

छत्रपति शाहू जी महाराज विश्वविद्यालय, कानपुर
CHHATRAPATI SHAHU JI MAHARAJ UNIVERSITY, KANPUR

B.A. - Content and Creative Writing
Subject: Content and Creative Writing

Year	Semester	Course Code	Paper Title	Theory/ Practical/ Minor/ VOC/ CO	Credit
Certificate in Content and Creative Writing					
First Year	I	A730101T	Communication for Writers: Audience, Purpose and Presentation	Theory	4
		A730102T	Foundation of Content Writing, Research And Fact-Checking	Theory	4
		A730103T	Foundation of Creative writing and storytelling	Theory	4
		A730104T	Introduction to journalism and Media Writing	Minor	3
		VOC167	Functional English and Communication Skills	VOC	3
		Z011101	First Aids and Basic Health	CO-CURRI	2
	II	A730201T	Applications of communication skills in content & creative writing	Theory	4
		A730202T	Advanced content creation skills	Theory	4
		A730203T	Advanced creative writing skills	Theory	4
		A730204T	Advertising	Minor	3
		VOC104	Media Reporting and Editing	VOC	3
		Z021201	Human Values and environmental Studies	CO	2
Diploma in Advanced Content and Creative Writing					
Second Year	III	A730301T	Strategy & Planning for Content and Creative writing	Theory	4
		A730302T	Digital Content Writing for social media platforms, Blog, email	Theory	4
		A730303T	Digital and Print Content Writing for Business and other Publishing Houses	Theory	4
		A730304T	Film Appreciation	Minor	3
		VOC148	Communication in Professional World	VOC	3


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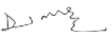

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		Z031301	Physical Education & Yoga	CO-CURRI	2
	IV	A730401T	Advanced Techniques of Creative Writing with Case Study & Projects	Theory	4
		A730402T	Advanced Techniques of Digital Content Writing for social media platforms, Blog, email	Theory	4
		A730403T	Advanced Techniques of Digital and Print Content Writing for Business and other Publishing Houses, Project + Industry Training/Field Training	Theory	4
		A730404T	Media and Social Issues	Minor	3
		VOC150	AI-Powered Creative Writing	VOC	3
		Z021202	Communicative English 2	CO-CURRI	2
Degree in Bachelors of Arts					
Third Year	V		Apprenticeship		23
			MOOCS Course Module 1 & 2		2
	VI		Apprenticeship		23
			MOOCS Course Module 3 & 4		2


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BA - content and creative writing

The three year full time Bachelor of Arts in content & creative writing program aims to develop competent graduates with a strong foundation in communication, Presentation, content creation, creative writing, computer skills, editing, Proof reading, Publication, & content designing, Advertising and Building a professional portfolio for career. The program provides theoretical knowledge and practical skills required to build a strong portfolio and to start freelancing from (day one) the initial days. This course also fosters creative thinking, Analytical power, professional ethics, entrepreneurship, over-all personality building enabling graduates to pursue successful professional career in this field.

Programme Outcomes (POs)

Upon successful completion of the Program students will be able to:

PO1. Fundamental knowledge of communication - applies the principals of good professional communication in order to succeed in future careers.

PO2. Writing process & skills - apply the writing process (Planning, drafting, revising, editing & publishing) to produce good content both print & digital.

PO3. Digital tools - use digital tools for content creation, editing and publishing.

PO4. Case studies - Analyze case studies to identify effective writing strategies.

PO5. Ethical standards - Follow ethical, legal & copyright standards in digital publishing.

PO6. Industry ready digital content - Produce Industry-ready digital content for business, brands & organizations.

PO7. Advance techniques in content creation - create engaging digital content using advanced techniques.

PO8. Advance techniques in creative writing - Learn advance techniques in creative writing in the digital era.

Recommended Books

1. Clarke, Adam. SEO 2025: Learn Search Engine Optimization with Smart Internet Marketing Strategies. Independently published, 2024.
2. Mohan, Krishna, and Meera Banerji. *Developing Communication Skills*. 2nd ed., Macmillan Publishers India, 2009.
3. Dev, Anjana Neira, et al. *Creative Writing: A Beginner's Manual*. Pearson Education India, 2009.
4. Choudhury, Bibhash. *Creative Writing*. Cambridge University Press India, 2014.
5. Nayar, Pramod K. *Writing for the Media*. Oxford University Press India, 2017.
6. Raman, Meenakshi, and Sangeeta Sharma. *Technical Communication: Principles and Practice*. 3rd ed., Oxford University Press India, 2015.



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Programme / Class	Certificate	Year	B.A. I	Semester	I
Subject	Content and Creative Writing				
Course Code	A730101T	Course Title	Communication for Writers: Audience, Purpose and Presentation		
Max. Marks: 25+75			Min. Passing Marks: 10+25		

Course Outcomes (COs)

- 1) Build good communication skills both verbally and non-verbally..
- 2) Be able to actively listen, speak, read, and write in various scenarios.
- 3) Use correct grammar, vocabulary, and professional etiquette in communication.
- 4) Compose written communication for both academic and professional use.
- 5) Be able to make presentations and contribute to group discussion and interview sessions.

