

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600086**  
**B.A/ B.Sc. / B.V.A / B.S.W.DEGREE PROGRAMMES**

**SYLLABUS**  
**(Effective from the academic year 2015 – 2016)**

**ENGLISH CORE - I**

**CODE: 15EL/FC/EC13**

**CREDITS: 3**

**LTP: 3 1 0**

**TOTAL TEACHING HOURS: 52**

**OBJECTIVES OF THE COURSE**

- To help students appreciate short stories, essays and poems
- To revise basic items of grammar
- To train students to write short paragraphs

<b>Unit 1</b>	<b>Short Stories</b>		<b>(25 hrs.)</b>
	1.1 Jeffrey Archer	I Will Survive	
	1.2 Ruskin Bond	Wilson's Bridge	
	1.3 Saki	The Open Window	
	1.4 R. K. Narayan	An Astrologer's Day	
<b>Unit 2</b>	<b>Poems</b>		<b>(7 hrs.)</b>
	2.1 S. Vilvaratnam	Worship Scar	
	2.2 Wislawa Syzmborska	Writing a Résumé	
<b>Unit 3</b>	<b>Essay</b>		<b>(7 hrs.)</b>
	3.1 Nirad C Chaudhuri	The Eternal Silence of these Infinite Crowds	
<b>Unit 4</b>	<b>Grammar</b>		<b>(6 hrs.)</b>
	4.1 Articles		
	4.2 Prepositions		
<b>Unit 5</b>	<b>Writing</b>		<b>(7 hrs.)</b>
	5.1 Writing a Paragraph		

## **PATTERN OF EVALUATION**

### **Continuous Assessment:**

Total Marks: 50

Duration: 90 mins.

Section A - Comprehension based on one extract from the Prescribed Texts	1x15=15 marks
One out of three text based short essays	1x10=10 marks
Fill in the blanks – text-based	5 marks
Section B - Grammar – one exercise	1x10=10 marks
Section C - Composition – Paragraph Writing (minimum 100 words)	10 marks

### **Third Components**

Oral Presentation

Quiz

Panel Discussion

Group Presentation

Role-Play

Dramatisation

Creative Writing

### **End Semester Examination**

Total Marks: 100

Duration: 3 Hours

Section A - Comprehension based on two extracts from the Prescribed Texts	2x15=30
marks	
Two out of four text based short essays	2x10=20 marks
Fill in the blanks – text-based	10 marks
Section B - Grammar – two exercises	2x10=20 marks
Section C - Composition – Paragraph Writing (minimum 100 words)	10 marks
Developing Hints into a Paragraph (minimum 100 words)	10 marks

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086**

**Offered to B.COM Degree Programme**

**FOUNDATION COURSE - ENGLISH**

**SYLLABUS**

**(Effective from the academic year 2015 – 2016)**

**BUSINESS ENGLISH - I**

**CODE: 15EL/FC/BE13**

**CREDITS: 3**

**L T P: 3 1 0**

**TOTAL TEACHING HOURS: 52**

**OBJECTIVES OF THE COURSE**

- To train the students in effective business communication in English
- To introduce them to literary texts

<b>Unit 1</b>		<b>(10 hrs.)</b>
1.1	Articles	
1.2	Prepositions	
<b>Unit 2</b>		<b>(12 hrs.)</b>
2.1	Preparation of Curriculum Vitae	
2.2	Business Correspondence	
2.2.1.	Letter of Application	
2.2.2.	Letter of Appointment	
2.2.3.	Reminders	
2.2.4.	Covering Letters – Quotations & Tenders	
2.3	Agency Correspondence	
2.3.1.	Circulars	
2.3.2.	Sales Letters	
2.3.3.	Collection Letters	
<b>Unit 3</b>		<b>(8 hrs.)</b>
3.1	Note-making & Note- taking	
3.1.1	Drafting of Messages - Memo & Notice	
3.2	Mail Etiquette	
<b>Unit 4</b>		<b>(12 hrs.)</b>
4.1	Kamala Das	An Introduction
4.2	Aseem Kaul	Scrabble
4.3	Saki	Mrs. Packletide's Tiger
4.4	Ruskin Bond	The Parrot Who Wouldn't Talk
<b>Unit 5</b>		<b>(10 hrs.)</b>
5.1.	Mock Interview	

**BOOKS FOR REFERENCE**

Brook Hart, Guy. *Business Benchmark: Upper Intermediate Vantage*. Cambridge: Cambridge University Press, 2008. Print.

