

FOUR YEAR UNDERGRADUATE PROGRAM(2024-28)
DEPARTMENT OF.....

COURSE CURRICULUM

PART-A: Introduction			
Program: Bachelor in Business Administration (Certificate/ Diploma /Degree)		Semester- IV	Session: 2024-2026
1	Course Code	BBSEC - 02	
2	Course Title	Creative Writing & Content Development	
3	Course Type	Skill Enhancement Course (SEC)	
4	Pre-requisite (if, any)	As per requirement	
5	Course Learning Outcomes (CLO)	<ul style="list-style-type: none"> ➤ To make them understand the writing process ➤ To sensitize them to the various styles and techniques of writing and editing. ➤ To learn various styles and techniques of creative writing and editing. 	
6	Credit Value	2 Credits (1C+1C)	Credit= 15Hours – Theoretical learning and =30 Hours Laboratory or Field learning/Training
7	Total Marks	Max. Marks: 50	Min Passing Marks: 20
PART-B: Content of the Course			
Total No. of Teaching-learning Periods: Theory – 15 Periods (15Hrs) and Lab. or Field learning/Training 30 Periods (30Hours)			
Module	Topics (Course contents)		No. of Period
Theory Contents	Fundamentals of Creative Writing: Meaning and Significance of Creative Writing; Genres of Creative Writing: poetry, fiction, non-fiction, drama and other forms. Elements of Creative Writing: Plot, Setting, Character, Dialogue, Point of View; Literary Devices and Figurative Language; Elements of Style; Grammar and the Structure of Language; Proof Reading and Editing. Basics of Content Development: The Concept of Content Writing and its relevance, Role and Functions of Content Writers Plagiarism: Meaning and concept, Types of Plagiarism, rules on plagiarism; How to develop plagiarism-free content; T to check plagiarism, Copyright issues		15
Lab./Field Training Contents	Project: Submit a Project based on the contents covered in the theory paper I or Paper II (Platforms like Blogs, Podcasts can be used to create and present your ideas and imagination)		30
Keywords	Creative Writing, Content Development, Plagiarism.		
PART-C: Learning Resources			
Text Books, Reference Books and Others			
Text Books Recommended-			
1. Bell, Julia and Magrs, Paul. The Creative Writing Course-Book. London: Macmillan, 2001. 2. Bailey, Tom. On Writing Short Stories. USA: OUP, 2010. Print. Morley, David. The Cambridge 3. Companion to Creative Writing. Pune: Cambridge University Press India Ltd., 2012. Print. 4. Clark, Peter Roy. Writing Tools. USA: Hachette Book Group, 2008. Print. 5. Davidson, Chad. Writing Poetry: Creative and Critical Approaches. USA: Palgrave Macmillan, 2009.			
Online Resources-			
https://www.entrepreneur.com/article/247908 https://www.locationrebel.com/b2b-writing/ https://wordpress.com/support/prevent-content-theft/ https://blog.unisquareconcepts.com/content-writing/what-is-plagiarism-why-is-it-important-for-blog-writing			

PART-D: Assessment and Evaluation		
Suggested Continuous Evaluation Methods:		
Maximum Marks:	50 Marks	
Continuous Internal Assessment (CIA):	15 Marks	
End Semester Exam (ESE):	35 Marks	
Continuous Internal Assessment (CIA): (By Course Coordinator)	Internal Test / Quiz-(2): 10 & 10 Assignment/Seminar + Attendance - 05 Total Marks - 15	Better marks out of the two Test/ Quiz + obtained marks in Assignment shall be considered against 15 Marks
End Semester Exam (ESE):	Laboratory/Field Skill Performance: Onspot Assessment D. Performed the Task based on learned skill- 20 Marks E. Spotting based on tools (written)- 10 Marks F. Viva-voce (based on principle/technology) - 05 Marks	Managed by Coordinator as per skilling

Name and Signature of Convener & Members: (CBOS)

GOES TO 05TH SEMESTER