Credits: 4

Unit	Topics
I	Purpose and context of Communication, Vocabulary, Problem areas in grammar, Sentence & paragraph organisation, Essay, Dialogue, Comprehension, Précis, Abstract writing, Dimensions of spoken English, Stress, Intonation, Accent, Pronunciation, Voice modulation, Active listening.
II	Definition of Communications, Types, Cycle, Barriers, Pattern of Communication, Management of Information, Choice of words and phrases, Relevance, Role of communication in the Age of Digital Era
III	Introduction to verbal & Nonverbal communication, Types of communication - oral, written, Elements, Cross-cultural communication, Interpersonal communication, Soft skills, Psychology of non-verbal communication, Presentation Techniques, power point presentation, Role Play, Group discussion, Mock interview
IV	Business communication, General Principles, Features of an Effective Business Letter, Qualities of good business Letters, Layout, Ramification, CV writing, LinkedIn Profile, Email writing, Blog writing
V	Final viva / Assignment

Recommended Books

1. Raman, Meenakshi, and Prakash Singh. *Business Communication*. 2nd ed., Oxford University Press, 2012.
2. Kumar, Sanjay, and Pushp Lata. *Communication Skills*. 2nd ed., Oxford University Press, 2015.
3. Strunk, William, Jr., and E. B. White. *The Elements of Style*. 4th ed., Pearson, 2000.
4. Adler, Ronald B., et al. *Understanding Human Communication*. 14th ed., Oxford University



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Programme / Class	Certificate	Year	B. A. I	Semester	I
Subject	Content and Creative Writing				
Course Code	A730102T	Course Title	Foundation of Content Writing, Research And Fact-Checking		
Max. Marks: 25+75			Min. Passing Marks: 10+25		
Course Outcomes (COs)					
1) Know the basics and principles of content writing.					
2) Distinguish among types of digital and print content..					
3) Write content that is relevant to your audience.					
4) Proofread and edit content following the principles of proper writing.					
5) Generate ethical content using artificial intelligence (AI) tools.					
Credits: 4					
Unit	Topics				
I	Introduction to content writing, Nature & scope of content writing, Research methodology for content creation.				
II	History of media, History of print media, History of electronic media, Development of new media, Revolution in the field of social media and Indian content tradition.				
III	Introduction to Media ethics, Publication ethics, Plagiarism, Digital literacy and basic skills of computer.				
IV	Introduction to Digital content writing & Skill Enhancement / Graphics design.				
V	Final viva / Assignment				
Recommended Books					
1) Handley, Ann. <i>Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content</i> . Wiley, 2014.					
2) Kilian, Crawford. <i>Writing for the Web</i> . Self-Counsel Press, 2015.					
3) Pulizzi, Joe. <i>Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses</i> . McGraw-Hill Education, 2015.					
4) Sheridan, Marcus. <i>They Ask, You Answer: A Revolutionary Approach to Inbound Sales, Content Marketing, and Today’s Digital Consumer</i> . Wiley, 2017.					


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Programme / Class	Certificate	Year	B. A. I	Semester	I
Subject	Content and Creative Writing				
Course Code	A730103T	Course Title	Foundation of Creative Writing and Storytelling		
Max. Marks: 25+75			Min. Passing Marks: 10+25		
Course Outcomes (COs)					
1) Learn the theories and methods involved in creative writing.					
2) Improve imagination, observation, and storytelling skills.					
3) Produce poetry, short stories, dialogues, and descriptions that are original.					
4) Use literary techniques appropriately.					
5) Edit your work through peer reviews and self-editing.					
6) Display creativity and good writing ethics.					
Credits: 4					
Unit	Topics				
I	Introduction to creative writing, Small campus writing projects, College magazine and newsletter, Lyrics writing, Speeches, Motivational stories, Lectures, Poetry, Finding the core structure, Key emotion, Rhythm, Imagery, Stylistic devices, Figures of speeches.				
II	Creative writing - Elements, Scope and Importance, Understanding different genres, Purpose of writing, Investigation, Observation, Composition, Clarification, Correction, Completion.				
III	Script for Fiction, Story and Play, Plot construction, Settings, Characters, Theme, Central thought, Motto, Language Usage, Role of audience/readers.				
IV	Meaning and nature of storytelling, Storytelling as a form of communication, Oral,written, visual and digital storytelling, Functions of stories, Converting an ordinary situation into a story, Description, Scene and Dialogue, Theme, Tone and Mood, Opening and Ending a Story, Editing a short story.				
V	Final viva / Assignment				
Recommended Books					
1) Dev, Anjana Neira, et al. <i>Creative Writing: A Beginner’s Manual</i> . Pearson Education India, 2009.					
2) Choudhury, Bibhash. <i>Creative Writing</i> . Cambridge University Press India, 2014.					
3) Singh, R. P. <i>Creative Writing: Forms and Techniques</i> . Atlantic Publishers, 2018.					
4) Nayar, Pramod K. <i>Writing for the Media</i> . Oxford University Press India, 2017.					
5) Raman, Meenakshi, and Sangeeta Sharma. <i>Technical Communication: Principles and Practice</i> . 3rd ed., Oxford University Press India, 2015.					