Jones Macziola, Sarah & Greg White. *Getting Ahead: A Communication Skills Course for Business English: Teacher's Book*. Cambridge: Cambridge University Press, 2001. Print.

- . *Getting Ahead: A Communication Skills Course for Business English: Learner's Book*. Cambridge: Cambridge University Press, 2001. Print.
- Jones, Leo & Richard Alexander. *New International Business English: Teacher's Book*. Cambridge: Cambridge University Press, 1997. Print.
- . *New International Business English: Student's Book*. Cambridge: Cambridge University Press, 2000. Print.
- . *New International Business English: Workbook*. Cambridge: Cambridge University Press, 2000. Print.
- Mavor, Ferrier. W. *English for Business*. New Jersey: Pitman, 1988. Print.

## **PATTERN OF EVALUATION**

### **Continuous Assessment:**

Total Marks: 50

Duration: 90 mins.

### **Third Components**

Speaking - Mock Interview

10 marks

Business & Agency Correspondence

15 marks

### **End Semester Examination**

Total Marks: 100

Duration: 3 Hours

Section A – I. A) Business Correspondence

2 x 10 = 20 marks

B) Agency Correspondence

2 x 5 = 10 marks

II. Memo or Notice

10 marks

III. Composition – Paragraph Writing (minimum 100 words)

1x10=10 marks

IV. Developing Hints into a Paragraph (minimum 100 words)

10 marks

Section B – V. Two out of four text based short essays  
(minimum 150 words)

2 x 10=20 marks

Section C – VI. Grammar (two exercises)

20 marks

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086  
FOUNDATION ENGLISH**

**(Skill Based) Offered by the Department of English for  
B.A. / B.Sc. Degree Programmes**

**SYLLABUS  
(Effective from the academic year 2015- 2016)**

**LANGUAGE AND STUDY SKILLS**

**CODE: 15EL/FC/LS13**

**CREDITS: 3**

**L T P: 3 1 0**

**TOTAL TEACHING HOURS: 52**

**OBJECTIVES OF THE COURSE**

- To train students in the four skills of Listening, Speaking, Reading and Writing and in Study skills
- 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 and advertising agencies

**Enrolment is subject to screening test.**

**Unit 1**

**Listening Skills**

**(10 hrs.)**

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 Making Inferences, Understanding Mood and Tone

1.3 Listening to Foreign Accents

1.4 Making Notes from a Telephone Message

**Unit 2**

**Speaking Skills**

**(15 hrs.)**

2.1 Introducing Oneself and Introducing Others

2.2 Giving Instructions and Directions

2.3 Formal Oral Presentation on any Topic

2.4 Group Discussion

2.5 Anchoring Programmes: Making Announcements, Delivering Welcome  
Address, Proposing Vote of Thanks

**Unit 3**  
**Reading Skills** (10 hrs.)

- 3.1 Skimming and Scanning
- 3.2 Comprehension of Information, Content, Implicit Meaning, Tone, Mood
- 3.3 Differentiating Fact from Opinion, Main Idea from Supporting Details

**Unit 4**  
**Writing Skills** (12 hrs.)

- 4.1. Basic elements of Grammar – Articles, Prepositions, Correct Forms of Verbs,( Self-learning in the Language Lab)
- 4.2. Expansion of an Idea into a Paragraph
- 4.3. Note-making and Summarising
- 4.4. Writing a Paragraph – Interpreting Charts, Graphs, Tables, Maps, Expressing Opinion etc.
- 4.5. Preparing Short Notices
- 4.6. Writing a CV

