माँ शाकुम्भरी विश्वविद्यालय, सहारनपुर

AEDP
Curriculum & Syllabus of
B.A. in Content & Creative Writing

MAA SHAKUMBHARI UNIVERSITY, SAHARANPUR

Syllabus Developed by Members of Board of Studies:

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B.A.
Content and Creative Writing

Apprenticeship Embedded Degree Programme
(3 Years)

By:
Media and Entertainment Skills Counc

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PROGRAMME INFORMATION

1. Introduction

The Bachelor of Arts (B.A.) in Content and Creative Writing is a multidisciplinary undergraduate programme designed to prepare students for careers in the rapidly evolving fields of creative writing, digital communication, publishing, media, advertising, public relations, corporate communication, and the creative industries. The programme combines the study of language, literature, communication, and storytelling with practical training in content creation for print, digital, audio-visual, and emerging media platforms.

Developed in alignment with the National Education Policy (NEP) 2020 and the UGC Curriculum and Credit Framework for Undergraduate Programmes (CCFUP), the programme adopts an outcome-based and skill-oriented approach to learning. It integrates academic knowledge with experiential learning through workshops, practical assignments, projects, internships, and industry engagement to equip students with professional competencies required in the contemporary communication landscape.

The curriculum emphasizes creativity, critical thinking, ethical communication, digital literacy, research aptitude, and the responsible use of emerging technologies, including Artificial Intelligence, in content development. Students are exposed to a wide range of writing practices, including creative writing, storytelling, editing, script writing, technical writing, digital publishing, content marketing, and multimedia communication.

By fostering innovation, professionalism, and lifelong learning, the programme aims to develop competent writers and communication professionals who can contribute effectively to the knowledge economy, creative industries, and society at large. It also provides a strong academic foundation for higher education, research, entrepreneurship, and diverse career opportunities in national and international organizations.

2. **Programme Title**: Bachelor of Arts (B.A.) in Content and Creative Writing
3. **Programme Code**: To be assigned by the University.
4. **Degree Awarded**: Bachelor of Arts (B.A.) in Content and Creative Writing
5. **Duration of the Programme**: Three Years (Six Semesters)
6. **Nature of the Programme:** Undergraduate Degree Programme under the National Education Policy (NEP) 2020 and the Undergraduate Curriculum Framework adopted by the University.
7. **Eligibility for Admission**: A candidate who has successfully passed the 10+2 examination or an equivalent examination from a recognized Board shall be eligible for admission in accordance with the admission regulations of the University.

8. **Medium of Instruction**: The medium of instruction shall ordinarily be Hindi/ English. However, bilingual teaching-learning support may be provided by affiliated colleges wherever considered necessary. Language specific subject will taught in that language only

9. **Total Credits**: 140 Credits

Programme Educational Objectives (PEOs)

1. Establish successful careers in creative writing, digital media, publishing, advertising, corporate communication, public relations, journalism, and related industries.
2. Apply creativity, communication skills, research aptitude, and critical thinking to develop innovative solutions for professional and societal communication challenges.
3. Demonstrate ethical responsibility, leadership, teamwork, entrepreneurship, and lifelong learning while adapting to emerging technologies and changing communication environments.
4. Pursue higher education, research, professional certifications, and continuous skill enhancement in creative industries and communication disciplines.

Programme Outcomes (POs)

1. Acquire comprehensive knowledge of literature, language, communication, media, and creative writing.
2. Demonstrate analytical, critical thinking, and problem-solving abilities in professional writing and communication.
3. Create original, creative, and audience-oriented content for diverse media platforms.
4. Apply editing, proofreading, publishing, and content management skills using professional standards.
5. Conduct research and prepare academic, technical, and professional documents using appropriate methodologies.
6. Utilize digital technologies, multimedia tools, Artificial Intelligence, and emerging communication platforms effectively.
7. Communicate effectively in written, oral, interpersonal, and professional contexts.
8. Demonstrate ethical values, media responsibility, inclusiveness, and cultural sensitivity.
9. Work effectively as an individual and as a member or leader of multidisciplinary teams.
10. Apply entrepreneurial skills for freelancing, startups, and self-employment opportunities.
11. Adapt to technological innovations and changing professional environments through continuous learning.
12. Contribute to society through responsible communication, creativity, innovation, and sustainable development.

Programme Specific Outcomes (PSOs)

1. Create original and professional content for print, digital, and multimedia platforms using effective writing and storytelling techniques.

2. Apply editing, script writing, publishing, and communication skills in media, advertising, public relations, and corporate sectors.
3. Utilize digital tools, SEO, multimedia, and Artificial Intelligence applications for effective content creation and management.
4. Demonstrate research aptitude, professional ethics, and entrepreneurial skills for careers, higher education, and lifelong learning in creative industries.

Graduate Attributes (GAs)

- Creative Thinking
- Critical Thinking
- Effective Communication
- Professional Writing Competence
- Research Skills
- Digital Literacy
- Information Literacy
- AI Literacy
- Ethical Responsibility
- Leadership
- Teamwork
- Innovation
- Entrepreneurship
- Cultural Awareness
- Lifelong Learning

Employability

- Creative Writer
- Content Writer
- Technical Writer
- Script Writer
- Screenplay Writer
- Copywriter
- SEO Content Specialist
- Digital Content Strategist
- Social Media Content Creator
- Editor
- Proofreader
- Magazine Writer
- Blogger
- Corporate Communication Executive
- Public Relations Officer
- Brand Communication Executive
- Podcast Producer
- OTT Content Writer

- Publishing Professional
- Freelance Writer
- Entrepreneur

PEO–PO Mapping Matrix

Mapping Scale: 3 = High | 2 = Moderate | 1 = Low | – = No Mapping

PEOs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
PEO1	3	2	3	3	2	3	3	2	2	2	2	1
PEO2	2	3	3	2	3	2	3	2	2	1	2	3
PEO3	1	2	2	2	2	3	2	3	3	3	3	3
PEO4	2	2	2	2	3	2	2	2	2	2	3	2

PO–PSO Mapping Matrix

Mapping Scale: 3 = High | 2 = Moderate | 1 = Low | – = No Mapping

POs / PSOs	PSO1	PSO2	PSO3	PSO4
PO1	3	2	2	2
PO2	3	2	2	3
PO3	3	3	3	2
PO4	3	3	2	2
PO5	2	2	2	3
PO6	2	2	3	2
PO7	3	3	2	2
PO8	2	2	1	3
PO9	2	2	1	3
PO10	2	2	2	3
PO11	2	2	3	3
PO12	2	2	2	3

Chapter 1
General Course Structure
&
Credit Distribution

Definition of Credit

1 Hr. Lecture (L) per week	1 credit
1 Hr. Tutorial (T) per week	1 credit
1 Hr. Practical (P) per week	0.5 credit
2 Hr. Practical (P) per week	1 credit

A. Range of Credits:

In the light of the fact that a typical Model Four-year AEDP in Media and Entertainment Skills has about 160 credits, the total number of credits proposed for the three-year program in Media and Entertainment Skills is 134.

B. Structure of AEDP (3 Year)in Media and Entertainment Skills:

The structure ofthe program in Media and Entertainment Skills shall have essentially the following categories of courses with the breakup of credits as given:

Sr. No.	Category	Suggested Breakup of Credits
1	Program Core courses (Branch specific)	64*
2	Open Elective courses (from other technical and /or emerging subjects)	8*
3	Vocational (Minor), Project work, seminar, and internship in industry or elsewhere	14*
4	CO-Curricular Courses [Environmental Sciences, Induction training, Indian Constitution, Essence of Indian Traditional Knowledge etc.	8*
5	Apprenticeship with Industry	40*
	Total	**134***

*Minor variation is allowed as per need of the respective disciplines.

C. Course code and definition:

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
PC	Program Core Courses
OE	Open Elective Courses
PR	Project

D. Course level coding scheme:

Three-digit number (odd numbers are for the odd semester courses and even numbers are for even semester courses) used as suffix with the Course Code for identifying the level of the course e.g.
101, 102 … etc. for first semester 201, 202 …. Etc. for second semester 301, 302 … for third semester.

E. Category-wise Courses

PROGRAM CORE COURSES [PC]

Note:
(i) Number of Program Core Courses: 27 (including lab courses)
(ii) Credits: 84

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	T	P		
1	DCW101	English Language and Grammar -I	3	1	0	1	4
2	DCW102	Basics of Creative writing Theories	3	1	0	1	4
3	DCW103	Reading Literature for Creativity	3	1	0	1	4
4	DCW104	Fundamentals of Content writing	2	1	1	1	4

5	DCW201	Indian writing tradition	2	1	1	2	4
6	DCW202	Hindi language and Grammar-II	3	1	0	2	4
7	DCW203	Theory of Creative Writing and Storytelling	3	1	0	2	4
8	DCW204	Advertisement and Persuasive Communication Theory	3	1	0	2	4
9	DCW301	Writing for Media	2	1	1	3	4
10	DCW302	Writing for Digital platforms	2	1	1	3	4
11	DCW303	Script Writing for Radio and Podcast	2	1	1	3	4
12	DCW304	Creative Non-Fiction	2	1	1	3	4
13	DCW401	Editing and Proofreading	2	1	1	4	4
14	DCW402	Technical and Academic Writing	2	1	1	4	4
15	DCW403	Research Methodology for Content and Creative writing	3	1	0	4	4
16	DCW404	Screenplay and Dialogue Writing	2	1	1	4	4
17	DCW501	Industries Incubation Studio	0	0	0	5	8
18	DCW502	Corporate Communication and Brand Portfolio	0	0	0	5	4
19	DCW503	Creative Media Production Portfolio	0	0	0	5	4
20	DCW504	Project	2	1	1	5	4
Total Credits							84

** The branch code, e.g. ADMC for Content and Creative Writing
Three-digit number for identifying the level of the course

OPEN ELECTIVE, VOCATIONAL AND CO- CURRICULAR COURSES

Note:

(i) Number of Courses: 12

(ii) Credits: 28

(iii) The Open Elective Courses to be offered in first four semesters.

(iv) The students can opt for any open elective courses that are offered by any of the respective departments.

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	T	P		
1	OE101	Open Elective (To be Chosen by Student) 1. Indian Constitution and human right 2. Environment and Sustainable Development	2	0	0	1	2
2	VOC101	Vocational Digital Content Production	0	1	2	1	3
3	COC101	Co-Curricular: Creative Expression and Communication	0	1	1	1	2
4	OE201	Open Elective (To be Chosen by Student) 1. Digital Marketing Fundamentals 2. Entrepreneurship and Start-up Management	0	1	1	2	2
5	VOC201	Vocational: Copywriting and Advertising	0	1	1	2	3
6	COC201	Co-Curricular: Reading Culture and Book Appreciation	0	1	1	2	2
7	OE301	Open Elective (To be Chosen by Student) 1. Children's Literature and storytelling 2. Travel Writing	0	1	1	3	2
8	VOC301	Vocational: Publishing and Editorial Practices	0	2	1	3	3
9	COC301	Co-Curricular: Art of Storytelling	0	1	1	3	2
10	OE401	Open Elective (To be Chosen by Student) 1. Visual culture 2. Critical thinking	0	2	0	4	2
11	VOC401	Vocational (Minor) Social Media Management	0	2	1	4	3

12	COC401	Co-Curricular: Campus Magazine Production	0	1	1	4	2
Total Credits							28

** The branch code, e.g. ADMC for Media Communication

Three-digit number for identifying the level of the course

PROJECT WORK AND INTERNSHIP IN INDUSTRY OR ELSEWHERE

Note:

(i) Number of Courses: 3

(ii) Credits: 6

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	T	P		
1	LPI201	**Live Project Iz(Industry Tie-up)**	0	0	0	2	1
2	LPI401	**Live Project II (Industry Tie-up)**	0	0	0	4	1
3	PR501	Project I	0	1	4	5	4
Total Credits							6

Note:

- Projects can be taken at an industry or also at the institution premises.
- Live projects can also be taken into account when considering internship

INDUCTION PROGRAM

Induction program (suggested)	Two-week duration
Induction program for students to be offered right at the start of the first YEAR.	• Physical activity • Creative Arts • Universal Human Values • Literary • Proficiency Modules • Lectures by Eminent People • Visits to local Areas • Familiarization to Dept./Branch & Innovations

F. Visits/Workshop/Expert Lectures:

a. It is advised to arrange one industrial visit every semester for the students of each branch.
b. It is advised to organize at least one expert lecture per semester for each branch by inviting resource persons from domain specific industry.

G. Evaluation Scheme (Suggestive only):

a. For Theory Courses:

(The weightage of Internal assessment is 25% and for End Semester Exam is 75%) The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

b. For Practical Courses:

(The weightage of Internal assessment is 60% and for End Semester Exam is 40%) The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

c. For Internship / Projects / Seminar etc.

Evaluation is based on work done, quality of report, performance in viva-voce, presentation etc.

Note: The internal assessment is based on the student's performance in mid semester tests (two best out of three), quizzes, assignments, class performance, attendance, viva-voce in practical, lab record etc.

H. Mapping of Marks to Grades

Each course (Theory/Practical) is to be assigned 100 marks, irrespective of the number of credits, and the mapping of marks to grades may be done as per the following table:

Range of Marks	Assigned Grade
91-100	AA/A+
81-90	AB/A
71-80	BB/B+
61-70	BC/B
51-60	CC/C+
46-50	CD/C
40-45	DD/D
< 40	FF/F (Fail due to less marks)
-	FR (Fail due to shortage of attendance and therefore, to repeat the course)

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CHAPTER 2
FIRST YEAR CURRICULUM STRUCTURE

Semester 1								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DCW101	English Language and Grammar -I	3	1	0	4	4
2	PC	DCW102	Basics of Creative writing	3	1	0	4	4
3	PC	DCW103	Reading Literature for Creativity	3	1	0	4	4
5	PC	DCW104	Fundamentals of Content writing	3	1	0	4	4
7	OE	OEC101	Open Elective (To be Chosen one by Student) 1. Indian Constitution and human right 2. Environment and Sustainable Development	2		0	2	2
8	VOC	VOC101	Vocational: Digital Content Production	2	1	0	3	3
9	COC	COC101	Co-Curricular: Creative Expression and Communication	2	0	0	2	2
Total Credits								23

Semester 2								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DCW201	Indian writing tradition	1	0	2	3	4
2	PC	DCW202	Hindi language and Grammar	2	2	2	6	4
3	PC	DCW203	Theory of Creative Writing and	1	1	0	2	4

			Storytelling					
4	PC	DCW204	Advertisement and Persuasive Communication Theory	1	2	0	3	4
7	OE	OE201	Open Elective (To be Chosen by Student) • Digital Marketing Fundamentals • Entrepreneurship and Start-up Management	0	2	0	2	2
8	OE	VOC201	Vocational (Minor): Copywriting and Advertising	0	2	2	4	3
9	OE	COC201	Co-Curricular: Reading Culture and Book Appreciation	0	2	0	2	2
10	LP	LPI201	**Live Project I (Industry TieUp)**	0	0	0	0	1
Total Credits								24

Detailed First Year Curriculum Contents SEMESTER – I		
Course Code	:	DCW101
Course Title	:	English Language and Grammar
Number of Credits	:	4(L:3, T:1, P:0)
Prerequisites	;	Intermediate English
Course Category	:	PC

Learning Objective:

1. Develop effective verbal and written communication skills.
2. Enhance comprehension and interpretation abilities.
3. Foster critical thinking through engaging with diverse texts.
4. Cultivate interpersonal and group communication skills.