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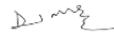
Programme / Class	Certificate	Year	B. A. I	Semester	I
Subject	Minor Paper				
Course Code	A730104T	Course Title	Introduction to journalism and Media Writing		
Max. Marks: 25+75			Min. Passing Marks: 10+25		
Course outcomes: On completion of the course, the learner will be able to:					
1. Understand the concepts of content writing and critically analyze contemporary social, political, economic, cultural, and developmental issues.					
2. Develop professional writing skills for various journalistic formats such as news stories, feature articles, editorials, blogs, and opinion pieces.					
3. Apply storytelling techniques, narrative structures, and creative writing skills to produce engaging content for print, digital, and multimedia platforms.					
4. Create effective copy for media campaigns using narrative journalism, copywriting principles, and audio-visual storytelling techniques supported by data.					
Credits : 3					
Unit	Topics				
I	Fundamentals of Journalism and Media, Significance of Issues Based, Idea, Ideology and Media, Print, electronic and digital media, Formats of Writing—News, Feature, Article, Editorial etc. Economic, Political, Cultural and Social Issues, Developmental Issues: Environment, sustainability, poverty, Rural Reporting.				
II	International Issues, Introduction to International Politics: Current Major Issues, Education, Regional Issues, Using Appropriate journalistic Techniques.				
III	Application of principles of media writing, Ethical Journalistic Practices, Media Ethics and press laws, Writing press releases and press notes, Interview writing and profile writing.				
IV	Success Stories, Elements of Narrative Journalism: Newsgathering, ordering, narrating. Copywriting: Conceptualising a story context for the product, Choosing the story-idea, weaving product with the story. Audio-Visual Storytelling, Using the camera to tell a story, working out a narrative sequence, Using sound and light to tell stories, combining audio, video and the story, Finding and telling stories with Data.				
Suggested Books					
1. Verma, Upendra – Principles and Issues in Modern Journalism					
2. Mencher, Melvin – News Reporting and Writing					
3. Rich, Carole – Writing and Reporting News					
4. Hilliard, Robert L. – Writing for Television, Radio and New Media					
5. Briggs, Mark – Journalism Next					
6. Kovach, Bill & Rosenstiel, Tom – The Elements of Journalism					
7. Saxena, Sunil – Headlines from the Heartland					
8. Zinsser, William – On Writing Well					



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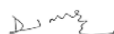
Programme / Class	Certificate	Year	B. A. I	Semester	I
Subject	Vocational Course				
Course Code	VOC167	Course Title	Functional English & Communicative Skills		
Max. Marks: 25+75			Min. Passing Marks: 10+25		
Course outcomes: On completion of the course, the learner will be able to: 1. Demonstrate improved reading, writing, listening, and speaking skills in English. 2. Communicate effectively in professional and social contexts. 3. Draft structured business letters, emails, and reports. 4. Exhibit confidence in interviews, presentations, and group discussions. 5. Understand and apply workplace etiquette and communication ethics.					
Credits : 3					
Unit	Topics				
I	Basics of Communication: Nature, process, and types of communication: verbal, non-verbal, formal, informal. Barriers to effective communication and strategies to overcome them Elements of effective communication: clarity, tone, empathy, feedback . Listening skills: active listening, critical listening				
II	Language Fundamentals: Parts of speech and sentence structure. Tenses, subject-verb agreement, and voice. Vocabulary building: synonyms, antonyms, idioms, and commonly confused words. Punctuation, spelling, and basic proofreading techniques				
III	Comprehension of unseen passages and interpretation. Note-making and summarizing. Paragraph writing and expansion of ideas. Formal letter and email writing. Writing minutes of company’s meeting, Resume Writing, Cover Letter.				
IV	Introduction to public speaking and speech delivery. Interview preparation: mock interviews and role play. Group discussions and debates: rules and participation strategies. Workplace communication: tone, formality, and email etiquette , teamwork, and interpersonal skills				
Suggested Readings:					
1. Kaul, Asha, <i>Effective Business Communication</i> , PHI Learning 2. Raman, Meenakshi and Sharma, S., <i>Technical Communication: Principles and Practice</i> , Oxford University Press 3. Wren & Martin, <i>High School English Grammar and Composition</i> , S. Chand 4. Rizvi, M. Ashraf, <i>Effective Technical Communication</i> , McGraw Hill Education 5. R.C. Sharma and Krishna Mohan, <i>Business Correspondence and Report Writing</i> , McGraw Hill 6. Leech, Geoffrey & Svartvik, Jan, <i>A Communicative Grammar of English</i> , Pearson Education					



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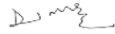
Programme / Class	Certificate	Year	B. A. I	Semester	II
Subject	Content and Creative Writing (Core)				
Course Code	A730201T	Course Title	Applications of communication skills in content & creative writing		
Max. Marks: 25+75			Min. Passing Marks: 10+25		
Course Outcomes (COs)					
1) Apply the principles of communication in content and creative writing.					
2) Adjust your writing style based on audience, purpose, and media.					
3) Create persuasive, informative, and creative communications.					
4) Combine verbal, visual, and digital communication techniques in your writing.					
5) Work effectively in group writing, editing, and presenting assignments.					
Credits: 4					
Unit	Topics				
I	Communicative Skills for Content & Creative Writing, Persuasive communication, Proficiency in English communication, Role of Translation, Academic content writing, Editing, Proof reading & Style guides, Functional reading and interpretation, Summarizing, Note making.				
II	Introduction to content writing workshops, Critical discourse, Projects, Case studies.				
III	Introduction to creative writing workshops, Projects, Case studies, Student Seminar, Organizing meetings, Agenda of meetings, Minutes of Meetings.				
IV	Specialization in any one - Fiction, Poetry, Digital storytelling, Journalism, Blogging, Podcast, etc.				
V	Assignment , viva				
Recommended Books					
1. Raman, Meenakshi, and Prakash Singh. <i>Business Communication</i> . 2nd ed., Oxford University Press India, 2012.					
2. Kumar, Sanjay, and Pushp Lata. <i>Communication Skills</i> . 2nd ed., Oxford University Press India, 2015.					
3. Mohan, Krishna, and Meera Banerji. <i>Developing Communication Skills</i> . 2nd ed., Macmillan Publishers India, 2009.					
4. Dev, Anjana Neira, et al. <i>Creative Writing: A Beginner’s Manual</i> . Pearson Education India, 2009.					
5. Choudhury, Bibhash. <i>Creative Writing</i> . Cambridge University Press India, 2014.					