**Unit 5**  
**Study Skills** (5 hrs.)

- 5.1. Locating Information in the Library, Use of Contents, Footnotes, Glossary, Endnotes, Index, Cumulative Index, Bibliography
- 5.2. Preparing a Bibliography
- 5.3. Vocabulary – Word Lists, Synonyms, Antonyms, Idioms and Phrases

**PATTERN OF EVALUATION**

**Continuous Assessment:**

Total Marks: 50	Duration: 90 mins.
Section A- Expansion of an idea/ Comprehension	10 marks
Interpreting Maps, Charts, Graphs and Tables	5 marks
Giving directions and instructions	5 marks
Section B - Parts of a Book (Index, Blurb, Glossary etc)	5marks
Bibliography	5 marks
Section C - Short Notices	5 marks
Note- making	5 marks
Summarising	5 marks
Grammar (10) and Vocabulary (5)	5 marks

**Third Components**

- Oral Presentation
- Quiz
- Panel Discussion
- Group Presentation
- Role-Play
- Dramatisation
- Creative Writing

**End Semester Examination**

Total Marks: 100

Duration: 3 Hours

Section A - Expansion of an Idea	10 marks
Comprehension	15 marks
Interpreting Maps, Charts, Graphs and Tables	10 marks
Giving directions and instructions	5 marks
Section B - Parts of a Book (Index, Blurb, Glossary etc)	10 marks
Bibliography	10 marks
Section C - Short Notices	5 marks
Note- making	10 marks
Summarising	10 marks
Grammar (10) and Vocabulary (5)	15 marks

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086  
B.A./B.Sc./B.S.W./B.V.A Degree Programmes

SYLLABUS  
(Effective from the academic year 2015 – 2016)  
ENGLISH CORE - II

CODE: 15EL/FC/EC23

CREDITS: 3

L T P: 3 1 0

TOTAL TEACHING HOURS: 52

OBJECTIVES OF THE COURSE

- To help students interpret texts from different angles and perspectives
- To improve students' writing skills using topics generated from discussions based on current issues in society

<b>Unit 1</b>			
	<b>Short Stories</b>		<b>(18 hrs.)</b>
	1.1 Muthal Naidoo	The Bridge	Playing Rain Queen
	1.2 Kate Chopin	The Story of an Hour	
	1.3 Roya Shapourian	Dahlia	
	1.4 Barbara G Walker	Snow Night	
<b>Unit 2</b>			
	<b>Poems</b>		<b>(12 hrs.)</b>
	2.1 Rumi	Chinese Art and Greek Art	
	2.2 Roald Dahl	Television	
<b>Unit 3</b>			
	<b>Speech</b>		<b>(6 hrs.)</b>
	3.1. Chief Seattle's Thoughts		
<b>Unit 4</b>			
	<b>Grammar and Writing</b>		<b>(10 hrs.)</b>
	4.1 Tenses		
	4.2 Subject-Verb Agreement		
	4.3 Essay Writing – Three Paragraphs		
<b>Unit 5</b>			
	<b>Movie</b>		<b>(6 hrs.)</b>
	5.1 <i>English Vinglish /Mitr, My Friend/Bend it Like Beckham</i> (any one)		
	(For discussion and writing three paragraphs – not for testing)		



## **PATTERN OF EVALUATION**

### **Continuous Assessment:**

Total Marks: 50	Duration: 90 mins
Section A - Comprehension based on one extract from the Prescribed Texts	1x15=15 marks
One out of three text based Short Essays	1x10=10 marks
Fill in the blanks – text based	5 marks
Section B - Grammar – one exercise	1x10=10 marks
Section C - Composition – Paragraph Writing (minimum 100 words)	10 marks