Course Content:

Unit	Topics	Lecture (L)	Tutorial (T)	Practical (P)	Total Hours
Unit	Fundamentals of English Grammar•	11	4	-	15

I	Importance and functions of grammar• Parts of Speech• Articles and Determiners• Nouns and Pronouns• Verbs and Auxiliary Verbs• Adjectives and Adverbs• Prepositions and Conjunctions• Interjections				
Unit II	Sentence Structure and Usage• Types of Sentences• Phrases and Clauses• Subject–Verb Agreement• Tenses and their applications• Active and Passive Voice• Direct and Indirect Speech• Question Formation• Common Grammatical Errors	11	4	–	15
Unit III	Vocabulary and Reading Skills• Vocabulary Building Techniques• Synonyms and Antonyms• Homophones and Homonyms• Idioms and Phrases• One-word Substitutions• Reading Comprehension• Critical Reading• Contextual Meaning	11	4	–	15
Unit IV	Writing and Editing Skills• Paragraph Writing• Essay Writing• E-mail Writing• Formal and Informal Letters• Summarising and Paraphrasing• Editing and Proofreading• Punctuation and Capitalisation• Introduction to Style Guides	12	3	–	15
Total		45	15	0	60

Course Outcome:

1. Proficient written and verbal communication in media settings.
2. Critical analysis and interpretation of media-related content.
3. Effective presentation and public speaking abilities.
4. Collaborative communication skills suitable for team environments.
5. Application of language skills in media and entertainment contexts.

CO–PO–PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	3	1	1	3	1	1	1	1	1	2	2	1	1
CO2	2	3	2	2	1	2	3	1	1	1	1	1	2	1	1	2
CO3	2	2	2	2	1	2	3	2	1	1	1	1	2	2	1	2
CO4	1	2	1	1	1	1	3	2	3	1	1	2	1	1	1	1
CO5	2	2	3	2	2	2	3	2	2	1	2	2	3	2	2	2

Reading List

1. Murphy, R. (2019). *Essential English grammar* (4th ed.). Cambridge University Press.
2. Swan, M. (2016). *Practical English usage* (4th ed.). Oxford University Press.
3. Wren, P. C., & Martin, H. (2018). *High school English grammar and composition*. S. Chand Publishing.
4. Lewis, Norman. (1979), *World power made easy*. New york: Anchor Book, A division of Random House LLC

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Detailed First Year Curriculum Contents SEMESTER – I		
Course Code	:	DCW102
Course Title	:	Basics of Creative writing Theories
Number of Credits	:	4(L:3, T:1, P:0)
Prerequisites	:	Basic knowledge of Hindi and English
Course Category	:	PC

Learning Objectives:

1. To introduce students to the nature, scope, and significance of creative writing.
2. To familiarize students with major concepts and theories of creativity and storytelling.
3. To develop an understanding of literary forms and narrative techniques.
4. To cultivate imagination, observation, and critical thinking in creative expression.

Unit	Topics	L	T	P	Hours
Unit I: Introduction to Creative Writing	Meaning, Nature and Scope of Creative Writing; Creativity and Imagination; Elements of Creative Writing; Difference between Creative, Academic and Professional Writing; The Writing Process (Idea Generation, Drafting, Revising and Editing).	11	4	–	15
Unit II: Theories of Creativity	Classical and Modern Concepts of Creativity; Aristotle and Mimesis; Samuel Taylor Coleridge's Theory of Imagination; Mihaly Csikszentmihalyi's Theory of Creativity (Flow); Creativity in the Digital Age.	11	4	–	15
Unit III: Narrative and Storytelling Theories	Elements of Narrative: Plot, Character, Setting, Theme and Point of View; Narrative Structure; Vladimir Propp's Morphology of the Folktale; Joseph Campbell's Hero's Journey; Introduction to Digital Storytelling.	11	4	–	15
Unit IV:	Style and Voice; Figurative Language; Symbolism	12	3	–	15

Language, Style and Ethics in Creative Writing	and Imagery; Dialogue Writing; Ethics in Creative Writing; Copyright, Plagiarism and AI-assisted Writing; Contemporary Trends in Creative Writing.				
Total		**45**	**15**	**0**	**60**

Course Outcomes:

1. Understand the fundamentals of creative writing and its various forms.
2. Explain major theories of creativity and storytelling.
3. Apply narrative techniques in creative writing.
4. Analyze creative texts using theoretical concepts.
5. Demonstrate ethical and original writing practices.

CO–PO–PSO Mapping Matrix

COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO 10**	**PO 11**	**PO 12**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	3	2	2	2	1	1	3	1	1	1	1	1	3	2	1	1
CO2	2	3	3	2	2	2	3	1	1	2	2	1	3	2	2	2
CO3	2	3	3	3	2	2	3	1	1	2	2	1	3	3	2	2
CO4	2	2	3	3	2	2	2	2	1	1	2	1	2	3	2	2
CO5	2	2	2	2	2	2	3	3	2	2	3	3	2	3	2	3

Reading List

1. Morley, D. (2007). *The Cambridge introduction to creative writing*. Cambridge University Press.
2. King, S. (2000). *On writing: A memoir of the craft*. Scribner.
3. Lamott, A. (1994). *Bird by bird: Some instructions on writing and life*. Anchor Books.

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Detailed First Year Curriculum Contents SEMESTER – I		
Course Code	:	DCW103
Course Title	:	Reading Literature for Creativity
Number of Credits	:	4(L:3, T:1, P:0)
Prerequisites	;	Basic Knowledge of Story, Poem and Dramas

Course Category	:	PC

Learning Objectives:

1. To introduce students to literary genres and their creative potential.
2. To develop critical reading and interpretative skills.
3. To explore literary techniques that inspire creative writing.
4. To foster imagination, aesthetic appreciation, and analytical thinking.

Course Content:

Unit	Topics	L	T	P	Hours
Unit I: Introduction to Literature	Nature and purpose of Literature; Literature and Creativity; Major Literary genres- Poetry, Fiction, Drama and Non- Fiction; Reading as a creative process	11	4	–	15
Unit II: Reading Poetry and Short Fiction	Element of poetry, imaginary, symbolism and figurative language; Reading selected poems; Element of short stories- plot, character, setting, conflict and theme; Reading selected poems Daffodils by William Wordsworth; Mirror by Slyvia Plath; The Night of the Scorpian by Nissim Ezekiel; The Neeklace by Guy De Maupassant; A Devoted Son by Anita Desai;: *Bharat Varshonnati Kaise Ho Sakti Hai* by Bharatendu Harishchandra; *Idgah* by Premchand;	11	4	–	15
Unit III: Reading Drama and Creative Non-Fiction	Element of Drama, Dialogue, Conflict and Stagecraft; Reading selected one act plays; Memoire, Travel writing; Literary appreciation; A Doll's House by Henrik Ibsen; The Proposal by Anton Chekhov; Aadhe adhure by Mohan Rakesh; The Diary of a Yong Girl by Anne Frank, Wings of Fire by A.P.J. Abdul Kalam	11	4	–	15
Unit IV: Literature and Creative Expression	Literary Devices; Point of view and narrative voice; Adaptation of literary text into film and Digital media; Literature as inspiration for storytelling; Reflective and and creative response to literary text; The Guide by R.K. Narayan and Teesri Kasam by Phanishwar Nath 'Renu'	12	3	–	15

Course Outcomes:

1. Understand the major genres and elements of literature.
2. Interpret literary texts using critical reading skills.
3. Identify literary devices and narrative techniques.
4. Draw creative inspiration from literary works.
5. Apply literary techniques in original creative writing.

CO–PO–PSO Mapping Matrix

C	P	P	P	P	P	P	P	P	P	PO	PO	PO	PS	PS	PS	PS

O	O1	O2	O3	O4	O5	O6	O7	O8	O9	10	11	12	O1	O2	O3	O4
CO1	3	2	2	1	1	1	2	2	1	1	1	1	2	1	1	1
CO2	2	3	2	2	1	3	2	1	1	1	1	1	2	1	1	3
CO3	2	3	2	2	1	2	2	1	1	1	1	1	3	2	1	2
CO4	2	3	3	2	1	1	2	2	1	1	1	2	3	2	1	2
CO5	2	2	3	2	1	1	2	2	1	1	2	2	3	2	1	2

Reading List

1. Foster, T. C. (2024). *How to read literature like a professor* (4th ed.). HarperCollins.
2. Mays, K. J. (Ed.). (2022). *The Norton introduction to literature* (14th ed.). W. W. Norton & Company
3. Meyer, M. (Ed.). (2018). *The Bedford introduction to literature* (12th ed.). Bedford/St. Martin's

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Detailed First Year Curriculum Contents **SEMESTER – I**		
Course Code	:	DCW104
Course Title	:	Fundamentals of Content Writing
Number of Credits	:	4(L:3, T:1, P:0)
Prerequisites	;	Basic Understanding of News and Content
Course Category	:	PC

Learning Objectives:

1. To introduce the principles and process of content writing.
2. To develop effective writing skills for print and digital platforms.
3. To familiarize students with different types and formats of content.
4. To enhance research, editing, and proofreading skills.

Course Content

Unit	Topics	L	T	P	Hours

Unit I: Introduction to Content Writing	Meaning, nature and scope of content writing; Characteristics of effective content; Content writing process; Identifying target audience; Tone, style and voice; Principles of clarity, accuracy and readability.	11	4	–	15
Unit II: Types of Content Writing	Writing for websites; Blog writing; Article writing; Feature writing; News-based content; Product descriptions; E-mail newsletters; Social media content; Creative and promotional content.	11	4	–	15
Unit III: Research, Editing and SEO Basics	Content research methods; Fact-checking and source verification; Content organization; Editing and proofreading; Introduction to Search Engine Optimization (SEO); Keywords, headlines and meta descriptions; AI-assisted writing tools and ethical use.	11	4	–	15
Unit IV: Professional Content Writing	Content planning and content calendar; Writing for brands and organizations; Corporate and business communication; Copyright, plagiarism and content ethics; Portfolio development; Emerging trends in content writing.	12	3	–	15
Total		45	15	0	60

Course Outcomes:

1. Understand the fundamentals and process of content writing.
2. Develop content for different media platforms and audiences.
3. Apply research and editing techniques in content creation.
4. Produce clear, engaging, and audience-oriented content.
5. Demonstrate ethical and professional practices in content writing.

CO–PO–PSO Mapping Matrix

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	1	1	2	1	1	1	1	1	3	2	1	1
CO2	2	2	3	2	2	2	3	1	1	1	2	1	3	2	2	2
CO3	2	2	2	3	2	3	2	1	1	1	2	1	2	3	2	3
CO4	2	3	3	2	2	2	3	1	1	2	2	2	3	2	3	2
CO5	2	2	3	2	2	2	2	3	1	2	2	2	3	3	2	3

Reading List

1. Handley, A. (2014). *Everybody writes: Your go-to guide to creating ridiculously good content*. Wiley.
2. Bly, R. W. (2020). *The copywriter's handbook* (4th ed.). St. Martin's Publishing Group.
3. Handley, A., & Chapman, C. C. (2012). *Content rules*. Wiley

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Detailed First Year Curriculum Contents SEMESTER – I		
Course Code	:	VOC101
Course Title	:	Digital Content Production
Number of Credits	:	2(L:2, T:1, P:0)
Prerequisites	:	NIL
Course Category	:	VOC

Course Objectives

1. To develop practical skills in creating digital content for various online platforms.
2. To familiarize students with industry-standard tools for content design, editing, and publishing.
3. To enhance creativity, storytelling, and digital communication skills.
4. To provide hands-on experience in multimedia content production.
5. To prepare students for employment, freelancing, and entrepreneurship in digital media.

Practical Exercises

Experiment No.	Practical
1	Create a blog/article (500–700 words) on a current topic using a blogging platform.
2	Design five platform-specific social media posts for a brand or campaign.
3	Create a digital poster and promotional banner using Canva or similar software.
4	Record and edit a 3–5 minute podcast on a social or educational issue.
5	Produce a 1–2 minute promotional or awareness video with titles and transitions.
6	Write SEO-friendly website/blog content using keywords, meta title, and meta description.
7	Design an infographic based on statistical or informational data.
8	Create YouTube content including thumbnail, title, description, and hashtags.
9	Prepare a one-month digital content calendar for a brand or organization.

10	Develop an integrated digital media campaign combining text, graphics, audio, and video content.

Portfolio Submission

Students shall submit an individual Digital Content Production Portfolio containing all practical assignments completed during the semester. The portfolio should demonstrate creativity, technical skills, and proficiency in digital content creation through blogs, social media posts, graphics, audio, video, SEO content, and other course-based projects. It will be evaluated on the basis of originality, quality, presentation, and overall professional competence.

Course Outcomes

1. Produce creative digital content for various online platforms.
2. Apply digital media tools and software for multimedia content production.
3. Design platform-specific content and communication strategies.
4. Demonstrate technical, creative, and professional competencies in digital content creation.
5. Develop a professional digital portfolio suitable for employment, freelancing, and entrepreneurship.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	2	2	3	2	3	2	2	1	1	2	2	1	3	3	3	2
CO2	2	3	3	2	3	2	2	1	1	2	2	2	3	3	3	3
CO3	2	3	3	3	3	3	2	2	2	2	3	2	3	3	3	3
CO4	2	2	3	3	3	3	3	2	2	2	3	2	3	3	3	3
CO5	2	2	3	3	3	3	3	3	2	3	3	3	3	3	3	3

Reading List

1. Alexander, B. (2017). *The new digital storytelling* (2nd ed.). Praeger
2. Deziel, M. (2020). *The content fuel framework*. Kogan Page
3. Lindgren, S. (2021). *Digital media and society* (2nd ed.). SAGE Publications.

Detailed First Year Curriculum Contents SEMESTER – I		
Course Code	:	COC101
Course Title	:	Creative Expression and Communication
Number of Credits	:	2(L:2, T:1, P:0)
Prerequisites	:	NIL
Course Category	:	COC

Course Objectives

1. To develop creative thinking and effective communication skills.
2. To enhance verbal, non-verbal, and interpersonal communication abilities.
3. To encourage creative expression through various forms of media and performing arts.
4. To build confidence in public speaking, presentations, and collaborative activities.
5. To promote teamwork, critical thinking, and personality development.

Practical Activities

Activity No.	Activity
1	Self-introduction and confidence-building exercise.
2	Creative storytelling and narration.
3	Speech or public speaking on a contemporary topic.
4	Group discussion and team communication activity.
5	Debate on current social or media issues.
6	Poetry recitation or creative reading session.
7	Role play or dramatic presentation.
8	Poster presentation or visual communication activity.
9	Presentation using digital tools (PowerPoint/Canva).
10	Creative communication project (individual or group).

Portfolio Submission

Students shall submit an individual Creative Expression and Communication Portfolio containing reports, scripts, presentation materials, photographs, reflective notes, and other evidence of participation in the practical activities completed during the semester. The portfolio will be evaluated on the basis of creativity, communication skills, participation, presentation, and overall learning outcomes.

Course Outcomes (COs)

1. Demonstrate effective verbal and non-verbal communication skills.
2. Apply creative thinking in oral and written expression.
3. Deliver confident presentations and participate effectively in discussions and debates.
4. Work collaboratively in teams and communicate professionally in different contexts.
5. Develop confidence, creativity, and interpersonal skills for academic, professional, and social environments.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	2	1	2	3	2	2	2	2	2	2	2	1	2
CO2	2	3	3	2	1	2	3	2	2	2	2	2	3	2	2	2
CO3	2	3	3	3	2	2	3	2	2	2	3	2	3	3	2	2
CO4	2	2	3	2	2	3	3	3	3	2	3	3	2	2	2	3
CO5	2	2	3	2	2	2	3	3	3	2	3	3	2	2	2	3

Reading List

1. Gallo, C. (2014). *Talk like TED*. St. Martin's Press.
2. Carnegie, D. (2017). *The quick and easy way to effective speaking*. Simon & Schuster.
3. Reynolds, G. (2019). *Presentation Zen* (3rd ed.). New Riders

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Detailed First Year Curriculum Contents **SEMESTER – II**		
Course Code	:	DCW201
Course Title	:	Indian writing tradition
Number of Credits	:	4(L:3, T:1, P:0)
Prerequisites	;	NIL
Course Category	:	PC

Learning Objectives:

1. To introduce students to the richness and diversity of Indian literary traditions.
2. To familiarize students with selected classical and modern texts from Indian literature.
3. To understand the evolution of literary thought from ancient to contemporary India.
4. To examine major literary perspectives, including Bhakti, Progressive, and Marxist traditions.