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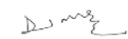


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Programme / Class	Certificate	Year	B. A. I	Semester	II
Subject	Content and Creative Writing (Core)				
Course Code	A730202T	Course Title	Advanced content creation skills		
Max. Marks: 25+75			Min. Passing Marks: 10+25		
Course Outcomes					
1) Create advanced digital content on the web, blogs, and social media sites.					
2) Use SEO, content strategies, branding, and engagement skills to create advanced digital content.					
3) Generate multimedia content by using AI-based and digital content creation tools.					
4) Perform evaluation and optimization of digital content using performance metrics.					
5) Generate ethical, original, and platform-specific professional content.					
6) Create content marketing campaigns for educational, business, and social purposes.					
Credits: 4					
Unit	Topics				
I	Foundations of English Language, English at work place, Professional English skills for Career development, English for Entrepreneurship, Content Formatting.				
II	Advanced Media Literacy and Critical Analysis.				
III	Advanced Digital content Strategy & SEO writing.				
IV	Advanced Writing for advertising, Corporate Brands, OTT Platforms, Blog, Podcast & Films etc.				
V	Freelancing, Oral Presentations, & Portfolio Building stage 1, Viva and Projects.				
Recommended Books					
1. Handley, Ann. <i>Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content</i> . Wiley, 2014.					
2. Pulizzi, Joe. <i>Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses</i> . McGraw-Hill Education, 2015.					
3. Sheridan, Marcus. <i>They Ask, You Answer: A Revolutionary Approach to Inbound Sales, Content Marketing, and Today’s Digital Consumer</i> . Wiley, 2017.					
4. Nayar, Pramod K. <i>Writing for the Media</i> . Oxford University Press India, 2017.					


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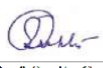

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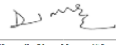
Programme / Class	Diploma	Year	B. A. I	Semester	II
Subject	Content and Creative Writing				
Course Code	A730203T	Course Title	Advanced creative writing skills		
Max. Marks: 25+75			Min. Passing Marks: 10+25		
Course Outcomes					
1) Create advanced works of literature in various genres of literature.					
2) Use characterization, story building, dialogue, and narrative writing creatively.					
3) Incorporate modern themes, cultural viewpoints, and digital storytelling approaches into writing.					
4) Critically analyze and improve their creative writing works by revision and peer evaluation.					
5) Create publishable creative writing works for print and digital mediums.					
Credits: 4					
Unit	Topics				
I	Advanced Creative writing workshops, Audience engagement.				
II	Writing Short Stories, Fiction & Nonfiction.				
III	Writing Plays, Scripts, Children story creation, Writing for social campaigns & public awareness.				
IV	Writing Poetry & Life Writing, Memoir & Travelogue, Blog Writing, Diary, Autobiography.				
V	Oral Presentations, Viva, Assignment				
Recommended Books					
1. Dev, Anjana Neira, et al. <i>Creative Writing: A Beginner’s Manual</i> . Pearson Education India, 2009. (Useful even at advanced level for structured practice)					
2. Choudhury, Bibhash. <i>Creative Writing</i> . Cambridge University Press India, 2014.					
3. Bell, James Scott. <i>Plot & Structure: Techniques and Exercises for Crafting a Plot That Grips Readers from Start to Finish</i> . Writer’s Digest Books, 2004.					



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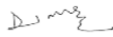


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Programme / Class	Certificate	Year	B. A. I	Semester	II
Subject	Minor Paper				
Course Code	A730204T	Course Title	ADVERTISING		
Max. Marks: 25+75			Min. Passing Marks: 10+25		
Course outcomes: On completion of the course, the learner will be able to:					
1. Explain the concepts, functions, principles, theories, and evolution of advertising in contemporary media. 2. Analyze the structure, functioning, and management of advertising agencies, including client servicing, budgeting, and media planning. 3. Design creative advertising campaigns using copywriting, media planning, branding strategies, and campaign management techniques. 4. Evaluate ethical, legal, and professional practices in advertising while applying advertising principles across traditional and digital media platforms.					
Credits : 3					
Unit	Topics				
I	Introduction to Advertising: Advertising-Concept, Definitions, History. Advertising-Role, Functions and Significance. Types of Advertising and Classifications of Advertising. Advertising Opportunity of a Product/Service/Idea, Types of Appeals and Advertising Messages. Advertising Theories, Brand, Brand Property, Rosser Reeves USP, Ogilvy's, AIDA Model, DAGMAR.				
II	Advertising Agency: Role, Types, Evolution, Structure, Departments, Remuneration, Pitching, Client Agency Relationship, Budget, Audit Process, Advertising in Digital Media.				
III	Media Planning, Indian Media Scenario, Media Objectives, Strategy, Scheduling, Media Buying, Creativity, Copy Writing, Campaign Planning, Campaign Production.				
IV	Layout, Visuals, Copy Elements (Headline, Subheads, Slogans, Body Copy, Logo), Industrial, Retail, Corporate, Political Advertising, Social Marketing, Ethics, Laws, AAA, ASCI and Codes of Conduct.				
Suggested Books					
1. Batra, Rajeev; Myers, John G.; & Aaker, David A. – Advertising Management 2. Belch, George E. & Belch, Michael A. – Advertising and Promotion 3. Wells, William; Burnett, John & Moriarty, Sandra – Advertising: Principles and Practice 4. Chunawalla, S.A. & Sethia, K.C. – Foundations of Advertising 5. Ogilvy, David – Ogilvy on Advertising 6. Russell, J. Thomas & Lane, W. Ronald – Kleppner's Advertising Procedure 7. Moriarty, Mitchell & Wells – Advertising Principles and Practice 8. ASCI – Code for Self-Regulation in Advertising					