### **Third Components**

Oral Presentation

Quiz

Panel Discussion

Group Presentation

Role-Play

Dramatisation

Creative Writing

### **End Semester Examination**

Total Marks: 100	Duration: 3 Hours
Section A - Comprehension based on Two extracts from the prescribed texts	2x15=30 marks
Two out of four text based Short Essays (minimum 150 words)	2x10=20 marks
Fill in the blanks – text-based	10 marks
Section B - Grammar – Two exercises	
Subject-Verb Agreement	15 marks
Tenses	10 marks
Section C - Composition – Essay Writing (minimum 150 words) (5 marks for outline and 10 for the essay)	15 marks

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086**

**Offered to B.COM Degree Programme  
FOUNDATION COURSE - ENGLISH**

**SYLLABUS**

**(Effective from the academic year 2015 – 2016)**

**BUSINESS ENGLISH - II**

**CODE: 15EL/FC/BE23**

**CREDITS: 3**

**L T P: 3 1 0**

**TOTAL TEACHING HOURS: 52**

**OBJECTIVES OF THE COURSE**

- To enhance business communication in English
- To enable the students to appreciate literary texts

<b>Unit 1</b>		<b>(15hrs.)</b>
1.1 Tenses (all)		
<b>Unit 2</b>		<b>(10 hrs.)</b>
2.1 Reading Comprehension – Newspaper & Magazine Articles		
2.2 Trade Letters		
2.2.1 Enquiries – Credit, Status,		
2.2.2 Offers and Quotations		
2.2.3 Orders – Placing an Order, Execution, Refusal and Cancellation		
2.2.4 Request for a Loan – Extension of a Loan, Request for O/D Facility etc.		
Stop Payment, Overdraft		
<b>Unit 3</b>		<b>(9 hrs.)</b>
3.1 Drafting of Agenda		
3.2 Drafting of Minutes		
3.3 Report Writing		
3.3.1 Types of Business Reports		
3.3.2 Characteristics of a Good Report		
3.3.3 Preparation and Organization of a Good Report		
3.3.4 Writing of a Business Report		
<b>Unit 4</b>		<b>(11 hrs.)</b>
4.1 Rudyard Kipling	If	
4.2 Zarif Ahmed	What frenzy is this?	
4.3 Rainer Maria Rilke	To Say Before Going to Sleep	
4.4 Fyodor M. Dostoyevsky	The Christmas Tree and the Wedding -	
<b>Unit 5</b>		<b>(7 hrs.)</b>
5. 1 Group Discussion on any Business Related Topic / Corporate Context/Topic		

## BOOKS FOR REFERENCE

- Brookhart, Guy. *Business Benchmark: Upper Intermediate Vantage*. Cambridge: Cambridge University Press, 2008. Print.
- Jones Macziola, Sarah & Greg White. *Getting Ahead: A Communication Skills Course for Business English: Teacher's Book*. Cambridge: Cambridge University Press, 2001. Print.
- . *Getting Ahead: A Communication Skills Course for Business English: Learner's Book*. Cambridge: Cambridge University Press, 2001. Print.
- Jones Leo & Richard Alexander. *New International Business English: Teacher's Book*. Cambridge: Cambridge University Press, 1997. Print.
- . *New International Business English: Student's Book*. Cambridge: Cambridge University Press, 2000. Print.
- . *New International Business English: Workbook*. Cambridge: Cambridge University Press, 2000. Print.
- Mavor, Ferrier. W. *English for Business*. New Jersey: Pitman, 1988. Print.

## PATTERN OF EVALUATION

### Continuous Assessment:

Total Marks: 50 Duration: 90 mins.