Course Content:

Unit	Topics	L	T	P	Hours
Unit I: Foundations of Indian Literary Tradition	Concept of Indian literary tradition; Vedic and Epic literature; Introduction to Sanskrit literary heritage; *Panchatantra* and *Jataka* tales; Oral and folk traditions; Indian aesthetics (Rasa and Dhvani introductory concept)	11	4	–	15
Unit II: Classical and Bhakti Literature	Bhakti movement and its literary significance; Humanism, spirituality, and social reform in Indian literature with reference to Kabir, Tulsidas, Surdas and Mirabai; Prescribed Text- Kabir Das Edited by Shyamsunder Das (Gurudev Ko-ang- 11, 27; sumiran ko-ang- 6, 12; birah ko-ang- 3,12; Parcha ko- ang- 11,17), Sursagar Sar edited by D. Verma (Vinay-Bhakti-2,25; Gokul leela-7,18; Uddhav Sandesh-77,95,120), Tulsidas- kavitavali: Balkand- 1,5; Ayodhya Kand-22, Sundarkand-25; Uttarkand-96; Vinay Patrika-105,111,162,172	11	4	–	15
Unit III: Modern Indian Literature	Development of modern Indian writing Selected works of Prem Chand, Mahadevi Verma's poems- *Tum Mujhme Priya, Phir Parichay, Been Bhi Hoon Main Tumhari Ragini Bhi*, Rabindranath Tagore; Prescribed Texts: *Nirmala* by Premchand; *Gitanjali* by Rabindranath Tagore; *Malgudi Days* by R. K. Narayan; Poems by Nagarjun—*Kalidas*, *Badal Ko Ghirte Dekha Hai*, and *Sindoor Tilakit Bhal*.on themes of nationalism, identity, rural life, gender and social change	11	4	–	15
Unit IV: Progressive Indian Literature and Contemporary Perspectives	Progressive Writers' Movement in India; introduction to Marxist literary criticism; Literature and Class consciousness; Selected writing of Mulk Raj Anand; Untouchable; Selected Poems by Nagarjun, Sahir Ludhianvi and Faiz Ahmad Faiz Literature and social change; Themes of class, caste, equality, nationalism, and resistance; Relevance of progressive literary traditions in contemporary India. Prescribed Texts: *Untouchable* by Mulk Raj Anand; Poems by Sahir Ludhianvi—*Khoon Phir Khoon Hai*, *Udas Na Ho*, *Aao Ki Koi Khwab Bune*, and *Jang*; Poems by Faiz Ahmed Faiz—*Hum Dekhenge*, *Paon Se Lahoo Ko Dho Dalo*, *Nisar Main Teri Galiyon Ke*, and *Tere Gham Ko Jaan Ki Talash Thi*..	12	3	–	15
Total		45	15	0	60

Course Outcomes:

1. Understand the development of Indian literary traditions.
2. Interpret selected literary texts from Hindi and English literature.
3. Identify major literary movements and critical perspectives.
4. Appreciate the cultural and social dimensions of Indian literature.
5. Draw creative inspiration from Indian literary traditions.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	1	1	2	2	2	1	1	1	2	2	1	1	2
CO2	3	3	2	2	1	3	2	2	1	1	1	2	2	2	1	3
CO3	2	3	2	2	1	3	2	2	1	1	2	2	2	2	1	3
CO4	2	2	2	1	1	2	2	3	2	1	2	3	2	1	1	2
CO5	2	3	3	2	1	2	2	2	1	1	2	2	3	2	1	2

Reading List

1. Indian Kavya Literature. Delhi: Motilal Banarsidass.
2. A History of Indian Literature. New Delhi: Sahitya Akademi.
3. The Discovery of India. New Delhi: Oxford University Press.

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Detailed First Year Curriculum Contents SEMESTER – II		
Course Code	:	DCW202
Course Title	:	Hindi Language and Grammar
Number of Credits	:	4(L:3, T:1, P:0)
Prerequisites	;	NIL
Course Category	:	PC

Learning Objective:

1. To develop proficiency in Hindi language and grammar.
2. To strengthen reading, writing, and communication skills in Hindi.
3. To familiarize students with standard Hindi usage and writing conventions.
4. To develop editing and proofreading skills in Hindi.

Course Content:

Unit	Topics	L	T	P	Hours
Unit I: हिंदी भाषा का परिचय एवं व्याकरण के मूल तत्व	हिंदी भाषा का स्वरूप एवं विकास; मानक हिंदी; वर्णमाला, स्वर एवं व्यंजन; शब्द-रचना; संज्ञा, सर्वनाम, विशेषण, क्रिया, अव्यय; लिंग, वचन, पुरुष एवं कारक।	11	4	–	15
Unit II: वाक्य-विन्यास एवं भाषा प्रयोग	वाक्य के प्रकार; वाक्य-रचना; काल; वाच्य; वर्तनी के नियम; विराम-चिह्न; सामान्य भाषा-दोष एवं उनका संशोधन; मुहावरे एवं लोकोक्तियाँ।	11	4	–	15
Unit III: शब्द-संपदा एवं लेखन कौशल	पर्यायवाची, विलोम, अनेकार्थी एवं समरूपी शब्द; अनेक शब्दों के लिए एक शब्द; शब्द-शुद्धि; अनुच्छेद लेखन; सार-लेखन; पत्र एवं ई-मेल लेखन; अनुवाद की मूल अवधारणाएँ।	11	4	–	15
Unit IV: संपादन एवं रचनात्मक भाषा प्रयोग	संपादन एवं प्रूफ-पठन; समाचार, फीचर एवं ब्लॉग लेखन का परिचय; रचनात्मक लेखन की भाषा; कॉपी लेखन का परिचय; कॉपीराइट, साहित्यिक चोरी (Plagiarism) एवं कृत्रिम बुद्धिमत्ता (AI) का नैतिक उपयोग।	12	3	–	15
कुल		45	15	0	60

Course Outcome:

1. Understand the fundamentals of Hindi grammar and language structure.
2. Apply grammatical rules in written and spoken Hindi.
3. Demonstrate proficiency in Hindi vocabulary and comprehension.
4. Produce clear, coherent, and effective written communication in Hindi.
5. Edit and proofread Hindi texts using standard language conventions.

CO–PO–PSO Mapping Matrix

COs	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO 10**	**PO 11**	**PO 12**	**PSO1**	**PSO2**	**PSO3**	**PSO4**
CO1	3	2	1	2	1	2	3	1	1	1	1	1	2	2	1	2
CO2	3	2	2	2	1	2	3	1	1	1	1	1	2	2	1	2
CO3	2	3	2	2	1	2	3	1	1	1	2	1	2	2	1	2
CO4	2	2	3	2	1	2	3	2	1	1	2	2	3	2	1	2

CO5	2	2	2	3	2	2	2	3	1	1	2	2	2	3	2	3

Reading List

1. Hardev Bahri. (2015). *Hindi vyakaran*. Lok Bharati Prakashan.
2. Kamta Prasad Guru. (2018). *Hindi vyakaran*. Bhargava Book Depot.
3. Bholanath Tiwari. (2012). *Hindi bhasha*. Kitab Mahal.
4. Ramchandra Verma. (2016). *Achchhi Hindi*. Lok Bharati Prakashan.

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Detailed First Year Curriculum Contents SEMESTER – II		
Course Code	:	DCW203
Course Title	:	Theory of Creative Writing and Storytelling
Number of Credits	:	4(L:3, T:1, P:0)
Prerequisites	;	NIL
Course Category	:	PC

Learning Objectives:

1. To introduce the theoretical foundations of creative writing and storytelling.
2. To develop an understanding of narrative structures and storytelling techniques.
3. To familiarize students with classical and contemporary theories of storytelling.
4. To explore the relationship between creativity, culture, and audience.

Course Content:

Unit	Topics	L	T	P	Hours
Unit I: Foundations of Creative Writing and Storytelling	Meaning, nature and scope of creative writing; Storytelling as an art and communication process; Creativity and imagination; Elements of storytelling—theme, plot, character, setting, conflict and dialogue; Types of storytelling: oral, literary, visual and digital.	11	4	–	15
Unit II: Classical and Modern Theories of Storytelling	Aristotle's Poetics (Plot, Character, Catharsis); Samuel Taylor Coleridge—Theory of Imagination; Vladimir Propp—Morphology of the Folktale; Joseph Campbell—Hero's Journey; TzvetanTodorov—Narrative Equilibrium.	11	4	–	15
Unit III: Narrative Theories and Story Structure	Narrative voice and point of view; Time and space in narrative; Three-Act Structure; Freytag's Pyramid; Character arc; Symbolism, imagery and metaphor; Storytelling in myths, folklore and popular culture.	11	4	–	15

Storytelling in Contemporary Media	television. podcasts and digital media; Interactive and transmedia storytelling; Audience engagement; Ethics in storytelling; AI and the future of storytelling.				
Total		45	15	0	60

Course Outcomes:

1. Understand the principles and theories of creative writing and storytelling.
2. Explain major narrative structures and storytelling models.
3. Analyze stories using theoretical perspectives.
4. Apply storytelling techniques in creative writing.
5. Evaluate storytelling across literary and digital media.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	1	1	2	2	1	1	1	1	1	3	2	1	2
CO2	3	3	2	2	1	2	2	1	1	1	1	1	3	2	1	2
CO3	2	3	3	2	1	3	2	1	1	1	2	1	3	2	2	3
CO4	2	2	3	3	2	3	2	1	1	1	2	2	3	3	2	3
CO5	2	3	3	2	2	2	2	2	1	1	2	2	3	2	2	3

Reading List

1. The Cambridge Introduction to Creative Writing. Cambridge University Press.
2. Story: Substance, Structure, Style and the Principles of Screenwriting. HarperCollins.
3. Bird by Bird: Some Instructions on Writing and Life. Anchor Books.

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Detailed First Year Curriculum Contents SEMESTER – II		
Course Code	:	DCW204
Course Title	:	Advertisement and Persuasive Communication Theory
Number of Credits	:	4(L:3, T:1, P:0)
Prerequisites	:	NIL

Course Category	:	PC

Learning Objectives:

1. To introduce the concepts and principles of advertising and persuasive communication.
2. To understand the role of persuasion in marketing, media, and society.
3. To familiarize students with major theories of advertising and persuasion.
4. To examine consumer behaviour and audience response.

Course Content:

Unit	Topics	L	T	P	Hours
Unit I: Introduction to Advertising and Persuasion	Meaning, nature and scope of advertising; Evolution of advertising; Functions and objectives of advertising; Types of advertising; Concept and process of persuasive communication; Ethics in advertising.	11	4	–	15
Unit II: Theories and Models of Persuasion	Aristotle's Modes of Persuasion (Ethos, Pathos, Logos); AIDA Model; Hierarchy of Effects Model; Elaboration Likelihood Model (ELM); Theory of Reasoned Action; Consumer decision-making process.	11	4	–	15
Unit III: Audience, Consumer Behaviour and Brand Communication	Audience segmentation; Consumer psychology; Motivation and perception; Branding and brand identity; Emotional appeals; Celebrity endorsement; Storytelling in advertising; Social and digital advertising.	11	4	–	15
Unit IV: Contemporary Advertising and Ethical Issues	Integrated Marketing Communication (IMC); Digital and social media advertising; Influencer marketing; Native advertising; AI in advertising; Green advertising; Ethical, legal and regulatory issues; Advertising Standards and self-regulation.	12	3	–	15
Total		45	15	0	60

Course Outcomes:

1. Understand the fundamentals of advertising and persuasive communication.
2. Explain major theories and models of persuasion.
3. Analyze advertising messages using theoretical perspectives.
4. Evaluate audience behaviour and persuasive strategies.
5. Apply persuasive communication principles to content creation.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
C	3	2	2	2	1	2	2	1	1	1	1	1	3	2	1	2

O1																
CO2	3	3	2	2	1	2	2	1	1	1	1	1	3	2	1	2
CO3	2	3	3	2	2	3	2	1	1	1	2	2	3	3	2	3
CO4	2	2	3	3	2	3	2	2	1	2	2	2	3	3	2	3
CO5	2	2	3	3	3	2	2	2	2	2	3	2	3	3	3	3

Reading List

1. Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw-Hill Education.
2. Persuasion: Reception and Responsibility. Cengage Learning.
3. Advertising Management. Oxford University Press.

Detailed First Year Curriculum Contents SEMESTER – II		
Course Code	:	VOC201
Course Title	:	Copywriting and Advertising
Number of Credits	:	3(L:0, T:1, P:2)
Prerequisites	:	NIL
Course Category	:	VOC

Course Objectives

1. To develop practical skills in writing persuasive and creative advertising content.
2. To familiarize students with copywriting principles, formats, and advertising strategies.
3. To enhance creativity in developing advertisements for print, digital, and social media platforms.
4. To provide hands-on experience in creating advertising campaigns and promotional materials.
5. To prepare students for professional roles in advertising, branding, and content creation.

Practical Experiments

Experiment No.	Practical Activity
1	Write advertising headlines, taglines, and slogans for different products and services.

2	Develop print advertisement copy for newspapers, magazines, and brochures.
3	Create social media advertising copies for Instagram, Facebook, and other digital platforms.
4	Prepare radio advertisement scripts with voice-over directions and sound effects.
5	Write television/video advertisement scripts with visuals and dialogue descriptions.
6	Develop product descriptions and promotional content for e-commerce platforms.
7	Create a complete advertising campaign including theme, target audience, copy, and creative strategy.
8	Prepare public service advertisement (PSA) content on a social issue.
9	Analyze existing advertisements and identify persuasive techniques and creative strategies.
10	Design and present a complete advertising portfolio containing different forms of copywriting projects.

Portfolio Submission

Students shall submit an individual Copywriting and Advertising Portfolio containing all practical assignments completed during the semester. The portfolio should include headlines, slogans, print advertisements, digital copies, radio scripts, video advertisement scripts, product descriptions, campaign plans, and advertisement analysis reports. The portfolio will be evaluated on the basis of creativity, originality, writing quality, persuasive ability, presentation, and professional standards.

Course Outcomes

1. Understand the principles and techniques of advertising copywriting.
2. Create persuasive advertising content for different media platforms.
3. Apply creative writing strategies for branding and promotional communication.
4. Develop advertising campaigns using appropriate copy and creative approaches.
5. Prepare professional copywriting portfolios for employment and freelance opportunities.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	2	1	2	3	1	1	1	2	1	3	2	2	2
CO2	2	3	3	3	2	2	3	1	1	2	2	2	3	3	3	3
CO3	2	3	3	3	2	3	3	2	2	2	3	2	3	3	3	3

CO4	2	2	3	3	3	3	3	2	2	2	3	3	3	3	3	3
CO5	2	2	3	3	3	3	3	3	2	3	3	3	3	3	3	3

Reading List

1. Belch, G. E., & Belch, M. A. (2024). *Advertising and promotion: An integrated marketing communications perspective* (13th ed.). McGraw Hill.
2. Jethwaney, J., & Jain, S. (2022). *Advertising management* (3rd ed.). Oxford University Press.
3. Moriarty, S., Mitchell, N., Wood, C., & Wells, W. (2023). *Advertising & IMC: Principles and practice* (12th ed.). Pearson.