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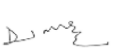

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Programme / Class	Diploma	Year	B. A. I	Semester	II
Subject	VOCTIONAL COURSE				
Course Code	VOC104	Course Title	Media Reporting and Editing		
Max. Marks: 25+75			Min. Passing Marks: 10+25		
Course Outcomes					
1. Demonstrate a sound understanding of news concepts, news values, types of news, reporting principles, news sources, and media terminology while applying the 5Ws and 1H in news writing. 2. Develop professional reporting skills by covering different news beats, conducting interviews and press conferences, and preparing news reports in various formats such as breaking news, follow-up reports, and news analysis. 3. Apply editing techniques including news selection, copy editing, headline writing, proofreading, grammar, readability, and newsroom practices to produce accurate, concise, and reader-friendly news content. 4. Perform practical reporting and editing assignments across diverse beats, prepare letters to the editor and press releases, and demonstrate translation skills between English and Hindi suitable for print and digital journalism.					
Credits: 3					
Unit	Topics				
I	News concepts, types, elements, sources, news angle, reporting basics, 5Ws+1H, news structure, inverted pyramid style, media terminology.				
II	Beat concept, press conferences, interviewing, breaking news, follow-up, news analysis.				
III	Editorial department, newsroom, editor roles, news desk, edition planning and copy management.				
IV	Editing concepts, grammar, readability, proofreading, headlines, typography, translation.				
V	Writing letters to the editor, press releases and current programmes.				
VI	Reporting and editing of crime, accidents, politics, education, administration and lifestyle news.				
VII	Translation from English to Hindi and Hindi to English.				
Recommended Books					
1. NEWS WRITING by George A. Hough 2. News Reporting and Writing by Alfred Lawrence Lorenz & John Vivian 3. News Writing and Reporting by James M Neal and Suzanne S Brown 4. A Concise Course in Reporting by B.N. Ahuja & S.S. Chhabra 5. Editing by B.N. Ahuja & S.S. Chhabra					


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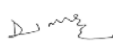
Programme / Class	Diploma	Year	B. A. II	Semester	III
Subject	Content and Creative Writing				
Course Code	A730301T	Course Title	Strategy & Planning for Content and Creative writing		
Max. Marks: 25+75			Min. Passing Marks: 10+25		
Course Outcomes					
1) Develop effective content strategy and writing plans 2) Identify target audiences and communication objective 3) Organize content structure for maximum impact 4) Create content calendars and manage writing workflow					
Credits: 4					
Unit	Topics				
I	Strategic content planning in the age of artificial intelligence, audience analytics and data driven content strategy, content strategy for social change campaigns, content governance, crisis communication and content planning.				
II	Content localization for global audience, measuring content effectiveness using engagement metrics, ethical challenges in content creation.				
III	Strategy of creative writing, narrative strategy in contemporary fiction, creative writing as a tool for social advocacy, experimental story telling in digital spaces.				
IV	Audience centric content writing for digital engagement, strategic content writing for multi-platform for social media campaigns, personalisation strategies in email writing.				
V	Viva, Assignment, Presentations				
Recommended Books					
1. Rose, Robert, and Joe Pulizzi. <i>Managing Content Marketing: The Real-World Guide for Creating Passionate Subscribers to Your Brand</i> . CMI Books, 2011.					
2. Nayar, Pramod K. <i>Writing for the Media</i> . Oxford University Press India, 2017.					
3. Raman, Meenakshi, and Sangeeta Sharma. <i>Technical Communication: Principles and Practice</i> . 3rd ed., Oxford University Press India, 2015.					
4. Clarke, Adam. <i>SEO 2025: Learn Search Engine Optimization with Smart Internet Marketing Strategies</i> . Independently published, 2024.					



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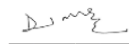


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Programme / Class	Diploma	Year	B. A. II	Semester	III
Subject	Content and Creative Writing				
Course Code	A730302T	Course Title	Digital Content Writing for social media platforms, Blog, email		
Max. Marks: 25+75			Min. Passing Marks: 10+25		
Course Outcomes					
1) Create engaging content for social media, blogs & email campaigns					
2) Adapt writing to platform specific audiences & formats					
3) Develop compelling copy that derives audience engagement & conversations.					
Credits: 4					
Unit	Topics				
I	Writing Persuasive social media, SEO- Driven Blog Writing, Writing Evergreen vs Trend-Based Blog Content.				
II	Using AI tools in Blog Writing: Benefits and Limitation, Writing Effective email, Email Copywriting and Consumer Psychology, Ethical Issues in Email Marketing Communication.				
III	Developing an Integrated Content Strategy for Blogs, Email and Social Media, audience Segmentation and Personalized Content Writing, Writing Newsletters for Audience Engagement.				
IV	Future of Digital Content Writing, Brand Voice and Consistency Across Digital Platforms.				
V	Viva, Assignment, Presentations				
Recommended Books					
1. Clarke, Adam. <i>SEO 2025: Learn Search Engine Optimization with Smart Internet Marketing Strategies</i> . Independently published, 2024.					
2. Nayar, Pramod K. <i>Writing for the Media</i> . Oxford University Press India, 2017.					
3. Kawasaki, Guy, and Peg Fitzpatrick. <i>The Art of Social Media: Power Tips for Power Users</i> . Portfolio, 2014.					