### Third Components

Speaking- Group Discussion	10 marks
Writing a Business Report	10 marks
Trade Letter (any one)	5 marks

### End Semester Examination

Total Marks: 100	Duration: 3 Hours
Section A - I. Trade Letters	2 x 10 = 20 marks
II. Report Writing	15 marks
III. Composition – Essay Writing (minimum 150 words) (5 marks for outline and 10 for the essay)	15 marks
IV. Reading Comprehension	1 x 10 = 10 marks
Section B – V. Two out of four text based Short Essays (minimum 150 words)	2 x 10 = 20 marks
Section C - VI. Grammar	20 marks

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086**  
**FOUNDATION ENGLISH- ENGLISH FOR SPECIFIC CAREERS**  
**(Skill Based) Offered by the Department of English for**  
**B.A. / B.Sc. Degree Programme**  
**SYLLABUS**  
**(Effective from the academic year 2015- 2016)**

**BUSINESS ENGLISH FOR SECRETARIAL PRACTICE**

**CODE : 15EL/FC/BS23**

**CREDITS: 3**

**L T P: 3 1 0**

**TOTAL TEACHING HOURS: 52**

**OBJECTIVE OF THE COURSE**

- To equip students with language proficiency and secretarial skills necessary to take up a position as Personal Assistant in any commercial or administrative organisation

<b>Unit 1 Basic Secretarial Skills</b>	<b>(10 Hrs)</b>
1.1 Responsibilities and Skills Required of a Secretary	
1.2 Interpersonal Communication	
1.3 Documentation – Opening, Saving a File, Locating Information*	
1.4 Using MS Office Applications – MS Word, MS Power Point, MS Excel, Outlook Express*	
1.5 Converting Files from one Format to Another*	
<b>* Practical Work in Language Lab</b>	
<b>Unit 2 Communication Skills</b>	<b>(8 Hrs)</b>
2.1 Telephone Skills : Enquiries, Confirmations, Apologies, Complaints, Reasons Declining a Request / Offer, Persuading, Advising, Reporting Information, Making and Cancelling Engagements	
2.2 Listening to Telephone Messages and Instructions and Answering Queries, and Maintaining a Record of these	
2.3 Converting Oral Instructions into Written Correspondence	
<b>Unit 3 Comprehension</b>	<b>(12 Hrs)</b>
3.1 Understanding Headlines	
3.2 Comprehension of Articles in Business Magazines and Newspapers	
3.3 Vocabulary Related to Business Stocks and shares, Bulls and Bears, Bonds, Debentures, Collateral, Equity, Mutual Fund, NSE, NASDAQ, NIFTY, BSE, SENSEX, JV, FDI, FOREX, FY, GDP, GNP, AGM, SEC,	
<b>Unit 4 Writing Business Letters/emails</b>	<b>(12 Hrs)</b>
4.1 Placing an Order	
4.2 Complaints and Replies to Complaints	
4.3 Requests for Payments	
4.4 Letters of Introduction	
4.5 Status Inquiries	
<b>Unit 5 Other Business Communication</b>	<b>(10 Hrs)</b>

- 5.1 Preparing Memos, Agendas and Circulars
- 5.2 Writing Minutes
- 5.3 Preparing Schedules and Itineraries
- 5.4 Summaries of Correspondence/Speech/Report

**PATTERN OF EVALUATION**

**Continuous Assessment:**

Total Marks: 50

Duration: 90 mins

Section A - Newspaper Headlines	5marks
Comprehension of Articles in Newspapers in Business Magazines and Newspapers	10marks
Section B - Business Letters	1x10= 10 marks
Memo	5 marks
Office Circular	5 marks
Section C-Agenda	5 marks
Minutes	10 marks

**Third Components**

- Oral Presentation
- Quiz
- Panel Discussion
- Group Presentation
- Role-Play
- Dramatisation
- Creative Writing

**End Semester Examination**

Total Marks: 100

Duration: 3 Hours

Section A - Newspaper Headlines	10 marks
Comprehension of Articles in Newspapers in Business Magazines and Newspapers	15 marks
Section B - Business Letters	3x10= 30 marks
Memo	5 marks
Office circular	5 marks
Agenda	5 marks
Minutes	10 marks
Itinerary and Schedules	10 marks
Section C - Summarising Correspondence/ Speech	10 marks

