hrs)

CREATING ADVERTISEMENTS

- 6.1. Copy Writing
 - 6.1.1. Copy writer's pyramid
 - 6.1.2. Creative conceptualization : the selling ideas, the USP
 - 6.1.3. Headlines, subheadlines, body copy
 - 6.1.4. Effective use of words
 - 6.1.5. Verbal text – visual text interrelation and the lay out
- 6.2. Creating consumer and welfare advertisements for the print medium
 - 6.2.1. TV commercials – creating the story board
 - 6.2.2. Creating Radio spots.

CA tests - 50 marks

Survey – To interview people from different age groups to study the impact of advertisements. 10 marks

Reading an ad. (class work) 5 marks

Writing ad. Copy 5 marks

Print ad. with all features (either consumer ad. or welfare ad.) 10 marks

Radio jingle (group presentation) 10 marks

Storyboard for TV commercial 10 marks

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

**Foundation Course Offered by the Department of English to
B.A. / B.Sc. / B.V.A. / B.S.W. DEGREE**

SYLLABUS

(Effective from the academic year 2010 - 2011)

ENGLISH CORE

CODE : EL/FC/EC 43

CREDITS : 3

L T P : 3 1 0

TOTAL TEACHING HOURS : 52

OBJECTIVES OF THE COURSE

- To encourage learners to enjoy reading fiction
- To help learners develop their points of view on the events and the characters in the text
- To train learners in active listening

UNIT 1

TEXT

The Alchemist – Paulo Coelho
Listening exercises based on the text

UNIT 2

COMPOSITION

Essay Writing – 5 paragraphs
Text-related dialogue writing

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 86

**Foundation Course (Skills Based) Offered by the Department of English for
B.A. / B.Sc. Degree
SYLLABUS**

FOUNDATION ENGLISH

(Effective from the academic year 2010 - 2011)

FRONT OFFICE MANAGEMENT

CODE: EL/FC/FM 43

CREDITS : 3

L T P : 3 1 0

TOTAL TEACHING HOURS : 52

OBJECTIVE

- To train students in the required communication skills for front office management in hospitals and hotels.

COURSE DESCRIPTION

This course gives students a basic understanding of the various departments and their functions in hotels and hospitals. It serves as a background to develop appropriate and effective communication required for front office management in hotels and hospitals. Practice sessions using role-play and simulation form a part of the teaching methodology.

Section I : Communication Skills for the Front Office in Hotels

UNIT I

(15 hrs.)

Classification of hotels

Structure of a hotel – the different departments and their functions

Significance of the front office

Attributes of the front office staff

Duties of the front office staff

Special terms pertaining to hotels

UNIT II

(15 hrs.)

Effective communication skills

Procedures followed at the time of reservation, checking in and checking out

Managing crisis situations

Guest relations

Section II: Communication Skills for the Front Office in Hospitals

UNIT III

(15 hrs.)

Classification of hospitals

Structure of a hospital, the different departments

Layout and design of front office

Importance of front office

Functions of front office

Qualities and skills of front office staff

Records and documentation in front office

Common medical terms

UNIT IV

(20 hrs)

Effective Communication Skills

Telephone manners

Guest relations

Marketing

Public relations

International patient services

Training and counselling services