TESL 545—Curriculum and Materials Design  
Fall 2011

Class Meetings:  Mondays, 5:30-8:00 p.m.,  
August 29 – December 12, 2011 (*No class Sept. 5)
Instructor:  Heather Linville
Contact Information:  McKinley, 156  
linville@american.edu  
202-885-2130 (office)
Office Hours:  Monday, Wednesday, Thursday 3:30 - 5:30 p.m.  
Appointments preferred.

Course Description:
This course introduces students to a needs-based, learner-centered approach to designing curricula, courses, and materials, with an emphasis on planning blocks of instruction larger than the lesson plan. Each student will gradually design a curriculum for an actual student audience in a context of their choosing. Through needs assessment, students will identify curricular goals and course objectives. From these they will determine the appropriate syllabus structure, develop a course unit outline, plan and create materials for one lesson, determine training needs for course instructors and devise a system of evaluation. Students will also choose and adapt appropriate course materials as well as designing their own materials. We will address curricula in both EFL and ESL environments, allowing each student to focus on the teaching context most relevant to him/her. Additional topics include marketing and pricing courses, drafting contracts, creating materials and modifying existing materials.

Course Goals:
By the end of this course, students will be able to:
• Describe curriculum design models and list several basic principles of curriculum design.
• Carry out a comprehensive needs analysis for individual English language learning courses.
• Establish appropriate course goals and accompanying instructional objectives.
• Demonstrate the ability to design an appropriate, well-sequenced curriculum.
• Select and adapt ready-made materials for a course utilizing reasoned decision-making.
• Design authentic materials which respond to specific learner needs within the context of a well-sequenced lesson.
• Describe the instructor requirements and training needed for the course.
• Evaluate the success of a curriculum project.
• Articulate the essential principles of Participatory Curriculum Development.
• Demonstrate effective marketing and pricing of a course as well as provide a contract proposal that ensure their interests are protected.
Course Texts:

Required:

Suggested:

Supplementary materials will be distributed as needed or made available in Blackboard.

Requirements:
Attendance is key for course success, as is active class participation. You are required to complete all assigned readings before class. All work must be handed in by the due dates established; late work receives a grade reduction. Blackboard posts are due by midnight of the Sunday before the class period. Assignments have varying due dates as described below.

Academic Integrity:
In accordance with the University Academic Integrity Code, collaborative work and work already submitted in other classes must be approved in advance by the instructor.

Class Overview:

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/29</td>
<td>Course overview and expectations. Approaches to curriculum design.</td>
</tr>
<tr>
<td>9/5</td>
<td><strong>No class: Labor Day</strong></td>
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<tr>
<td>9/12</td>
<td>Needs analysis I: Gathering data</td>
</tr>
<tr>
<td>9/19</td>
<td>Needs analysis II: Analyzing data</td>
</tr>
<tr>
<td>9/26</td>
<td>ESP, CBI, and Participatory Curriculum Development</td>
</tr>
<tr>
<td>10/3</td>
<td>Principles and beliefs</td>
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<tr>
<td>10/10</td>
<td>Content and goals I: Writing objectives</td>
</tr>
<tr>
<td>10/17</td>
<td>Content and goals II: Organizing the course</td>
</tr>
<tr>
<td>10/24</td>
<td>Writing the syllabus</td>
</tr>
<tr>
<td>10/31</td>
<td>Adopting, adapting and creating materials</td>
</tr>
<tr>
<td>11/7</td>
<td>Evaluation</td>
</tr>
</tbody>
</table>
**Class Schedule contains more detailed information about readings, activities and assignments.**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
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</thead>
<tbody>
<tr>
<td>11/14</td>
<td>Working with a program (Marketing your curriculum)</td>
</tr>
<tr>
<td>11/21</td>
<td>Working with teachers (Training teachers to use your curriculum)</td>
</tr>
<tr>
<td>11/28</td>
<td>Curriculum designers as professionals</td>
</tr>
<tr>
<td>12/5</td>
<td>Pitch the project</td>
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<tr>
<td>12/12</td>
<td>Final curriculum project due</td>
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**Assignment Description and Due Dates:**

**Assignment #1: Needs Analysis**

Due: 9/26

In 3-5 single-spaced pages, describe your intended audience for your curriculum design. Outline the steps you took in your needs analysis and the results of each step. Clarify the environment, and its corresponding limitations, and the needs of your intended audience. Discuss remaining questions from needs analysis. Submit electronically via email before class.

**Assignment #2: Syllabus**

Due: 10/31

Submit your syllabus for your course in 2-4 single-spaced pages utilizing the template given to you in class. Indicate clearly if this is the syllabus for one in a series of modules (part of the curriculum design project) or if the syllabus represents the entire curriculum design project. Submit electronically via email in an editable format before class.

**Assignment #3: Materials**

Due: 11/14

An important part of curriculum design is not only choosing ready-made materials, but also the ability to design materials. For this assignment, submit materials you have created yourself for one instructional lesson (in conjunction with the lesson plan).

**Assignment #4: Lesson Plan**

Due: 11/14

Submit the lesson plan for one instructional session (at least 1 hour) within your curriculum. Submit electronically via email in an editable format by midnight Sunday 11/14.

**Assignment #5: Curriculum Proposal**

Due: 12/5 and 12/12

There are 2 parts to the curriculum proposal.

1. A professional presentation of your proposal in-class utilizing visual aids in class on December 5. You will have 10 minutes for your presentation.
2. Submitted in binder format with title page, table of contents, and references, your final curriculum proposal due December 12, including the following:
   a. Introduction
b. Learner profile

c. Needs analysis

d. Description and Goals of Proposed Curriculum

e. Syllabus

f. Sample Lesson Plan

g. Development Timeline

h. Cost Analysis

i. Evaluation Plan

Evaluation

Blackboard posts and In-class participation 15%
Needs Analysis 15%
Syllabus 15%
Materials and Lesson Plan 20%
Curriculum Pitch 15%
Curriculum Proposal 20%
Total 100%