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600086**  
**B.A./ B.Sc./ B.S.W. DEGREE PROGRAMMES**

**SYLLABUS**

(Effective from the academic year 2015 – 2016)

**ENGLISH CORE - III**

**CODE: 15EL/FC/EC33**

**CREDITS: 3**

**LTP: 3 1 0**

**TOTAL TEACHING HOURS: 52**

**OBJECTIVES OF THE COURSE**

- To introduce the students to appreciation of plays and poems
- To train them to write narrative essays

<b>Unit 1</b>		<b>(20 hrs.)</b>
1.1 Mahesh Dattani	<i>Where there is a Will</i>	
<b>Unit 2</b>		<b>(12 hrs.)</b>
2.1 Na. D' Souza	<i>Dweepa: Island</i>	
<b>Unit 3</b>		
<b>Grammar</b>		<b>(7 hrs.)</b>
3.1 Direct and Indirect Speech		
3.2 Tenses		
<b>Unit 4</b>		
<b>Reading</b>		<b>(7 hrs.)</b>
4.1 Comprehension – Reading for Gist and for Specific Information		
<b>Unit 5</b>		
<b>Writing</b>		<b>(6 hrs.)</b>
5.1 Summary Writing		
5.2 Essay: Narrative Writing (text-based)		

**PATTERN OF EVALUATION**

**Continuous Assessment:**

Total Marks: 50	Duration: 90 mins.
Section A - Comprehension based on one extract from the prescribed texts	1x15=15 marks
One out of three text based Short Essays	1x10=10 marks
Fill in the blanks – text-based	5 marks
Section B - Grammar – one exercise	1x10=10 marks
Section C - Composition – Paragraph Writing (minimum 100 words)	10 marks

### **Third Components**

Oral Presentation

Quiz

Panel Discussion

Group Presentation

Role-Play

Dramatisation

Creative Writing

### **End Semester Examination**

Total Marks: 100

Duration: 3 Hours

Section A - I. Comprehension based on an extract from the prescribed texts	15 marks
II. Two out of four text based short essays (minimum 200 words)	2x10=20 marks
III. Fill in the blanks – text-based	10 marks
Section B – IV. a. Comprehension based on an unseen text	10 marks
b. Summary of the same text	5 marks
Section C - V. a. Direct and Indirect speech	10 marks
b. Tenses	15 marks
VI. Composition – narrative essay (minimum 200 words)	15 marks

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 86**  
**FOUNDATION ENGLISH- ENGLISH FOR SPECIFIC CAREERS**  
**(Skill Based) Offered by the Department of English for**  
**B.A. / B.Sc. Degree Programmes**

**SYLLABUS**  
**(Effective from the academic year 2015- 2016)**  
**ENGLISH FOR ADVERTISING**

**CODE: 15EL/FC/EA33**

**CREDITS: 3**

**L T P: 3 1 0**

**TOTAL TEACHING HOURS: 52**

**OBJECTIVES OF THE COURSE**

- 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

**Unit 1 Introduction to Advertising (10 hrs.)**

- 1.1 The Need for Advertisements
- 1.2 Kinds of Advertisements
- 1.3 Social and Ethical Aspects of Advertising
- 1.4 Ethical Issues in Advertising

**Unit 2 Preparing to Create Advertisements (12 hrs.)**

- 2.1 Reading Advertisements as a Sign of Social Values and Beliefs, Reading for Hidden Messages and Implications
- 2.2 The Advertising Agency
  - 2.2.1 The Role of the Advertising Agency
  - 2.2.2 Various Departments and their Functions
- 2.3 The Promotional Mix
- 2.4 Advertiser's Pyramid
- 2.5 Copywriter's Pyramid