Detailed First Year Curriculum Contents SEMESTER – II		
Course Code	:	COC201
Course Title	:	Reading Culture and Book Appreciation
Number of Credits	:	2(L:0, T:1, P:1)
Prerequisites	:	NIL
Course Category	:	COC

Course Objectives

1. To develop reading habits and promote a culture of critical and creative reading among students.
2. To introduce students to diverse literary genres, authors, and significant works.
3. To enhance appreciation and understanding of books from literary, social, and cultural perspectives.
4. To develop critical thinking and analytical skills through book discussions and reviews.
5. To encourage students to express their ideas through reviews, presentations, and reading activities.

Course Content

Unit	Topics	Hours
Unit I: Reading Culture and Literary Appreciation	Meaning and importance of reading culture; Role of books in personal and social development; Types of reading; Literary genres: fiction, non-fiction, poetry, biography, autobiography,	8

	and essays; Introduction to significant Indian and global authors and literary works.	
Unit II: Book Appreciation and Critical Reading	Elements of book appreciation; Reading and interpretation of texts; Writing book reviews; Author and context analysis; Group discussions and presentations; Role of libraries and digital reading platforms; Developing lifelong reading habits.	7

Practical Activities

Activity No.	Activity
1	Preparation of personal reading plan and book selection.
2	Presentation on a selected author and literary contribution.
3	Group discussion on a selected book.
4	Writing a critical book review.
5	Comparative analysis of two books or authors.
6	Library visit and reading report.
7	Participation in book reading or literary discussion sessions.
8	Digital book review/video presentation.
9	Preparation of annotated bibliography of selected books.
10	Final book appreciation presentation.

Portfolio Submission

Students shall submit an individual Reading Culture and Book Appreciation Portfolio containing reading records, book reviews, author profiles, discussion reports, presentations, annotated bibliography, and reflective notes on their reading experiences. The portfolio will be evaluated on the basis of critical understanding, creativity, presentation, and engagement with reading activities.

Course Outcomes

1. Develop awareness about the importance of reading culture and literary traditions.
2. Identify and appreciate significant literary works, authors, and genres.
3. Analyze books critically from literary, social, and cultural perspectives.
4. Demonstrate effective communication through book reviews, discussions, and presentations.
5. Develop lifelong reading habits and appreciation for diverse forms of knowledge and creativity.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	1	1	2	2	3	2	1	1	2	3	2	2	2

CO2	3	3	2	2	1	3	2	3	2	1	2	2	3	3	2	2
CO3	2	3	3	2	2	3	2	3	2	2	2	3	3	3	2	3
CO4	2	3	3	3	2	3	3	2	3	2	3	3	3	3	3	3
CO5	2	2	3	2	2	2	3	3	3	2	3	3	3	2	2	3

Reading List

1. Birkerts, S. (2015). *The Gutenberg elegies: The fate of reading in an electronic age* (2nd ed.). Faber & Faber.
2. Manguel, A. (1997). *A history of reading* (Rev. ed.). Penguin Books.
3. Prose, F. (2006). *Reading like a writer: A guide for people who love books and for those who want to write them*. Harper Perennial.

Detailed First Year Curriculum Contents **SEMESTER – II**		
Course Code	:	LPI201
Course Title	:	Live Project I (Industry TieUp)
Number of Credits	:	1(L:0, T:0, P:0)
Prerequisites	:	NIL
Course Category	:	LPI

Course Objectives

1. To provide students with real-world exposure through industry-based projects.
2. To bridge the gap between classroom learning and professional practice.
3. To develop teamwork, communication, and problem-solving skills.
4. To enable students to apply theoretical knowledge in practical situations.
5. To enhance professional ethics, workplace discipline, and industry readiness.

Course Description

Students shall undertake a Live Project in collaboration with an industry, media organization, publishing house, advertising agency, NGO, government organization, or any recognized institution approved by the department. The project may be completed individually or in groups under the joint supervision of a faculty mentor and an industry expert. Students are expected to participate in project planning, execution, documentation, and presentation while adhering to professional standards and timelines.

Project Components

Students may undertake activities such as:

1. Content Writing and Editing
2. Social Media Campaign Development
3. Digital Marketing Project
4. Copywriting and Advertising Campaign
5. Website or Blog Content Development
6. Corporate Communication Assignment
7. Podcast or Video Content Production
8. Brand Promotion and Public Relations Activity
9. Research-Based Industry Project
10. Any other approved industry-based communication project

Project Report Submission

Each student shall submit a Live Project Report certified by the industry mentor and the faculty supervisor. The report should include the project title, objectives, organization profile, work undertaken, methodology, outcomes, learning experiences, samples of work completed, photographs/screenshots (where applicable), industry mentor's feedback, and a reflective summary. Students shall also deliver a presentation and viva-voce before the departmental evaluation committee.

Course Outcomes

1. Apply classroom knowledge in real professional environments.
2. Demonstrate teamwork, communication, and project management skills.
3. Develop professional competencies through industry engagement.
4. Analyze workplace challenges and propose practical solutions.
5. Exhibit ethical conduct, professional responsibility, and career readiness.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	2	2	3	3	3	2	2	1	1	2	2	2	3	3	3	3
CO2	2	2	3	2	2	3	3	2	3	2	3	3	3	2	2	3
CO3	2	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3
CO4	2	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3
C	2	2	3	3	2	3	3	3	3	3	3	3	3	3	3	3

05																

CHAPTER 3
SECOND YEAR CURRICULUM STRUCTURE

Semester 3								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DCW301	Writing for Media	1	1	2	4	4
2	PC	DCW302	Writing for Digital platforms	1	2	0	3	4
3	PC	DCW303	Script Writing for Radio and Podcast	1	1	2	4	4
4	PC	DCW304	Creative Non-Fiction	1	1	2	4	4
6	OE	OEC301	Open Elective (To be Chosen by Student) 1. Children's Literature and storytelling 2. Travel Writing	0	2	0	2	2
7	VOC	VOC 301	Vocational (Minor) Magazine Design and content development	0	2	2	4	3
8	COC	COC301	Co-Curricular Innovation, Design Thinking and Creativity	0	2	0	2	2
Total Credits								23

Semester 4								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DCW401	Editing and Proofreading	1	1	2	4	4
2	PC	DCW402	Technical and Academic Writing	1	2	0	3	4
3	PC	DCW403	Research Methodology for Content and Creative writing	1	2	2	5	4

4	PC	DCW404	Screenplay and Dialogue Writing	1	0	2	3	4
7	OE	OEC401	Open Elective (To be Chosen by Student)	0	2	0	2	2
8	OE	VOC401	Vocational (Minor)	0	2	2	4	3
9	OE	COC401	Co-Curricular	0	2	0	2	2
10	PR	LIP401	**Live Project II (Industry TieUp)**	0	0	0	0	1
Total Credits								24

Detailed First Year Curriculum Contents **SEMESTER – III**		
Course Code	:	DCW301
Course Title	:	Writing for Media
Number of Credits	:	4(L:3, T:1, P:0)
Prerequisites	:	NIL
Course Category	:	PC

Learning Objectives:

1. To introduce students to the principles and techniques of writing for different media platforms.
2. To develop professional writing skills for print, broadcast, digital, and social media.
3. To familiarize students with audience-oriented and platform-specific writing styles.
4. To enhance editing, storytelling, and content development skills.

Course Content:

Unit	Topics	L	T	P	Hours
Unit I: Fundamentals of Media Writing	Meaning, nature and scope of media writing; Principles of effective writing; Audience analysis; Writing process—research, planning, drafting, revising and editing; Language, style and readability; Ethics in media writing.	11	4	–	15
Unit II: Writing for Print and Broadcast	News writing; Feature writing; Editorials and opinion pieces; Magazine writing; Radio script writing;	11	4	–	15

Media	Television script writing; Writing for interviews and documentaries.				
Unit III: Writing for Digital and Social Media	Website content writing; Blog writing; Social media posts and captions; Writing for podcasts and video platforms; SEO-friendly writing; E-mail newsletters; Multimedia storytelling; AI-assisted writing tools.	11	4	–	15
Unit IV: Professional and Promotional Writing	Copywriting for advertising; Public relations writing—press releases and media kits; Corporate communication; Brand storytelling; Writing for campaigns; Content strategy; Copyright, plagiarism and digital publishing ethics.	12	3	–	15
Total		45	15	0	60

Course Outcomes:

1. Understand the principles of writing for different media.
2. Produce audience-specific content for print, broadcast, and digital platforms.
3. Apply appropriate writing styles and formats for media communication.
4. Edit and refine media content for clarity and impact.
5. Demonstrate ethical and professional media writing practices.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	1	2	3	1	1	1	1	1	3	2	1	2
CO2	3	3	3	2	2	2	3	1	1	2	2	1	3	3	2	2
CO3	2	3	3	3	2	2	3	1	1	2	2	2	3	3	2	3
CO4	2	2	3	3	2	2	3	2	1	2	2	2	3	3	2	3
CO5	2	2	3	3	2	3	3	3	2	2	3	3	3	3	3	3

Reading List

1. Harrower, T. (2018). *Inside reporting: A practical guide to the craft of journalism* (3rd ed.). McGraw-Hill Education.
2. Kessler, L., & McDonald, D. A. (2020). *When words collide: A media writer's guide to grammar and style* (10th ed.). Cengage Learning.
3. Mencher, M. (2017). *News reporting and writing* (12th ed.). McGraw-Hill Education.
4. Rich, C. (2022). *Writing and reporting news: A coaching method* (9th ed.). Cengage Learning.

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Detailed First Year Curriculum Contents SEMESTER – III		
Course Code	:	DCW302
Course Title	:	Writing for Digital Platforms
Number of Credits	:	4(L:3, T:1, P:0)
Prerequisites	;	NIL
Course Category	:	PC

Learning Objectives:

1. To introduce the principles and practices of writing for digital platforms.
2. To develop platform-specific writing skills for websites, blogs, social media, and mobile applications.
3. To familiarize students with digital content strategy, SEO, and audience engagement.
4. To enhance multimedia storytelling and digital publishing skills.

Course Content:

Unit	Topics	L	T	P	Hours
Unit I: Fundamentals of Digital Writing	Introduction to digital communication; Characteristics of digital writing; Digital audiences and user behaviour; Writing for web readability; Content planning and editorial calendars; Tone, style, and voice for online platforms.	11	4	–	15
Unit II: Writing for Websites and Social Media	Website content writing; Landing pages; Blog writing; Social media writing for Facebook, Instagram, X, LinkedIn, and YouTube; Caption writing; Micro-content; E-mail newsletters; Content adaptation across platforms.	11	4	–	15
Unit III: SEO and Multimedia Content	Introduction to Search Engine Optimization (SEO); Keyword research; Headlines and meta descriptions; Hyperlinks and content structure; Multimedia storytelling; Writing for podcasts and video platforms; AI-assisted content creation; Accessibility in digital content.	11	4	–	15
Unit IV: Content Strategy and Digital Publishing	Content marketing; Brand storytelling; Content analytics and audience engagement; Digital publishing tools; Copyright, Creative Commons, plagiarism, and fair use; Ethics in digital communication; Emerging trends in AI-driven content and digital storytelling.	12	3	–	15
Total		45	15	0	60

Course Outcomes:

1. Understand the principles of digital content writing.

2. Create engaging content for diverse digital platforms.
3. Apply SEO and digital content optimization techniques.
4. Develop multimedia and audience-focused content strategies.
5. Demonstrate ethical and professional digital publishing practices.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	2	2	3	1	1	1	1	1	3	3	2	2
CO2	2	3	3	2	3	2	3	1	1	2	2	1	3	3	3	3
CO3	2	3	3	3	3	3	2	1	1	2	2	2	3	3	3	3
CO4	2	2	3	3	3	3	3	2	2	2	3	2	3	3	3	3
CO5	2	2	3	3	2	3	3	3	2	2	3	3	3	3	3	3

Reading List

1. Briggs, M. (2019). *Journalism next: A practical guide to digital reporting and publishing* (4th ed.). CQ Press.
2. Handley, A. (2022). *Everybody writes: Your go-to guide to creating ridiculously good content* (2nd ed.). Wiley.
3. Miller, R. (2023). *Digital storytelling: A creator's guide to interactive entertainment*. CRC Press.
4. Pulizzi, J. (2014). *Epic content marketing: How to tell a different story, break through the clutter, and win more customers by marketing less*. McGraw-Hill Education.

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Detailed First Year Curriculum Contents **SEMESTER - III**		
Course Code	:	DCW303
Course Title	:	Script Writing for Radio and Podcast
Number of Credits	:	3(L:1, T:1, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Learning Objectives:

1. To introduce the fundamentals of script writing for radio and podcasting.
2. To develop skills in writing engaging audio content for diverse audiences.
3. To familiarize students with formats, genres, and production requirements of audio media.
4. To enhance storytelling, dialogue, narration, and sound design techniques.

Course Content:

Unit	Topics	L	T	P	Hours
Unit I: Introduction to Radio and Podcast Script Writing	Nature and characteristics of audio media; Evolution of radio and podcasting; Principles of audio storytelling; Structure of a script; Audience analysis; Writing for the ear; Language, tone and style.	11	4	–	15
Unit II: Formats and Techniques of Script Writing	Scripts for radio news, talks, interviews, features, documentaries, radio drama, jingles and public service announcements; Podcast formats- solo, interview, conversational, narrative and educational; Script formatting and timing.	11	4	–	15
Unit III: Storytelling and Audio Production	Story structure; Dialogue writing; Narration techniques; Character development; Voice and sound effects; Music cues; Scene transitions; Storyboarding for audio; Writing for branded podcasts and community radio.	11	4	–	15
Unit IV: Digital Audio Publishing and Ethics	Podcast production workflow; Editing and distribution platforms; Audience engagement; Copyright and licensing of audio content; AI tools in script writing and voice generation; Ethics in audio storytelling; Emerging trends in digital audio media.	12	3	–	15
Total		45	15	0	60

Course Outcomes:

1. Understand the principles of radio and podcast script writing.
2. Develop scripts for various audio formats and genres.
3. Apply storytelling and sound design techniques in script development.
4. Create audience-oriented scripts for broadcasting and podcast platforms.
5. Demonstrate professional and ethical practices in audio content creation.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	1	2	3	1	1	1	1	1	3	2	2	2
CO2	2	3	3	2	2	2	3	1	1	2	2	1	3	3	3	3

CO3	2	3	3	3	2	3	3	1	1	2	2	2	3	3	3	3
CO4	2	2	3	3	3	3	3	2	2	2	3	2	3	3	3	3
CO5	2	2	3	2	2	3	3	3	2	2	3	3	3	3	3	3

Reading List

1. Hausman, C., Benoit, P., O'Donnell, L., & Messere, F. (2018). *Modern radio and audio production: Programming and performance* (10th ed.). Cengage Learning.
2. McLeish, R., & Link, J. (2015). *Radio production* (6th ed.). Focal Press.
3. Biewen, J., & Dilworth, A. (Eds.). (2017). *Reality radio: Telling true stories in sound* (2nd ed.). The University of North Carolina Press.
4. Lindgren, M. (2016). *Personal narrative journalism and podcasting*. Routledge.

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Detailed First Year Curriculum Contents
SEMESTER – III

Course Code	:	DCW304
Course Title	:	Creative Non-Fiction
Number of Credits	:	4(L:3, T:1, P:0)
Prerequisites	:	NIL
Course Category	:	PC

Learning Objectives:

1. To introduce students to the theory and practice of creative non-fiction.
2. To familiarize students with major forms of creative non-fiction through selected literary texts.
3. To develop skills in observation, reflection, and factual storytelling.
4. To understand the relationship between memory, experience, and narrative.