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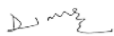
Programme / Class	Diploma	Year	B. A. II	Semester	III
Subject	Content and Creative Writing				
Course Code	A730303T	Course Title	Digital and Print Content Writing for Business and other Publishing Houses		
Max. Marks: 25+75			Min. Passing Marks: 10+25		
Course Outcomes					
1) Create professional content for print publication and business communication					
2) Apply editing and proof reading standards for print media					
3) Produce publication - ready content following style guidelines.					
Credits: 4					
Unit	Topics				
I	Business Storytelling for Brand Identity, Strategic Business Content Writing, Content Writing For Internal Corporate Communication.				
II	Writing Annual Reports, Newsletters, and Company Magazines, Writing Press Releases for Print and Digital Distribution.				
III	Digital Transformation in the Publishing Industry, Digital Publishing: Trends, Challenges and Opportunities, Academic and Educational Publishing.				
IV	Copywriting, plagiarism and intellectual property I AI and automation in the publishing industry.				
V	Viva, Assignment, Presentations				
Recommended Books					
1. Pulizzi, Joe. <i>Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses</i> . McGraw-Hill Education, 2015.					
2. Sheridan, Marcus. <i>They Ask, You Answer: A Revolutionary Approach to Inbound Sales, Content Marketing, and Today’s Digital Consumer</i> . Wiley, 2017.					



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Programme / Class	Diploma	Year	B. A. II	Semester	III
Subject	Content and Creative Writing				
Course Code	A730304T	Course Title	FILM APPRECIATION		
Max. Marks: 25+75			Min. Passing Marks: 10+25		
Course Outcomes					
1. Understand the language of cinema and critically appreciate films as cultural, artistic, and social expressions. 2. Analyze narrative structures, genres, symbolism, themes, and characterization in films. 3. Evaluate cinematic techniques including mise-en-scène, cinematography, editing, lighting, sound design, and performance. 4. Apply principles of film criticism and interpretation to assess films from aesthetic, social, cultural, and technical perspectives.					
Credits: 3					
Unit	Topics				
I	Film meaning, role of movies, elements of film, evaluation, OTT, censorship, Bollywood, social media, regional cinema.				
II	Narrative elements, plot, conflict, character, symbolism, genres, documentaries.				
III	Mise-en-scène, settings, props, costumes, acting, cinematography, lighting, framing, editing, sound and film production.				
IV	Director, Auteur Theory, Criticism, Levels of Meaning, Analysis and Interpretation.				
Recommended Books					
1. Monaco, James – <i>How to Read a Film</i> 2. Bordwell, David & Thompson, Kristin – <i>Film Art: An Introduction</i> 3. Giannetti, Louis – <i>Understanding Movies</i> 4. Rabiger, Michael – <i>Directing: Film Techniques and Aesthetics</i> 5. Hayward, Susan – <i>Cinema Studies: The Key Concepts</i> 6. Prasad, M. Madhava – <i>Ideology of the Hindi Film</i> 7. Chaudhuri, Shohini – <i>Contemporary World Cinema</i> 8. Barsam, Richard & Monahan, Dave – <i>Looking at Movies</i>					


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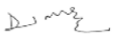

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Programme / Class	Diploma	Year	B. A. II	Semester	III
Subject	Content and Creative Writing				
Course Code	VOC148	Course Title	Communication in Professional World		
Max. Marks: 25+75			Min. Passing Marks: 10+25		
Course Outcomes					
1. Demonstrate effective verbal and non-verbal communication skills by applying public speaking, presentation techniques, interpersonal communication, and interview skills in professional environments. 2. Develop professional workplace competencies by practicing business etiquette, networking strategies, group discussion techniques, conflict resolution, emotional intelligence, and relationship-building skills. 3. Apply digital communication and workplace productivity tools, including Microsoft Word, Microsoft Excel, and Microsoft PowerPoint, to prepare professional documents, presentations, and workplace communication effectively. 4. Exhibit professional readiness by participating in practical activities such as mock interviews, role-plays, networking events, presentation exercises, and collaborative problem-solving while demonstrating ethical decision-making and effective workplace communication.					
Credits: 3					
Unit	Topics				
Unit 1	Communication Skills; Body Language and Non-Verbal Communication; Public Speaking and Presentation Skills; Interpersonal Skills and Relationship Building; Interview Skills				
Unit 2 Practical	Practical Training in Microsoft productivity tools (MS Word, Excel, PowerPoint); Public Speaking Practice Sessions; Role-plays for Effective Communication and Interpersonal Skills; Mock Interviews and Feedback Sessions; Presentation Design and Delivery Exercises				
Unit 3	Public Relations and Networking Strategies; Group Discussion Techniques; Business Etiquette and Professionalism; Conflict Resolution and Management; Emotional Intelligence				
Unit 4 Practical	Networking Events and Practice Sessions; Mock Group Discussions; Business Etiquette and Professionalism Role-plays; Conflict Resolution Scenarios; Emotional Intelligence Assessments and Development Activities				
Recommended Books					
1. Monaco, James – <i>How to Read a Film</i> 2. Bordwell, David & Thompson, Kristin – <i>Film Art: An Introduction</i> 3. Giannetti, Louis – <i>Understanding Movies</i> 4. Rabiger, Michael – <i>Directing: Film Techniques and Aesthetics</i> 5. Hayward, Susan – <i>Cinema Studies: The Key Concepts</i> 6. Prasad, M. Madhava – <i>Ideology of the Hindi Film</i> 7. Chaudhuri, Shohini – <i>Contemporary World Cinema</i> 8. Barsam, Richard & Monahan, Dave – <i>Looking at Movies</i>					