**Unit 3 Creating Print Advertisements (10 hrs.)**

- 3.1 Parts of a Print Ad
  - 3.1.1 Headlines
  - 3.1.2 Kinds of Headlines – Straight-Sell, Announcement, Word-Play, Before-After, Question
- 3.2 Body Copy
  - 3.2.1 Body Copy Styles
  - 3.2.2 Sections of a Body Copy
  - 3.2.3 Logo
  - 3.2.4 Certification
  - 3.2.5 Contact Information
- 3.3 Text-Visual Relationship



**Unit 4 Creating Radio Advertisements (10 hrs.)**

- 4.1 Radio Jingles
  - 4.1.1 Jingles, Spots and Commercials
  - 4.1.2 Writing Scripts
  - 4.1.3 Using Sound Effects
  - 4.1.4 Language in Radio Jingles

**Unit 5 Creating Television Advertisements (10 hrs.)**

- 5.2 Creating Television Storyboard
  - 5.2.1 Storyboard Format
  - 5.2.2 Showing and Telling

**PATTERN OF EVALUATION**

**Continuous Assessment:**

Total Marks: 50	Duration: 90 mins
Section A – I. One out of three 500 word essays on Theory of Advertisements:	
II. Short Notes (one out of two):	1x15=15 marks 1x5=5 marks
Section B – III. Creating Product, Brand Name and Headline for a given Visual (one out of two)	1x5=5marks
IV. Creating Print Ad on a given Topic (one out of two):	1x5=5 marks
Section C – V. Creating Radio Jingle on a given Topic (one out of two)	1x5=5 marks
VI. Creating Television Storyboard on a given Topic (one out of two):	1x15=15 marks

**Third Components**

- Oral Presentation
- Quiz
- Panel Discussion
- Group Presentation
- Role-Play
- Dramatisation
- Creative Writing

**End Semester Examination**

Total Marks: 100	Duration: 3 Hours
Section A – I. Three out of Five 500 word essays on Theory of Advertisements:	
II. Short Notes (two out of four):	3x15=45 marks 2x5=10 marks
Section B –III. Creating Product, Brand Name and Headline for a given Visual (two out of four)	2x5=10 marks
IV. Creating Print Ad on a given Topic (one out of two):	1x10=10 marks
Section C – V. Creating Radio Jingle on a given Topic (one out of two)	1x10=10 marks
VI. Creating Television Storyboard on a given Topic (one out of two):	1x15=15 marks

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI 600086**  
**B.A / B.Sc. /B.V.A. DEGREE PROGRAMMES**

**SYLLABUS**  
(Effective from the academic year 2015 – 2016)

**ENGLISH CORE – IV**

**CODE: 15EL/FC/EC43**

**CREDITS: 3**

**L T P: 3 1 0**

**TOTAL TEACHING HOURS: 52**

**OBJECTIVES OF THE COURSE**

- To encourage learners to enjoy reading fiction
- To train them to write well organised essays

<b>Unit 1</b>			
<b>Novel</b>			<b>(15 hrs.)</b>
1.1 Jean Webster	<i>Daddy Long Legs</i>		
<b>Unit 2</b>			
<b>Play</b>			<b>(10 hrs.)</b>
2.1 Agatha Christie	<i>The Mouse Trap</i>		
<b>Unit 3</b>			
<b>Letter Writing</b>			<b>(10 hrs.)</b>
3.1 Application			
3.2 Complaints			
<b>Unit 4</b>			
<b>Writing</b>			<b>(10 hrs.)</b>
4.1 Dialogue Writing (based on the text)			
4.2. Essay Writing (based on Current Issues/Issues discussed in the Films)			
<b>Unit 5</b>			
<b>Films</b>			<b>(7 hrs.)</b>
5.1 <i>Riddle of the Riddles</i>			
5.2 <i>Parzania</i>			

**PATTERN OF EVALUATION**

**Continuous Assessment:**

Total Marks: 50	Duration: 90 mins.
Section A - Comprehension based on one extract from the prescribed texts	1x15=15 marks
One out of three text based Short Essays	1x10=10 marks
Fill in the blanks – text-based	5 marks
Section B - Grammar – one exercise	1x10=10 marks
Section C - Composition – Paragraph Writing (minimum 100 words)	10 marks