Course Content:

Unit	Topics	L	T	P	Hours
Unit I: Introduction to Creative Non-Fiction	Meaning, nature and scope of creative non-fiction; Difference between fiction and non-fiction; Elements of creative non-fiction—voice, scene, dialogue, description, reflection and narrative structure; Truth, memory and ethics in life writing.	11	4	--	15
Unit II: Personal Essays and Memoirs (Selected Readings)	Introduction to personal essays and memoirs; Shooting an Elephant by George Orwell; Dream Children by Charles Lamb and Selected autobiographical writings by Mahatma Gandhi (*Satya ke Prayog*)	11	4	--	15

Unit III: Travel Writing and Literary Journalism	Nature and characteristics of travel writing; Europe ki Puspavati Firenje by Agyeya, and William Dalrymple; Introduction to literary journalism (New Journalism); Khushwant Singh and P. Sainath; Observation and reporting.	11	4	-	15
Unit IV: Contemporary Creative Non-Fiction	Profiles, feature writing and reflective essays; Nature and environmental writing; Digital memoirs and blogs; Narrative podcasts; Ethics in creative non-fiction; AI and autobiographical writing; Contemporary trends in life writing.	12	3	-	15
Total		45	15	0	60

Course Outcomes:

1. Understand the concepts and forms of creative non-fiction.
2. Interpret selected creative non-fiction texts.
3. Analyze narrative techniques in factual writing.
4. Apply creative approaches to non-fiction writing.
5. Produce ethical and engaging creative non-fiction.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	1	2	2	2	1	1	1	1	3	2	1	2
CO2	3	3	2	2	1	3	2	2	1	1	1	2	3	2	1	2
CO3	2	3	3	2	2	3	2	2	1	1	2	2	3	3	2	3
CO4	2	2	3	3	2	3	2	2	2	2	2	2	3	3	2	3
CO5	2	2	3	3	2	2	3	3	2	2	3	3	3	3	3	3

Reading List

1. Gutkind, L. (Ed.). (2012). *You can't make this stuff up: The complete guide to writing creative nonfiction—from memoir to literary journalism and everything in between*. Da Capo Press.
2. Gutkind, L. (2019). *The art of creative nonfiction: Writing and selling the literature of reality* (2nd ed.). W. W. Norton & Company.
3. Zinsser, W. (2016). *On writing well: The classic guide to writing nonfiction* (30th anniversary ed.). Harper Perennial.

4. Kramer, M., & Call, W. (Eds.). (2007). *Telling true stories: A nonfiction writers' guide from the Nieman Foundation at Harvard University*. Plume.

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Detailed First Year Curriculum Contents SEMESTER - III		
Course Code	:	VOC301
Course Title	:	Publishing and Editorial Practices
Number of Credits	:	2(L:0, T:1, P:2)
Prerequisites	:	NIL
Course Category	:	VOC

Course Objectives

1. To introduce students to the fundamentals of publishing and editorial practices.
2. To develop basic editing, proofreading, and manuscript preparation skills.
3. To familiarize students with print and digital publishing workflows.
4. To enhance editorial decision-making and publication ethics.
5. To prepare students for entry-level roles in publishing, editing, and content management.

Course Content

Unit	Topics	Hours
Unit I: Fundamentals of Publishing	Meaning, scope, and evolution of publishing; Types of publishing; Publishing process; Roles of author, editor, publisher, and designer; Print and digital publishing; ISBN and copyright basics; Ethics in publishing.	8
Unit II: Editorial Practices	Copy editing and proofreading; Manuscript evaluation; Style guides and formatting; Page layout and design basics; Editorial workflow; Digital publishing platforms; Open-access publishing; Emerging trends in publishing.	7

Practical Activities

Activity No.	Practical Activity
1	Edit and proofread a short article or manuscript.
2	Prepare a style sheet for a publication.
3	Design the cover page of a book, magazine, or newsletter.
4	Format a manuscript according to publication guidelines.
5	Prepare an editorial calendar for a magazine or blog.
6	Create page layouts using MS Word, Canva, or desktop publishing software.

7	Prepare a copyright page and ISBN information (sample).
8	Review and edit a peer-written article for publication.
9	Develop a digital newsletter or e-magazine.
10	Present a mini publishing project including editing, layout, and publication plan.

Portfolio Submission

Students shall submit an individual Publishing and Editorial Practices Portfolio containing edited manuscripts, proofreading exercises, style sheets, page layouts, cover designs, editorial calendars, newsletters, and publication projects completed during the semester. The portfolio will be evaluated on the basis of editing accuracy, creativity, presentation, formatting, and professional editorial standards.

Course Outcomes (COs)

1. Explain the concepts and processes of print and digital publishing.
2. Apply editing, proofreading, and manuscript preparation techniques.
3. Demonstrate skills in editorial planning and publication design.
4. Use basic publishing tools and workflows for content production.
5. Develop professional competencies in publishing, editing, and editorial management.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	1	1	2	2	2	1	1	1	2	3	2	2	2
CO2	2	3	3	2	2	2	3	2	2	2	2	2	3	3	2	3
CO3	2	3	3	3	2	3	3	2	2	2	3	2	3	3	3	3
CO4	2	2	3	3	3	3	3	2	2	2	3	3	3	3	3	3
CO5	2	2	3	2	3	3	3	3	3	2	3	3	3	3	3	3

Reading List

1. Einsohn, A., & Schwartz, M. (2019). *The copyeditor's handbook: A guide for book publishing and corporate communications* (4th ed.). University of California Press.
2. Butcher, J., Drake, C., & Leach, M. (2021). *Butcher's copy-editing: The Cambridge handbook for editors, copy-editors and proofreaders* (5th ed.). Cambridge University Press.
3. Gaughan, M. (2022). *The editor's companion: An indispensable guide to editing books, magazines, online publications, and more* (3rd ed.). Cambridge University Press.

4. Milstead, J. (2019). *Introduction to publishing: Editing, design, production, and distribution*. Routledge

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Detailed First Year Curriculum Contents SEMESTER – III		
Course Code	:	COC301
Course Title	:	Art of Storytelling
Number of Credits	:	2(L:1, T:0, P:1)
Prerequisites	:	NIL
Course Category	:	COC

Course Objectives

1. To introduce students to the principles and techniques of storytelling.
2. To develop creative thinking and narrative construction skills.
3. To enhance oral, written, and visual storytelling abilities.
4. To familiarize students with traditional and digital storytelling methods.
5. To build confidence in presenting stories for diverse audiences and media platforms.

Course Content

Unit	Topics	Hours
Unit I: Fundamentals of Storytelling	Meaning, nature, and significance of storytelling; Elements of a story; Types of stories; Plot, character, setting, conflict, and theme; Story structure; Folk tales, myths, legends, and contemporary storytelling; Storytelling across cultures.	8
Unit II: Storytelling Techniques and Digital Narratives	Oral storytelling techniques; Voice modulation, body language, and audience engagement; Visual and multimedia storytelling; Storyboarding; Storytelling for digital media, podcasts, and social media; Ethical storytelling; Emerging trends in storytelling.	7

Practical Activities

Activity No.	Practical Activity
1	Narrate a folk tale or personal story using effective voice modulation.
2	Write an original short story (500–700 words).
3	Adapt a traditional story for a modern audience.

4	Develop a storyboard for a short visual story.
5	Record a digital storytelling video or audio presentation.
6	Create a storytelling script for a podcast or YouTube video.
7	Present a story using visual aids or multimedia tools.
8	Perform a group storytelling activity based on a given theme.
9	Analyze the storytelling techniques used in a film, advertisement, or digital campaign.
10	Present an original storytelling performance before the class.

Portfolio Submission

Students shall submit an individual Art of Storytelling Portfolio containing original stories, storyboards, storytelling scripts, multimedia presentations, reflection notes, and records of practical activities completed during the semester. The portfolio will be evaluated on the basis of creativity, originality, presentation, communication skills, and overall storytelling competence.

Course Outcomes (COs)

1. Explain the concepts, elements, and techniques of storytelling.
2. Create original stories using effective narrative structures.
3. Apply oral, written, and digital storytelling techniques for different audiences.
4. Demonstrate creativity and communication skills through storytelling performances.
5. Develop confidence and professional competence in storytelling across multiple media platforms.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	1	1	2	2	2	1	1	1	2	3	2	2	2
CO2	2	3	3	2	2	2	3	2	2	2	2	2	3	3	2	3
CO3	2	3	3	3	2	3	3	2	2	2	3	2	3	3	3	3
CO4	2	2	3	3	3	3	3	2	2	2	3	3	3	3	3	3
CO5	2	2	3	2	3	3	3	3	3	2	3	3	3	3	3	3

Reading List

1. Booker, C. (2004). *The seven basic plots: Why we tell stories*. Continuum.
2. McKee, R. (1997). *Story: Substance, structure, style, and the principles of screenwriting*. HarperCollins.

3. Simmons, A. (2007). *Whoever tells the best story wins: How to use your own stories to communicate with power and impact* (Rev. ed.). AMACOM.
4. Gottschall, J. (2012). *The storytelling animal: How stories make us human*. Houghton Mifflin Harcourt.

Detailed First Year Curriculum Contents **SEMESTER – IV**		
Course Code	:	DCW401
Course Title	:	Editing and Proofreading
Number of Credits	:	4(L:2, T:1, P:1)
Prerequisites	:	NIL
Course Category	:	PC

Learning Objectives:

1. To introduce the principles and techniques of editing and proofreading.
2. To develop skills in language editing, copy editing, and manuscript preparation.
3. To familiarize students with proofreading symbols, style guides, and editorial practices.
4. To enhance accuracy, clarity, consistency, and readability in written content.

Course Content:

Unit	Topics	L	T	P	Hours
Unit I: Fundamentals of Editing	Meaning, scope and importance of editing; Role and responsibilities of an editor; Types of editing — structural, substantive, copy, line and developmental editing; Editorial workflow; Style sheets and editorial ethics.	8	4	3	15
Unit II: Copy Editing and Proofreading	Grammar and language correction; Consistency in style; Proofreading symbols and marks; Punctuation, spelling and capitalization; Fact-checking and reference verification; Introduction to major style guides (APA, MLA, Chicago, AP Style).	8	4	3	15
Unit III: Editing for Print and Digital Media	Editing newspapers, magazines, books, blogs, websites and social media content; Headlines, captions and summaries; Editing AI-generated content; Copyright, plagiarism and editorial ethics; Accessibility and inclusive language.	7	4	4	15
Unit IV: Publishing and Editorial Practice	Manuscript preparation; Editorial planning; Page proof and final proof; Digital publishing workflow; Collaborative editing tools; Freelance editing; Emerging trends in AI-assisted editing and publishing.	7	3	5	15

Total		30	15	15	60

Course Outcomes:

1. Understand the fundamentals of editing and proofreading.
2. Apply editorial standards to improve written content.
3. Use proofreading marks and style guides effectively.
4. Edit print and digital content for accuracy and readability.
5. Produce publication-ready manuscripts and digital content.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	1	2	3	1	1	1	1	1	3	2	2	2
CO2	2	3	3	3	2	2	3	1	1	2	2	2	3	3	2	3
CO3	2	2	3	3	2	3	2	1	1	2	2	2	3	3	2	3
CO4	2	2	3	3	3	3	3	2	2	2	3	2	3	3	3	3
CO5	2	2	3	3	3	3	3	3	2	2	3	3	3	3	3	3

Reading List

1. Einsohn, A., & Schwartz, M. (2019). *The copyeditor's handbook: A guide for book publishing and corporate communications* (4th ed.). University of California Press.
2. Butcher, J., Drake, C., & Leach, M. (2021). *Butcher's copy-editing: The Cambridge handbook for editors, copy-editors and proofreaders* (5th ed.). Cambridge University Press.
3. Mossop, B. (2020). *Revising and editing for translators* (4th ed.). Routledge.
4. Strunk, W., Jr., & White, E. B. (2000). *The elements of style* (4th ed.). Pearson.

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Detailed First Year Curriculum Contents **SEMESTER - IV**		
Course Code	:	DCW402
Course Title	:	Technical and Academic Writing
Number of Credits	:	3(L:2, T:1, P:1)

Prerequisites	:	NIL
Course Category	:	PC

Learning Objectives:

1. To introduce the principles and practices of technical and academic writing.
2. To develop skills in writing clear, concise, and well-structured technical and scholarly documents.
3. To familiarize students with academic integrity, citation styles, and research ethics.
4. To enhance professional communication through reports, proposals, manuals, and research papers.

Course Content:

Unit	Topics	L	T	P	Hours
Unit I: Fundamentals of Technical and Academic Writing	Meaning, characteristics and scope of technical and academic writing; Principles of clarity, coherence and precision; Audience analysis; Writing process; Academic integrity; Plagiarism and ethical use of AI tools.	8	4	3	15
Unit II: Academic Writing	Essay writing; Literature review; Research paper structure; Abstract writing; Referencing and citation (APA, MLA, Chicago); Footnotes, endnotes and bibliography; Note-making and summarization.	8	4	3	15
Unit III: Technical and Professional Writing	Technical reports; Project reports; Manuals and user guides; Proposals; Business correspondence; Minutes and agendas; Policy briefs; Writing for government and corporate organizations.	7	4	4	15
Unit IV: Editing, Presentation and Digital Tools	Editing and proofreading academic documents; Tables, figures and data presentation; Digital writing and collaborative tools; Reference management software (Zotero, Mendeley—Introduction); Preparing dissertations and project reports; Publishing ethics and open-access publishing.	7	3	5	15
Total		30	15	15	60

Course Outcomes:

1. Understand the principles of technical and academic writing.
2. Prepare technical and academic documents using standard formats.
3. Apply citation styles and research ethics in scholarly writing.
4. Edit and present professional documents effectively.
5. Produce well-organized technical and academic content.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	1	2	3	1	1	1	1	1	3	2	2	2
CO2	2	3	3	3	2	2	3	1	1	2	2	2	3	3	2	3
CO3	2	3	3	3	2	3	2	2	1	2	3	3	3	3	2	3
CO4	2	2	3	3	3	3	3	2	2	2	3	2	3	3	3	3
CO5	2	2	3	3	3	3	3	3	2	2	3	3	3	3	3	3

Reading List

1. Alley, M. (2018). *The craft of scientific writing* (4th ed.). Springer.
2. Glasman-Deal, H. (2020). *Science research writing: A guide for non-native speakers of English* (2nd ed.). Imperial College Press.
3. Swales, J. M., & Feak, C. B. (2020). *Academic writing for graduate students: Essential tasks and skills* (4th ed.). University of Michigan Press.
4. Wallwork, A. (2016). *English for writing research papers* (2nd ed.). Springer.

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Detailed First Year Curriculum Contents SEMESTER - IV		
Course Code	:	DCW403
Course Title	:	Research Methodology for Content and Creative Writing
Number of Credits	:	3(L:2, T:1, P:1)
Prerequisites	;	NIL
Course Category	:	PC

Learning Objectives:

1. To introduce the fundamentals of research in content and creative writing.
2. To develop skills in research design, data collection, and analysis.
3. To familiarize students with academic writing, citation, and research ethics.
4. To train students in conducting literary, media, and digital content research.