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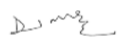
Programme / Class	Diploma	Year	B. A. II	Semester	IV
Subject	Content and Creative Writing				
Course Code	A730401T	Course Title	Advanced Techniques of Creative Writing with Case Study & Projects		
Course Outcomes					
1) Students would be able to demonstrate advanced creative writing techniques across genres.					
2) Critically evaluate literary texts from a writer's perspective.					
3) Apply editorial & revision strategies effectively.					
Credits: 4					
Unit	Topics				
I	Role of memory and identity in creative writing, writing for interactive media and games, writing fiction, writing non-fiction as a medium for public discourse.				
II	Narrative architecture, advanced characterization, writing dialogues with subtexts, writing across genres.				
III	Comparative study of narrative techniques used by contemporary authors, voice, tone and point of view, writing for diverse audiences and media.				
IV	Analysis of award winning short stories and novels, revision and self-editing techniques.				
V	Viva, Assignment, Presentations				
Recommended Books					
1. Sheridan, Marcus. <i>They Ask, You Answer: A Revolutionary Approach to Inbound Sales, Content Marketing, and Today's Digital Consumer</i> . Wiley, 2017.					
2. Halvorson, Kristina, and Melissa Rach. <i>Content Strategy for the Web</i> . 2nd ed., New Riders, 2012.					
3. Rose, Robert, and Joe Pulizzi. <i>Managing Content Marketing: The Real-World Guide for Creating Passionate Subscribers to Your Brand</i> . CMI Books, 2011.					
4. Nayar, Pramod K. <i>Writing for the Media</i> . Oxford University Press India, 2017.					



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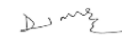


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Programme / Class	Diploma	Year	B. A. II	Semester	IV
Subject	Content and Creative Writing				
Course Code	A730402T	Course Title	Advanced Techniques of Digital Content Writing for social media platforms, Blog, email		
Max. Marks: 25+75			Min. Passing Marks: 10+25		
Course Outcomes					
1) Produce a publication - ready digital content portfolio suitable for various platforms					
2) Use AI assisted writing tools ethically and effectively.					
Credits: 4					
Unit	Topics				
I	Successful digital content campaigns, advanced social media content writing, influencer and creator content strategies, advanced blog and website content writing.				
II	Writing pillar pages and topic clusters, business blogs, corporate websites.				
III	Promotional email campaigns, writing for customer retention, email campaigns with high engagements.				
IV	AI-assisted writing tools- prompt engineering for content creation, AI-generated Vs human-written content, building a professional writing portfolio.				
V	Viva, Assignment, Project				
Recommended Books					
1. Sheridan, Marcus. <i>They Ask, You Answer: A Revolutionary Approach to Inbound Sales, Content Marketing, and Today’s Digital Consumer</i> . Wiley, 2017.					
2. Halvorson, Kristina, and Melissa Rach. <i>Content Strategy for the Web</i> . 2nd ed., New Riders, 2012.					
3. Rose, Robert, and Joe Pulizzi. <i>Managing Content Marketing: The Real-World Guide for Creating Passionate Subscribers to Your Brand</i> . CMI Books, 2011.					
4. Nayar, Pramod K. <i>Writing for the Media</i> . Oxford University Press India, 2017.					


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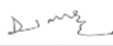

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Programme / Class	Diploma	Year	B. A. II	Semester	IV
Subject	Content and Creative Writing				
Course Code	A730403T	Course Title	Advanced Techniques of Digital and Print Content Writing for Business and other Publishing Houses, Project + Industry Training/Field Training		
Course Outcomes					
1) Plan and execute integrated content strategies for organizations					
2) Critically evaluate publishing workflows & performance.					
3) Compile & present a portfolio before experts.					
Credits: 4					
Unit	Topics				
I	Corporate publications, client communication and pitching, emerging careers in digit publishing and content strategies.				
II	Product descriptions and e-commerce writings, SEO writing and keyword integration, viral content, strategy, evaluation and integration.				
III	Repurposing content across platforms, fast checking AI generated content, content performance reports.				
IV	Digital portfolio and self-evaluation, resume, linkedIn profile and freelance profile writing for portfolio development.				
V	Advanced tracks and specialization, dissertation				
Recommended Books					
1. Handley, Ann. <i>Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content</i> . Wiley, 2014.					
2. Pulizzi, Joe. <i>Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses</i> . McGraw-Hill Education, 2015.					