### **Third Components**

Oral Presentation

Quiz

Panel Discussion

Group Presentation

Role-Play

Dramatisation

Creative Writing

### **End Semester Examination**

Total Marks: 100

Duration: 3 Hours

Section A - I. Comprehension based on two extracts from the prescribed texts	2x15= 30 marks
II. Two out of four text based Short Essays (minimum 200 words)	1x10=10 marks
III. Fill in the blanks – text-based	10 marks
Section B - IV. Dialogue writing – text-based	15 marks
V. Letter Writing	
a. Application	10 marks
b. Complaint	10 marks
Section C - VI. Composition – essay writing (minimum 250 words)	15 marks

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 86**  
**FOUNDATION ENGLISH**  
**(Skills Based) Offered by the Department of English for**  
**B.A. / B.Sc. Degree Programmes**

**SYLLABUS**  
**(Effective from the academic year 2015- 2016)**

**FRONT OFFICE MANAGEMENT**

**CODE: 15EL/FC/FM43**

**CREDITS: 3**

**L T P: 3 1 0**

**TOTAL TEACHING HOURS: 52**

**OBJECTIVE OF THE COURSE**

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

**Unit 1** **(10 hrs.)**  
**Introduction to Front Office**  
1.1 Importance of Front Office  
1.2 Skill-Set required of Front Office

**Section I      Communication Skills for the Front Office in Hotels**

**Unit 2** **(12 hrs.)**  
2.1 Classification of Hotels  
2.2 Types of Tourism  
2.3 Structure of a Hotel – The different Departments and their Functions  
2.4 Significance of Hotel Front Office  
2.5 Attributes and Duties of Hotel Front Office Staff  
2.6 Special Terms pertaining to Hotels

**Unit 3** **(10 hrs.)**  
3.1 Procedures followed at the time of Reservation, Checking in and Checking out  
3.2 Managing Crisis Situations  
3.3 Guest Relations

**Section II      Communication Skills for the Front Office in Hospitals**

**Unit 4** **(10 hrs.)**  
4.1 Classification of Hospitals  
4.2 Structure of a Hospital, the different Departments  
4.3 Importance of Hospital Front Office  
4.4 Functions and Duties of Hospital Front Office  
4.5 Records and Documentation in Front Office

#### 4.6 Common Medical Terms

### Unit 5

(10 hrs.)

#### 5.1 Effective Communication Skills

##### 5.1.1 Telephone Manners

##### 5.1.2 Guest Relations

#### 5.2 Marketing

#### 5.3 Public Relations

#### 5.4 International Patient Services

### **PATTERN OF EVALUATION**

#### **Continuous Assessment:**

Total Marks: 50

Duration: 90 mins.

Section A - One out of three 500 word essays (on Section I)

1x15= 15 marks

Short notes on terms pertaining to Hotels (two out of four)

2x5= 10 marks

Section B –One out of three 500 word essays (on Section II)

1x15=15 marks

Section C - Writing a Dialogue for a given Crisis Situation

(One for Hotel and one for Hospital with Internal Choice in each) 2x5=10 marks

#### **Third Components**

Oral Presentation

Quiz

Panel Discussion

Group Presentation

Role-Play

Dramatisation

Creative Writing

#### **End Semester Examination**

Total Marks: 100

Duration: 3 Hours

Section A - Two out of three 500 word essays (on Section I)

2x15= 30 marks

Short notes on terms pertaining to Hotels (five out of seven)

5x3= 15 marks

Section B - Two out of three 500 word essays (on Section II)

2x15=30 marks

Short Notes on terms pertaining to Hospitals

(Five out of seven)

5x3=15 marks

Section C - Writing a Dialogue for a given Crisis Situation

(One for Hotel and one for Hospital with Internal Choice in each) 2x5=10 marks