Course Content:

Unit	Topics	L	T	P	Hours
Unit I: Introduction to	Meaning, nature and types of research; Research process; Identification of research problems;	8	4	3	15

Research	Research objectives, questions and hypotheses; Quantitative, qualitative and mixed-method research; Research in literature, media and digital content.				
Unit II: Research Methods and Data Collection	Review of literature; Primary and secondary sources; Observation, interview, survey, questionnaire and focus group discussion; Textual analysis, discourse analysis, content analysis and narrative analysis; Sampling techniques; Data organization.	8	4	3	15
Unit III: Research Writing and Ethics	Research proposal; Structure of a research paper and dissertation; Citation styles (APA, MLA and Chicago); Referencing and bibliography; Plagiarism; Copyright; Ethical use of AI tools in research; Research integrity.	7	4	4	15
Unit IV: Digital Research Tools and Project Preparation	Digital databases and online archives; Google Scholar and academic search tools; Reference management software (Zotero, Mendeley); Basic data visualization; Preparing research reports; Presentation and publication of research; Emerging trends in digital humanities and AI-assisted research.	7	3	5	15
Total		30	15	15	60

Course **Outcomes:**

1. Understand the principles and methods of research.
2. Design research projects in content and creative writing.
3. Apply appropriate research tools and techniques.
4. Demonstrate ethical practices in academic research.
5. Prepare research reports using standard academic conventions

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	3	2	2	2	1	1	1	2	2	3	2	2	2
CO2	3	3	3	3	2	3	2	1	1	2	2	2	3	3	2	3
CO3	2	3	3	3	3	3	2	2	1	2	3	2	3	3	3	3
CO4	2	2	2	3	2	3	3	3	2	2	3	3	2	2	2	3
CO5	2	2	3	3	3	3	3	2	2	2	3	3	3	3	3	3

Reading List

1. Creswell, J. W., & Creswell, J. D. (2023). *Research design: Qualitative, quantitative, and mixed methods approaches* (6th ed.). SAGE Publications.
2. Kothari, C. R., & Garg, G. (2019). *Research methodology: Methods and techniques* (4th ed.). New Age International.
3. Kumar, R. (2019). *Research methodology: A step-by-step guide for beginners* (5th ed.). SAGE Publications.
4. Bhattacharyya, D. K. (2019). *Research methodology* (4th ed.). Excel Books.

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Detailed First Year Curriculum Contents SEMESTER - IV		
Course Code	:	DCW404
Course Title	:	Screenplay and Dialogue Writing
Number of Credits	:	2(L:1, T:0, P:1)
Prerequisites	;	NIL
Course Category	:	PC

Course Objectives

1. To introduce students to the fundamentals of screenplay and dialogue writing.
2. To develop skills in story visualization, scene construction, and character development.
3. To enhance creative writing for films, television, OTT platforms, and digital media.
4. To familiarize students with screenplay formats and industry practices.
5. To encourage creativity, originality, and effective storytelling through scripts.

Course Content

Unit	Topics	Hours
Unit I: Fundamentals of Screenplay Writing	Meaning and importance of screenplay; Story, plot, and screenplay; Three-act structure; Character development; Scene construction; Visual storytelling; Screenplay format; Introduction to film, television, and OTT scripts.	8
Unit II: Dialogue Writing and Script Development	Principles of dialogue writing; Character voice and conversation; Writing scenes and sequences; Adaptation of stories into screenplays; Script editing and revision; Pitching a screenplay; Contemporary trends in screenplay writing.	7

Practical Activities

Activity No.	Practical Activity

1	Develop a story idea and write a one-page synopsis.
2	Create detailed character profiles for a short screenplay.
3	Write a scene using the standard screenplay format.
4	Write dialogues for a two-character conversation.
5	Convert a short story into a screenplay sequence.
6	Prepare a storyboard for a selected screenplay scene.
7	Write a screenplay for a 5–10 minute short film.
8	Edit and revise a screenplay based on peer feedback.
9	Pitch a screenplay idea through an oral or multimedia presentation.
10	Present the final screenplay with dialogues before the class.

Portfolio Submission

Students shall submit an individual Screenplay and Dialogue Writing Portfolio containing story ideas, synopses, character sketches, screenplay drafts, dialogue exercises, storyboards, script revisions, and the final screenplay completed during the semester. The portfolio will be evaluated on the basis of creativity, originality, screenplay structure, dialogue quality, formatting, and overall presentation.

Course Outcomes (COs)

1. Explain the fundamentals of screenplay structure and dialogue writing.
2. Develop characters, scenes, and narratives for visual media.
3. Apply standard screenplay formatting and scriptwriting techniques.
4. Create original screenplays and engaging dialogues for films, television, and digital platforms.
5. Demonstrate professional scriptwriting skills through a complete screenplay portfolio.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	1	1	2	2	2	1	1	1	2	3	2	2	2
CO2	2	3	3	2	2	2	3	2	2	2	2	2	3	3	2	3
CO3	2	3	3	3	2	3	3	2	2	2	3	2	3	3	3	3
CO4	2	2	3	3	3	3	3	2	2	2	3	3	3	3	3	3
CO5	2	2	3	2	3	3	3	3	3	2	3	3	3	3	3	3

Reading List

1. Field, S. (2005). *Screenplay: The foundations of screenwriting* (Rev. ed.). Delta Trade Paperbacks.
2. McKee, R. (1997). *Story: Substance, structure, style, and the principles of screenwriting*. HarperCollins.
3. Trottier, D. (2022). *The screenwriter's bible: A complete guide to writing, formatting, and selling your script* (7th ed.). Silman-James Press.
4. Chatterji, S. A. (2017). *The art of screenplay writing*. HarperCollins India.

Detailed First Year Curriculum Contents **SEMESTER - IV**		
Course Code	:	DCW403
Course Title	:	Campus: Magazine Production
Number of Credits	:	2(L:1, T:0, P:1)
Prerequisites	;	NIL
Course Category	:	PC

Course Objectives

- To introduce students to the process of magazine planning, editing, design, and publication.
- To develop skills in news writing, feature writing, copy editing, and visual presentation.
- To provide hands-on experience in producing a campus magazine in print or digital format.
- To enhance teamwork, leadership, communication, and project management abilities.
- To familiarize students with ethical and professional practices in student publishing.

Course Content

Unit	Topics	Hours
Unit I: Fundamentals of Magazine Production	Meaning, scope, and types of magazines; Editorial structure; Role of editor, sub-editor, designer, photographer, and reporter; Content planning; Magazine sections; Writing headlines, captions, and introductory notes; Basics of copy editing and proofreading.	8
Unit II: Design, Production, and Publication	Page layout and visual design; Typography and color use; Photography and illustration; Print and digital magazine production; Editorial workflow; Publication schedule; Copyright and publication ethics; Distribution and promotion of campus magazines.	7

Practical Activities (10 Experiments)

Experiment No.	Practical Activity
1	Prepare the editorial plan and theme for a campus magazine.
2	Write a campus news report for magazine publication.
3	Write a feature article on a student, teacher, or campus event.
4	Edit and proofread a submitted article using standard editorial marks.
5	Create headlines, sub-headings, and photo captions for magazine content.
6	Design a magazine cover page using Canva or similar software.
7	Prepare a two-page magazine layout with text and images.
8	Conduct a campus interview and prepare a magazine profile.
9	Create a digital or e-magazine section for online publication.
10	Produce and present a complete mini campus magazine (print or digital) as a group or individual project.

Portfolio Submission

Students shall submit an individual Campus Magazine Production Portfolio containing editorial plans, news reports, feature articles, edited manuscripts, headlines, captions, cover designs, page layouts, interviews, e-magazine pages, and the final mini magazine project completed during the semester. The portfolio will be evaluated on the basis of creativity, editorial quality, design, teamwork, presentation, and adherence to professional publishing standards.

Course Outcomes (COs)

1. Explain the process and organization of magazine production.
2. Write and edit campus news, features, and magazine content effectively.
3. Apply layout, design, and visual communication principles in magazine production.
4. Demonstrate teamwork, editorial coordination, and publication management skills.
5. Produce a professional print or digital campus magazine portfolio.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	1	1	2	2	2	1	1	1	2	3	2	2	2
CO2	2	3	3	2	2	2	3	2	2	2	2	2	3	3	2	3
CO3	2	3	3	3	3	3	3	2	2	2	3	2	3	3	3	3
CO4	2	2	3	3	2	3	3	3	3	2	3	3	3	2	2	3
CO5	2	2	3	3	3	3	3	3	2	3	3	3	3	3	3	3

Reading List

1. Harrower, T. (2018). *Inside reporting: A practical guide to the craft of journalism* (3rd ed.). McGraw-Hill Education.
2. Kobre, K. (2016). *Photojournalism: The professionals' approach* (7th ed.). Routledge.
3. Mencher, M. (2017). *News reporting and writing* (12th ed.). McGraw-Hill Education.
4. Friedmann, A. (2014). *The magazine editor's handbook* (3rd ed.). Routledge.

Detailed First Year Curriculum Contents SEMESTER - IV		
Course Code	:	DCW403
Course Title	:	**Campus Club and Campus Journalism**
Number of Credits	:	0(L:1, T:0, P:1)
Prerequisites	;	NIL
Course Category	:	PC

Course Objectives

1. To introduce students to the principles and practices of campus journalism and magazine production.
2. To develop reporting, writing, editing, and interviewing skills for campus media.
3. To provide practical experience in producing print and digital campus publications.
4. To enhance teamwork, leadership, editorial management, and ethical journalism practices.
5. To encourage student participation in documenting and communicating campus life.

Course Content

Unit	Topics	Hours
Unit I: Fundamentals of Campus Journalism	Meaning, scope, and importance of campus journalism; Role of campus media in higher education; News values; Campus reporting; News writing; Feature writing; Interview techniques; Editorial writing; Media ethics and legal considerations.	8
Unit II: Campus Magazine Production	Planning and organization of campus magazines; Editorial board and workflow; Copy editing and proofreading; Photography and photojournalism; Magazine design and layout; Digital magazines	7

	(E-magazines); Publishing, distribution, and promotion; Emerging trends in campus journalism.	

Practical Activities

Experiment No.	Practical Activity
1	Prepare a campus news report on an academic, cultural, or sports event.
2	Conduct and write an interview with a faculty member, student achiever, or administrator.
3	Write a feature article highlighting an important campus issue or initiative.
4	Write an editorial on a current issue related to higher education or student life.
5	Capture and prepare a photo story documenting a campus activity.
6	Edit and proofread submitted articles using standard editorial symbols.
7	Design the cover page and a two-page layout for a campus magazine using publishing software or Canva.
8	Prepare content for a digital campus newsletter or e-magazine.
9	Develop a social media promotional campaign for the campus magazine.
10	Produce and present a complete print or digital campus magazine containing news, features, interviews, editorials, photographs, and creative contributions.

Portfolio Submission

Students shall submit an individual Campus Magazine and Campus Journalism Portfolio containing news reports, feature articles, interviews, editorials, photographs, edited manuscripts, page layouts, newsletter designs, promotional materials, and the final campus magazine project completed during the semester. The portfolio will be evaluated on the basis of journalistic quality, creativity, editorial standards, visual presentation, teamwork, and professional communication.

Course Outcomes

1. Explain the concepts, principles, and ethical practices of campus journalism.
2. Produce news reports, feature articles, interviews, and editorials related to campus life.
3. Apply editing, design, and publishing techniques in producing print and digital campus magazines.
4. Demonstrate teamwork, leadership, and editorial management skills in campus publications.
5. Develop a professional campus journalism portfolio showcasing reporting, writing, editing, and publication competencies.

CO–PO–PSO Mapping Matrix

C	P	P	P	P	P	P	P	P	P	PO	PO	PO	PS	PS	PS	PS

Os	O1	O2	O3	O4	O5	O6	O7	O8	O9	10	11	12	O1	O2	O3	O4
CO1	3	2	2	1	1	2	2	2	1	1	2	2	3	2	2	2
CO2	2	3	3	2	2	3	3	2	2	2	2	2	3	3	2	3
CO3	2	3	3	3	3	3	3	2	2	2	3	2	3	3	3	3
CO4	2	2	3	3	2	3	3	3	3	2	3	3	3	2	3	3
CO5	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Reading List

1. Ganzon, C.-J. Y. (2016). *Campus journalism*. Rex Book Store.
2. Keeble, R. (2006). *The newspapers handbook* (4th ed.). Routledge.
3. Rich, C. (2015). *Writing and reporting news: A coaching method* (8th ed.). Cengage Learning.
4. Lauterer, J. (2006). *Community journalism: Relentlessly local* (3rd ed.). University of North Carolina Press.

Detailed First Year Curriculum Contents **SEMESTER - IV**		
Course Code	:	DCW403
Course Title	:	**Live Project II (Industry TieUp)**
Number of Credits	:	1(L:0, T:0, P:0) Mandatory
Prerequisites	:	NIL
Course Category	:	PC

Course Objectives

1. To provide advanced industry exposure through collaborative live projects.
2. To strengthen professional competencies in content creation, media production, and communication.
3. To develop project planning, leadership, teamwork, and client management skills.
4. To enable students to solve real-world communication and media challenges.
5. To prepare students for employment, entrepreneurship, and professional practice.

Course Description

Students shall undertake an advanced Live Project in collaboration with a media organization, publishing house, advertising agency, digital marketing firm, corporate organization, NGO, government department, or any approved industry partner. The project should involve planning, execution, documentation, and evaluation of a professional communication assignment under the guidance of both a faculty mentor and an industry supervisor. Students are expected to demonstrate creativity, professionalism, ethical conduct, and effective project management throughout the project duration.

Project Components

Students may undertake any one or more of the following industry-based projects:

1. Brand Communication and Digital Marketing Campaign
2. Documentary or Corporate Video Production
3. Social Media Strategy and Content Management
4. Magazine, Newsletter, or Digital Publication Development
5. Podcast or Web Series Production
6. Public Relations and Event Communication Project
7. Content Development for Website or Mobile Applications
8. Advertising and Creative Campaign Design
9. Research and Media Analytics Project
10. Community Communication and Social Awareness Campaign

Project Report Submission

Each student shall submit a comprehensive Live Project Report duly certified by the industry mentor and faculty supervisor. The report should include the project title, objectives, organization profile, project methodology, work undertaken, deliverables, outcomes, learning experiences, challenges encountered, samples of work, photographs/screenshots (where applicable), industry mentor's evaluation, and a reflective report. Students shall also make a formal presentation and appear for viva-voce before the departmental evaluation committee.

Course Outcomes (COs)

1. Apply advanced theoretical and practical knowledge to real-world industry projects.
2. Demonstrate professional skills in planning, execution, teamwork, and communication.
3. Develop innovative solutions to communication and media-related challenges.
4. Exhibit leadership, ethical responsibility, and project management competencies.
5. Build an industry-oriented professional portfolio demonstrating career readiness.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	3	3	2	2	2	2	3	2	2	3	3	3	3
CO2	2	2	3	3	3	3	3	2	3	3	3	3	3	3	2	3
CO3	2	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3
CO4	2	2	3	3	3	3	3	3	3	3	3	3	3	2	3	3
CO5	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3

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CHAPTER 4
THIRD YEAR CURRICULUM STRUCTURE

Semester 5								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	DSE		Apprenticeship with Industry	0	0	0	20	20
Total Credits								20

The apprenticeship during this semester will be evaluated mandatorily by the faculty/Coordinator under these portfolio submission::

Industries Incubation Studio

Corporate Communication and Brand Portfolio

Creative Media Production Portfolio

Project I

Semester 6								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	DSE		Apprenticeship with Industry	0	0	-	20	20
Total Credits								20

Detailed First Year Curriculum Contents
SEMESTER - V

Course Code	:	DCW501
Course Title	:	Creative Industries Incubation Studio
Number of Credits	:	8(L:2, T:1, P:1)
Prerequisites	;	Successful completion of previous semesters
Course Category	:	PC

Course Objectives

1. To provide students with an incubation environment for developing creative and entrepreneurial projects.
2. To enable students to create industry-ready media, publishing, and communication products.
3. To encourage innovation, collaboration, and start-up culture in creative industries.
4. To develop professional competencies in project management, client handling, and business development.
5. To prepare students for self-employment, freelancing, and careers in creative industries.