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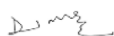
Programme / Class	Diploma	Year	B. A. II	Semester	IV
Subject	Content and Creative Writing				
Course Code	A730404T	Course Title	MEDIA AND SOCIAL ISSUES		
Max. Marks: 25+75			Min. Passing Marks: 10+25		
Course Outcomes					
1. Explain major sociological concepts, institutions, cultural diversity, and the role of media in shaping society.					
2. Analyze contemporary social issues including gender equality, social justice, education, family, cybercrime, and human rights.					
3. Evaluate the relationship between media, democracy, governance, social movements, and public policy.					
4. Examine environmental, developmental, and sustainability issues while assessing the role of mass media in promoting social awareness and responsible citizenship.					
Credits: 3					
Unit	Topics				
I	Society, Culture, Civilization, Global Culture, Types of Culture, Role of Social Media and Mass Media, Indian Thinkers, Western Sociologists.				
II	Family, Marriage, Kinship, Economy, Politics, Religion, Socialization, Education, Gender Equality, Gender Issues, Domestic Violence, Cyber Crime.				
III	Social Groups, Social Structure, Caste, Class, Social Stratification, Labour, Social Change, Dalit Movements, LGBTQ, Civil Rights, Ecological and Anti-corruption Movements.				
IV	State, Democracy, Constitution, Governance, Media and Politics, Environment, Sustainable Development, Rural Development.				
Recommended Books					
1. Croteau, David & Hoynes, William – Media/Society					
2. McQuail, Denis – McQuail's Mass Communication Theory					
3. Keval J. Kumar – Mass Communication in India					
4. Aggarwal, Vir Bala – Essentials of Practical Journalism					
5. Srinivas R. Melkote & H. Leslie Steeves – Communication for Development					
6. Giddens, Anthony – Sociology					
7. Haralambos & Holborn – Sociology: Themes and Perspectives					
8. Manuel Castells – The Rise of the Network Society					



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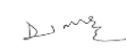


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Programme / Class	Diploma	Year	B. A. II	Semester	IV
Subject	Content and Creative Writing				
Course Code	VOC150	Course Title	AI-Powered Creative Writing		
Max. Marks: 25+75			Min. Passing Marks: 10+25		
Course Outcomes (COs)					
1. Demonstrate effective writing skills by creating creative, academic, professional, and digital content for diverse audiences and media platforms. 2. Apply editing, proofreading, content management, and digital publishing techniques using modern writing tools and industry practices. 3. Develop original and engaging content by integrating creativity, critical thinking, research, storytelling, and ethical communication principles. 4. Acquire industry-ready professional competencies through apprenticeship, internships, and project-based learning for careers in content writing, publishing, journalism, advertising, public relations, and digital media.					
Credits: 3					
Unit	Topics				
Unit 1	Understanding creative writing. Learning writing techniques to convey emotions to engage readers. Overview of AI into creative writing. AI tools for creative writing. Learning Chat GPT. Art of prompting. Giving more power to prompt engineering. Understanding advance prompting. Image generation. Ethical responsibilities in writing. Content posting. Plagiarism checking. Soft skills.				
Unit 2 Practical	AI for multi-media. Multimedia creativity. Creating non-fictional video channels. Creating storytelling channels.AI-assisted video editing and transcription.				
Unit 3	Creating audio books. Creating talking presentations. AI-assisted resume and cover letter writing. Email management. Social media postings and its automation.				
Unit 4 Practical	Writing Books, Articles, Blogs, Scripts, Newsletters, Novels And Short Stories.				
Recommended Books					
1. The Cambridge Guide to Creative Writing – David Morley. 2. Creative Writing: A Workbook with Readings – Linda Anderson. 3. Digital Marketing For Dummies – Ryan Deiss & Russ Henneberry. 4. Business Communication Today – Courtland L. Bovee & John V. Thill. 5. Writing for the Web – Lynda Felder.					


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Programme / Class	DEGREE	Year	B. A. III	Semester	V
Subject	Content and Creative Writing				
Course Code		Course Title	MOOCS Course Module 1 & 2		

Course Outcomes

On successful completion of the Apprenticeship module, students will be able to:

1. Apply theoretical knowledge in real workplace settings through practical training and professional engagement.
2. Develop professional communication, teamwork, and workplace ethics required for effective performance in diverse organizational environments.
3. Analyze workplace challenges and propose practical solutions by applying critical thinking, creativity, and problem-solving skills.
4. Build career readiness by developing professional confidence, adaptability, networking abilities, and an understanding of industry expectations.

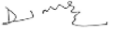
On successful completion of the MOOCs module, students will be able to:

1. Demonstrate their ability to learn independently through completion of online courses that have been accredited from both national and international platforms.
2. Gain interdisciplinary learning through exploration of new fields like AI, digital communication, content creation, and professional skills.
3. Improve critical thinking and problem solving through interactive online activities, quizzes, and projects.
4. Receive industry-recognized certifications to enhance their credentials and job prospects.

Credits: 2


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Programme / Class	DEGREE	Year	B. A. III	Semester	VI
Subject	Content and Creative Writing				
Course Code		Course Title	MOOCS Course Module 3 & 4		

Course Outcomes

On successful completion of the **Apprenticeship** module, students will be able to:

1. Apply theoretical knowledge in real workplace settings through practical training and professional engagement.
2. Develop professional communication, teamwork, and workplace ethics required for effective performance in diverse organizational environments.
3. Analyze workplace challenges and propose practical solutions by applying critical thinking, creativity, and problem-solving skills.
4. Build career readiness by developing professional confidence, adaptability, networking abilities, and an understanding of industry expectations.

On successful completion of the **MOOCs** module, students will be able to:

1. Demonstrate their ability to learn independently through completion of online courses that have been accredited from both national and international platforms.
2. Gain interdisciplinary learning through exploration of new fields like AI, digital communication, content creation, and professional skills.
3. Improve critical thinking and problem solving through interactive online activities, quizzes, and projects.
4. Receive industry-recognized certifications to enhance their credentials and job prospects.

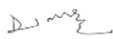
Credits: 2



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