Course Description

The Creative Industries Incubation Studio is an off-class, fully practical, project-based course where students work individually or in teams under faculty mentors and industry experts to conceptualize, develop, execute, and market creative products or services. Students will utilize institutional facilities, incubation centers, industry partnerships, and digital platforms to produce commercially viable or socially impactful projects. Learning takes place outside the conventional classroom through continuous mentoring, studio practice, fieldwork, client interaction, and industry engagement.

Suggested Incubation Areas

Students may choose three or more of the following incubation domains:

1. Content Writing and Publishing Venture
2. Digital Media and Content Studio
3. Podcast and Audio Production Studio
4. YouTube and OTT Content Creation
5. Advertising and Branding Agency
6. Social Media Management Consultancy
7. Creative Writing and Publishing Start-up
8. Magazine, Newsletter, and E-Publishing
9. Graphic Design and Visual Communication Studio

10. Event Management and Experiential Communication
11. Public Relations Consultancy
12. Corporate Communication Solutions
13. Digital Marketing Agency
14. Media Research and Analytics Consultancy
15. Educational Content Development
16. AI-assisted Creative Content Studio

Practical Activities (10 Major Studio Tasks)

Activity No.	Practical Activity
1	Identify a creative business opportunity and prepare an incubation proposal.
2	Develop a business model, value proposition, and branding strategy for the venture.
3	Create a professional identity including logo, website/portfolio, and social media presence.
4	Develop at least one market-ready creative product or media service.
5	Execute a live client-based or community-based project.
6	Prepare a marketing and promotional campaign using digital platforms.
7	Generate revenue or demonstrate commercialization through sales, sponsorship, client acquisition, crowdfunding, or institutional partnerships (where feasible).
8	Maintain a weekly incubation diary documenting planning, execution, challenges, and learning outcomes.
9	Present the venture before an expert panel, investors, incubators, or industry mentors through a professional pitch.
10	Submit a complete incubation portfolio including business plan, project outputs, financial summary, branding materials, client feedback, and future growth strategy.

Deliverables

Each student/team shall submit:

- Incubation Proposal
- Business Model Canvas
- Weekly Progress Logbook
- Mentor Review Reports
- Creative Products/Services Developed
- Branding and Marketing Materials
- Client/Industry Feedback
- Revenue or Impact Report (where applicable)
- Final Portfolio
- Pitch Deck
- Incubation Report

Portfolio Submission

Students shall submit a comprehensive Creative Industries Incubation Portfolio documenting all stages of venture development. The portfolio should include the incubation proposal, business model, branding strategy, project outputs, promotional materials, financial plan, client feedback, mentor evaluations, reflective journal, and future business roadmap. The portfolio should demonstrate innovation, creativity, professional competence, sustainability, and entrepreneurial potential.

Course Outcomes (COs)

1. Develop innovative creative products and services addressing real-world needs.
2. Apply entrepreneurial, managerial, and communication skills to establish creative ventures.
3. Produce industry-standard media, publishing, advertising, or communication projects.
4. Demonstrate leadership, teamwork, client management, and business development competencies.
5. Build an industry-ready professional portfolio and incubation model for employment, freelancing, or entrepreneurship.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	3	3	2	2	2	2	3	3	2	3	3	3	3
CO2	2	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3
CO3	2	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3
CO4	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO5	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3

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Detailed First Year Curriculum Contents SEMESTER - V		
Course Code	:	DCW503
Course Title	:	Corporate Communication and Brand Portfolio

Number of Credits	:	4(L:0, T:0, P:0)
Prerequisites	:	NIL
Course Category	:	PC

Course Objectives

1. To develop professional competencies in corporate communication and brand management.
2. To provide hands-on experience in preparing communication strategies for organizations.
3. To enhance skills in branding, reputation management, and stakeholder communication.
4. To build industry-oriented portfolios through live projects and professional assignments.
5. To prepare students for careers in corporate communication, branding, public relations, and marketing.

Course Description

This is an off-class, fully practical, project-based course designed to provide students with real-world exposure to corporate communication and branding practices. Students will work individually or in teams under faculty and industry mentors to create communication strategies, branding materials, corporate content, and professional portfolios for real or simulated organizations. Learning will take place through fieldwork, industry interaction, client meetings, independent study, and project execution rather than classroom lectures.

Practical Activities (10 Major Assignments)

Activity No.	Practical Assignment
1	Conduct a communication audit of an organization or institution.
2	Develop a corporate communication strategy for a selected organization.
3	Create a complete brand identity package including logo usage guidelines, tagline, and brand positioning statement.
4	Prepare a corporate profile, company brochure, and organizational presentation.
5	Write professional corporate communication materials including press releases, speeches, newsletters, and executive messages.
6	Design an integrated digital branding campaign for social media and websites.
7	Prepare a crisis communication and reputation management plan for a selected organization.
8	Execute a live branding or communication assignment for an industry partner, startup, NGO, or educational institution.
9	Develop a personal professional brand portfolio including CV, LinkedIn profile, digital portfolio, and personal branding strategy.
10	Present a comprehensive Corporate Communication and Brand Portfolio before a

	panel of faculty and industry experts.

Portfolio Submission

Students shall submit a Corporate Communication and Brand Portfolio containing:

- Corporate Communication Strategy
- Brand Identity Manual
- Corporate Profile
- Press Releases
- Newsletters
- Corporate Brochure
- Social Media Branding Plan
- Crisis Communication Plan
- Brand Audit Report
- Live Client Project Documentation
- Personal Branding Portfolio
- Reflective Report

The portfolio shall demonstrate professional competency, creativity, strategic thinking, and industry readiness.

Course Outcomes (COs)

1. Develop professional corporate communication strategies for organizations.
2. Create brand identity systems and integrated communication materials.
3. Apply branding, reputation management, and stakeholder engagement strategies in real-world situations.
4. Execute client-based communication projects while demonstrating leadership, teamwork, and ethical professionalism.
5. Build a comprehensive corporate communication and branding portfolio suitable for employment, consultancy, or entrepreneurship.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	3	3	2	2	2	2	3	3	2	3	3	3	3
CO2	2	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3
CO3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO4	2	2	3	3	3	3	3	3	3	3	3	3	3	3	2	3
C	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3

O5																

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Detailed First Year Curriculum Contents SEMESTER - V		
Course Code	:	DCW504
Course Title	:	Creative Media Production Portfolio
Number of Credits	:	4(L:0, T:0, P:0)
Prerequisites	;	NIL
Course Category	:	PC

Course Objectives

1. To develop advanced creative media production skills through hands-on projects.
2. To enable students to produce professional-quality multimedia content for diverse platforms.
3. To strengthen competencies in planning, production, editing, and presentation of creative media.
4. To build an industry-oriented portfolio demonstrating technical and creative excellence.
5. To prepare students for careers in media production, content creation, freelancing, and entrepreneurship.

Course Description

This is a 100% practical, off-class, portfolio-based course where students independently or collaboratively create professional media productions under faculty and industry mentorship. Learning takes place through field assignments, studio work, client-based projects, self-directed production, and portfolio development. Students are expected to produce original creative work using professional production workflows and digital technologies.

Practical Activities (10 Major Assignments)

Activity No.	Practical Assignment
1	Develop a personal creative media production plan and portfolio roadmap.
2	Produce a professional short documentary or promotional video (3–5 minutes).
3	Create a podcast or audio storytelling episode with complete editing and sound design.
4	Design a multimedia storytelling project integrating text, photographs, graphics, and

	video.
5	Produce a series of short-form videos (Reels/YouTube Shorts) for a selected campaign or brand.
6	Develop a photo essay or visual storytelling project on a social, cultural, or environmental theme.
7	Execute a live client or institutional media production assignment.
8	Create a professional digital portfolio website or online showcase featuring all creative works.
9	Prepare a complete production file including concept note, script, storyboard, shooting schedule, budget, production log, and post-production report.
10	Present the final Creative Media Production Portfolio before a panel of faculty and industry professionals.

Portfolio Submission

Students shall submit a Creative Media Production Portfolio comprising:

- Creative Production Proposal
- Scripts and Storyboards
- Video Productions
- Podcast/Audio Productions
- Photography and Photo Essays
- Multimedia Storytelling Projects
- Social Media Content
- Production Diary and Logbook
- Client/Industry Project Documentation
- Digital Portfolio Website or Online Showcase
- Reflective Learning Report

The portfolio shall demonstrate originality, technical competence, creativity, storytelling ability, production quality, and professional presentation.

Course Outcomes (COs)

1. Produce professional-quality multimedia content using appropriate production techniques.
2. Apply creative, technical, and storytelling skills across multiple media platforms.
3. Plan, execute, edit, and present media productions following professional production workflows.
4. Demonstrate project management, teamwork, ethical practices, and client-oriented media production skills.
5. Develop a comprehensive industry-ready creative media portfolio suitable for employment, freelancing, higher studies, or entrepreneurship.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	2	3	3	3	3	2	2	2	2	3	3	2	3	3	3	3
CO2	2	3	3	3	3	3	3	2	2	3	3	3	3	3	3	3
CO3	2	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3
CO4	2	2	3	3	3	3	3	3	3	3	3	3	3	2	3	3
CO5	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Detailed First Year Curriculum Contents **SEMESTER - VI**		
Course Code	:	DCW504
Course Title	:	Apprenticeship with Industry
Number of Credits	:	26 (L:0, T:0, P:26)
Prerequisites	;	NIL
Course Category	:	PC

Course Objectives

1. To provide extensive industry exposure through structured apprenticeship training.
2. To integrate classroom learning with professional practice in media, communication, and creative industries.
3. To develop advanced technical, creative, and managerial competencies required by industry.
4. To strengthen employability, entrepreneurship, leadership, and workplace ethics.
5. To enable students to build a professional portfolio and gain practical experience for career advancement.

Course Description

Students shall undergo a full-semester apprenticeship in a recognized media organization, publishing house, advertising agency, public relations firm, digital marketing company, corporate communication department, television or radio station, OTT platform, newspaper,

magazine, production house, NGO, government organization, or any other approved creative industry. The apprenticeship shall be carried out under the joint supervision of an Industry Mentor and a Faculty Mentor.

Students are expected to actively participate in professional assignments, organizational activities, client-based projects, meetings, planning, execution, documentation, reporting, and evaluation while maintaining professional ethics and workplace discipline.

Major Learning Components

Students may be assigned work in one or more of the following areas:

1. Content Writing and Editing
2. Journalism and News Production
3. Digital Content Creation
4. Social Media Management
5. Copywriting and Advertising
6. Public Relations and Corporate Communication
7. Content Marketing and SEO
8. Podcast, Radio, and Video Production
9. Screenwriting and Script Development
10. Magazine and Book Publishing
11. Graphic Design and Visual Communication
12. Website and Blog Management
13. Event Management
14. Media Research and Analytics
15. Brand Communication and Marketing
16. Client Servicing and Campaign Management

Apprenticeship Deliverables

During the apprenticeship, each student shall submit:

- Weekly Work Diary/Logbook
- Monthly Progress Reports
- Attendance Record certified by the Industry Mentor
- Samples of professional work completed
- Reflective Learning Journal
- Professional Portfolio
- Comprehensive Apprenticeship Report
- Final Presentation and Viva-Voce

Apprenticeship Report Submission

Students shall submit a comprehensive Apprenticeship Report (80–120 pages) certified by both the Industry Mentor and the Faculty Mentor. The report shall include:

- Cover Page
- Certificate
- Declaration
- Acknowledgement
- Organization Profile
- Objectives of Apprenticeship
- Nature of Work Assigned
- Weekly Learning Record
- Major Assignments Completed
- Skills Acquired
- Challenges and Learning Experiences
- Work Samples (where permitted)
- Reflective Learning
- Conclusion
- References
- Appendices

Students shall also submit a Professional Portfolio demonstrating the work completed during the apprenticeship.

Course Outcomes (COs)

1. Apply theoretical knowledge and professional skills effectively in real workplace environments.
2. Demonstrate proficiency in communication, content creation, media production, and professional practices.
3. Manage projects, deadlines, teamwork, and client interactions in an organizational setting.
4. Exhibit professional ethics, leadership, innovation, adaptability, and problem-solving abilities.
5. Develop an industry-ready professional portfolio and demonstrate employability and entrepreneurial competencies.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	3	2	2	2	2	3	3	2	3	3	3	3
C	2	3	3	3	3	3	3	2	3	3	3	3	3	3	3	3

O2																
C O3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
C O4	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3
C O5	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3

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CHAPTER: 5
BASKET: OPEN ELECTIVE

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	T	P		
1	OE101	Open Elective (To be Chosen by Student) 1. Indian Constitution and human right 2. Environment and Sustainable Development	2	0	0	1	2
4	OE201	Open Elective (To be Chosen by Student) 3. Digital Marketing Fundamentals 4. Entrepreneurship and Start-up Management	0	1	1	2	2
7	OE301	Open Elective (To be Chosen by Student) 3. Children's Literature and storytelling 4. Travel Writing	0	1	1	3	2
10	OEC401	Open Elective (To be Chosen by Student) 3. Visual culture 4. Critical thinking	0	2	0	4	2
Total Credits							8

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Detailed First Year Curriculum Contents SEMESTER - I		
Course Code	:	OE101- I
Course Title	:	Indian Constitution and Human Rights
Number of Credits	:	3(L:2, T:1, P:0)
Prerequisites	:	NIL
Course Category	:	OEC

Course Objectives

1. To introduce students to the philosophy, structure, and salient features of the Constitution of India.
2. To familiarize students with Fundamental Rights, Fundamental Duties, Directive Principles of State Policy, and constitutional values.
3. To develop an understanding of the concept and evolution of human rights at national and international levels.
4. To promote awareness of constitutional morality, democratic citizenship, equality, justice, and social responsibility.
5. To encourage students to apply constitutional and human rights principles in personal, professional, and social life.

Course Content

Unit	Topics	Hours
Unit I: Constitution of India	Historical background; Making of the Constitution; Preamble; Salient features; Citizenship; Fundamental Rights; Fundamental Duties; Directive Principles of State Policy.	8
Unit II: Human Rights and Constitutional Governance	Meaning and evolution of Human Rights; Universal Declaration of Human Rights (UDHR); National Human Rights Commission (NHRC); Women's Rights; Child Rights; Rights of SC/ST, Minorities and Persons with Disabilities; Human Rights and Media; Constitutional values in everyday life.	7

Course Outcomes (COs)

1. Explain the philosophy, structure, and salient features of the Constitution of India.
2. Describe Fundamental Rights, Fundamental Duties, Directive Principles, and constitutional institutions.

3. Demonstrate understanding of national and international human rights frameworks.
4. Analyze issues related to equality, justice, social inclusion, and human dignity from constitutional and human rights perspectives.
5. Apply constitutional values and human rights principles in responsible citizenship and professional life.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	1	1	2	2	3	2	1	2	3	1	1	1	2
CO2	2	2	2	2	1	2	2	3	2	1	2	3	1	1	1	2
CO3	2	3	2	2	1	3	2	3	2	1	2	3	1	1	1	2
CO4	2	3	2	2	1	3	3	3	3	1	2	3	1	1	1	2
CO5	2	2	2	2	2	2	3	3	3	2	2	3	1	1	1	2

Reading List

1. Basu, D. D. (2023). *Introduction to the Constitution of India* (27th ed.). LexisNexis.
2. Agarwal, H. O. (2023). *Human rights* (24th ed.). Central Law Publications.
3. Bakshi, P. M. (2024). *The Constitution of India*. Universal Law Publishing.

Detailed First Year Curriculum Contents
SEMESTER - I

Course Code	:	OEC102-II
Course Title	:	Environment and Sustainable Development
Number of Credits	:	3(L:2, T:1, P:0)
Prerequisites	:	NIL
Course Category	:	OE

Course Objectives

1. To introduce students to the concepts of environment, ecology, and sustainable development.
2. To develop awareness of contemporary environmental issues and their socio-economic implications.
3. To familiarize students with biodiversity conservation, climate change, and environmental governance.
4. To promote sustainable lifestyles and responsible environmental citizenship.
5. To encourage students to contribute towards achieving the Sustainable Development Goals (SDGs).

Course Content

Unit	Topics	Hours
Unit I: Fundamentals of Environment and Sustainability	Environment: concept, components and ecosystem; Ecology and biodiversity; Natural resources and their conservation; Environmental pollution (air, water, soil and noise); Waste management; Climate change and global warming; Sustainable Development Goals (SDGs); Environmental ethics and sustainable lifestyle.	8
Unit II: Environmental Governance and Sustainable Development	Environmental protection policies and laws in India; Environmental Impact Assessment (EIA); Renewable and non-renewable energy resources; Water conservation and rainwater harvesting; Disaster management; Community participation in environmental conservation; Green economy; Role of media and communication in promoting environmental awareness and sustainable development.	7

Course Outcomes

1. Explain the concepts of environment, ecology, biodiversity, and sustainable development.
2. Identify major environmental challenges and evaluate their social, economic, and ecological impacts.
3. Demonstrate knowledge of environmental conservation practices, policies, and sustainable resource management.
4. Analyze the role of government, communities, media, and individuals in promoting environmental sustainability.
5. Apply sustainable development principles and environmentally responsible practices in personal and professional life.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4

CO1	2	2	1	1	1	2	2	3	2	1	2	3	1	1	1	2
CO2	2	3	2	2	1	3	2	3	2	1	2	3	1	1	1	2
CO3	2	3	2	2	2	3	3	3	2	2	2	3	1	1	1	2
CO4	2	2	2	2	2	3	3	3	3	2	2	3	1	1	1	2
CO5	2	2	3	2	2	2	3	3	3	2	3	3	1	1	2	2

Reading List

1. Bharucha, E. (2019). *Textbook of environmental studies* (3rd ed.). Universities Press.
2. Rajagopalan, R. (2011). *Environmental studies: From crisis to cure* (3rd ed.). Oxford University Press.
3. World Commission on Environment and Development. (1987). *Our common future*. Oxford University Press.

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Detailed First Year Curriculum Contents SEMESTER - II		
Course Code	:	OE201-I
Course Title	:	Digital Marketing Fundamentals
Number of Credits	:	2(L:0, T:1, P:1)
Prerequisites	:	NIL
Course Category	:	OE

Course Objectives

1. To introduce the fundamentals of digital marketing and its applications.
2. To familiarize students with major digital marketing platforms and tools.
3. To develop practical skills in creating digital marketing content and campaigns.
4. To understand online consumer behaviour and digital branding strategies.
5. To prepare students for entry-level roles in digital marketing and content promotion.

Practical Exercises

Experiment No.	Practical Exercise

1	Create a professional Google Business Profile or business listing (demo).
2	Prepare a digital marketing plan for a local business or startup.
3	Design five social media promotional posts using Canva or similar software.
4	Create SEO-friendly website or blog content with keywords, meta title, and meta description.
5	Develop an email marketing campaign including subject line and promotional email.
6	Perform keyword research using Google Keyword Planner or similar free tools.
7	Design a digital advertisement (banner/poster) for Facebook or Instagram.
8	Prepare a one-week social media content calendar for a brand.
9	Analyze the digital presence of a selected organization and prepare a brief report.
10	Create and present a mini digital marketing campaign integrating SEO, social media, and content marketing strategies.

Portfolio Submission

Students shall submit an individual Digital Marketing Portfolio containing all practical assignments completed during the semester. The portfolio should include digital marketing plans, social media creatives, SEO content, email campaigns, keyword research reports, advertisements, content calendars, campaign reports, and a reflective note on the learning experience. The portfolio will be evaluated on the basis of creativity, practical application, presentation, originality, and professional quality.

Course Outcomes

1. Explain the basic concepts and importance of digital marketing.
2. Apply digital marketing tools and techniques for online promotion.
3. Create platform-specific digital marketing content and campaigns.
4. Analyze consumer engagement and evaluate digital marketing performance.
5. Demonstrate professional competence in planning and executing basic digital marketing activities.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	2	2	2	2	1	1	1	1	1	3	2	2	2
CO2	2	3	2	2	3	2	2	1	1	2	2	1	3	3	2	2
CO3	2	3	3	3	3	2	2	1	1	2	2	2	3	3	3	3
CO4	2	2	3	3	3	3	2	2	2	2	3	2	3	3	3	3

CO5	2	2	2	2	2	3	3	3	2	2	3	3	2	2	2	3

Reading List

1. Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital marketing: Strategy, implementation and practice* (9th ed.). Pearson.
2. Gupta, S. (2022). *Digital marketing* (3rd ed.). McGraw Hill.
3. Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. Wiley.

Detailed First Year Curriculum Contents SEMESTER - II		
Course Code	:	OE201-II
Course Title	:	Entrepreneurship and Start-up Management
Number of Credits	:	2(L:0, T:1, P:1)
Prerequisites	;	NIL
Course Category	:	OEC

Course Objectives

1. To introduce students to the concepts, principles, and process of entrepreneurship.
2. To develop an understanding of start-up ecosystems and entrepreneurial opportunities.
3. To familiarize students with business planning, innovation, and resource management.
4. To develop practical skills required for starting and managing entrepreneurial ventures.
5. To encourage creativity, innovation, and self-employment opportunities.

Course Content

Unit	Topics	Hours
Unit I: Fundamentals of Entrepreneurship	Meaning, concept, and evolution of entrepreneurship; Types and characteristics of entrepreneurs; Entrepreneurial mindset; Innovation and creativity; Opportunity identification; Role of entrepreneurship in economic and social development.	8
Unit II: Start-up Management and Business Planning	Start-up ecosystem; Idea generation and validation; Business model development; Lean start-up approach; Market research; Branding and marketing strategy; Financial planning; Funding sources; Government initiatives for start-ups; Digital entrepreneurship; Challenges and opportunities.	7

Practical Experiments

Experiment No.	Practical Activity
1	Identify a business opportunity and prepare an opportunity analysis report.
2	Develop a start-up idea and prepare a basic business concept note.
3	Prepare a Business Model Canvas for a proposed start-up venture.
4	Conduct market research through survey/interviews and prepare a market analysis report.
5	Create a brand identity including name, logo, tagline, and basic branding strategy.
6	Prepare a start-up pitch deck presenting business idea, market, and growth strategy.
7	Develop a digital marketing plan for a start-up venture.
8	Prepare a financial plan including estimated investment, revenue model, and expenses.
9	Study a successful start-up case and analyze its entrepreneurial journey.
10	Present a complete start-up proposal with business model, marketing plan, and implementation strategy.

Portfolio Submission

Students shall submit an individual Entrepreneurship and Start-up Management Portfolio containing all practical assignments completed during the semester. The portfolio should include opportunity analysis, business concept note, Business Model Canvas, market research report, branding materials, pitch deck, digital marketing plan, financial plan, case study, and final start-up proposal. The portfolio will be evaluated on the basis of creativity, innovation, feasibility, presentation, and practical application of entrepreneurial skills.

Course Outcomes

1. Explain the concepts, characteristics, and importance of entrepreneurship.
2. Identify business opportunities and develop innovative start-up ideas.
3. Apply entrepreneurial tools for business planning and venture development.
4. Analyze market, financial, and management aspects of start-up ventures.
5. Develop entrepreneurial skills and prepare a professional start-up proposal.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	2	2	3	1	2	2	2	2	2	2	1	2
C	2	3	3	2	3	2	3	2	2	2	3	2	3	3	2	3

O2																
CO3	2	3	3	3	3	2	3	2	2	3	3	2	3	3	3	3
CO4	2	2	3	3	3	3	3	2	3	3	3	3	3	3	3	3
CO5	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Reading List

1. Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2020). *Entrepreneurship* (11th ed.). McGraw Hill.
2. Kuratko, D. F. (2020). *Entrepreneurship: Theory, process, and practice* (11th ed.). Cengage Learning.
3. Ries, E. (2011). *The lean startup: How today's entrepreneurs use continuous innovation to create radically successful businesses*. Crown Business.

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Detailed First Year Curriculum Contents SEMESTER - III		
Course Code	:	OE301-I
Course Title	:	Children's Literature and storytelling
Number of Credits	:	2(L:0, T:1, P:2)
Prerequisites	;	NIL
Course Category	:	OEC

Course Objectives

1. To introduce students to the nature, scope, and significance of children's literature.
2. To develop storytelling skills for educational and creative communication.
3. To familiarize students with various forms of children's literature and storytelling techniques.
4. To encourage creativity, imagination, and audience engagement through storytelling.
5. To promote values, empathy, and communication skills through children's literature.

Course Content

Unit	Topics	Hours
Unit I: Introduction to	Meaning, nature and importance of children's literature; Characteristics of children's literature; Folk tales, fairy tales, fables,	8

Children's Literature	myths, legends, picture books, comics, poems, and short stories: Prominent Indian and international children's authors; such as Ankh Mudo Nani by Dipik Ramesh and Medak Mama by Prakash Manu: Educational and cultural significance of children's literature.	
Unit II: Storytelling Techniques and Applications	Principles and techniques of storytelling; Oral, visual and digital storytelling; Voice modulation, body language, narration skills; Story adaptation for different age groups; Storytelling in education, media and community engagement; Digital storytelling tools and contemporary trends.	7

Practical Activities

Activity No.	Practical Activity
1	Narrate a folk tale or children's story using effective voice modulation.
2	Write an original children's story (500–700 words).
3	Adapt a traditional story for contemporary children.
4	Prepare and present a picture-based storytelling session.
5	Record a digital storytelling video or audio presentation.
6	Develop a storytelling script for school children.
7	Design a storyboard for an animated or illustrated children's story.
8	Conduct a storytelling session using visual aids or puppets.
9	Review a children's book and present its educational value.
10	Perform a final storytelling presentation before the class.

Portfolio Submission

Students shall submit an individual Children's Literature and Storytelling Portfolio containing story manuscripts, storyboards, book reviews, storytelling scripts, photographs/screenshots of presentations, reflective notes, and records of practical activities completed during the semester. The portfolio will be evaluated on the basis of creativity, originality, storytelling skills, presentation, and overall learning outcomes.

Course Outcomes (COs)

1. Explain the concepts, forms, and significance of children's literature.
2. Demonstrate effective storytelling techniques for different audiences.
3. Create original and engaging stories suitable for children.
4. Apply creative communication skills using oral, visual, and digital storytelling methods.
5. Develop appreciation for children's literature while enhancing creativity, communication, and educational engagement.

CO–PO–PSO Mapping Matrix

C	P	P	P	P	P	P	P	P	P	PO	PO	PO	PS	PS	PS	PS

Os	O1	O2	O3	O4	O5	O6	O7	O8	O9	10	11	12	O1	O2	O3	O4
CO1	3	2	2	1	1	2	2	2	1	1	1	2	3	2	2	2
CO2	2	3	3	2	2	2	3	2	2	2	2	2	3	3	2	3
CO3	2	3	3	3	2	3	3	2	2	2	3	2	3	3	3	3
CO4	2	2	3	3	3	3	3	2	2	2	3	3	3	3	3	3
CO5	2	2	3	2	2	2	3	3	3	2	3	3	3	2	2	3

Reading List

1. Nodelman, P., & Reimer, M. (2023). *The pleasures of children's literature* (7th ed.). Pearson.
2. Zipes, J. (2012). *The irresistible fairy tale: The cultural and social history of a genre*. Princeton University Press.
3. Sutherland, Z., Daugherty, L., & Faircloth, C. (2019). *Children's literature: A comprehensive guide to the best books for children* (9th ed.). Pearson.
4. Radhakrishnan, M. G. (Ed.). (2019). *The Puffin book of folktales for children*. Puffin Books India.

Detailed First Year Curriculum Contents
SEMESTER - III

Course Code	:	OE302- II
Course Title	:	Travel writing
Number of Credits	:	2(L:0, T:1, P:2)
Prerequisites	;	NIL
Course Category	:	OE

Course Objectives

1. To introduce students to the principles and techniques of travel writing.
2. To develop observation, descriptive, and narrative writing skills.
3. To familiarize students with travel blogs, travelogues, and destination-based content.
4. To enhance creativity through experiential and reflective writing.
5. To prepare students to create engaging travel content for print and digital media.

Course Content

Unit	Topics	Hours
Unit I: Introduction to Travel Writing	Meaning, nature, and scope of travel writing; History and evolution of travel literature; Characteristics of travel writing; Types of travel writing: travelogue, travel article, travel blog, memoir, and guidebook; Famous travel writers; Ethics of travel writing.	8
Unit II: Travel Content Creation	Observation and field notes, Descriptive and narrative techniques; Destination research; Photography and visual storytelling; Travel blogging and vlogging; Digital platforms for travel writing; Responsible and sustainable tourism; Editing and publishing travel content.	7

Practical Activities

Activity No.	Practical Activity
1	Write a descriptive account of a local tourist destination.
2	Prepare a travel itinerary for a one-day or weekend trip.
3	Write a travel blog (700–1000 words) on a place visited.
4	Develop a destination profile highlighting history, culture, and attractions.
5	Create a photo essay with captions on a travel destination.
6	Conduct a field visit and prepare observation notes.
7	Record a short travel vlog or audio travel diary.
8	Review a travel book, documentary, or travel blog.
9	Prepare promotional travel content for a tourism campaign.
10	Present a multimedia travel story using text, photographs, and maps.

Portfolio Submission

Students shall submit an individual Travel Writing Portfolio containing travel articles, blogs, destination profiles, photographs, field notes, travel itinerary, promotional content, reviews, and reflective notes prepared during the semester. The portfolio will be evaluated on the basis of originality, creativity, observation, writing quality, presentation, and overall communication skills.

Course Outcomes (COs)

1. Explain the concepts, forms, and significance of travel writing.
2. Demonstrate observation and descriptive writing skills for travel narratives.
3. Create engaging travel content for print and digital platforms.
4. Apply visual storytelling and multimedia techniques in travel communication.
5. Develop appreciation for cultural diversity, responsible tourism, and professional travel writing.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	1	1	2	2	2	1	1	1	2	3	2	2	2
CO2	2	3	3	2	2	2	3	2	2	2	2	2	3	3	2	3
CO3	2	3	3	3	2	3	3	2	2	2	3	2	3	3	3	3
CO4	2	2	3	3	3	3	3	2	2	2	3	3	3	3	3	3
CO5	2	2	3	2	2	2	3	3	3	2	3	3	3	2	2	3

Reading List

1. Hulme, P., & Youngs, T. (Eds.). (2002). *The Cambridge companion to travel writing*. Cambridge University Press.
2. Kain, G. (Ed.). (2019). *The best American travel writing 2019*. Mariner Books.
3. Theroux, P. (2011). *The tao of travel: Enlightenments from lives on the road*. Houghton Mifflin Harcourt.
4. Bhattacharya, S. (2015). *India: A travel journal*. Niyogi Books.

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Detailed First Year Curriculum Contents **SEMESTER - IV**		
Course Code	:	OE401-I
Course Title	:	Critical thinking
Number of Credits	:	2(L:1, T:0, P:1)
Prerequisites	;	NIL
Course Category	:	OEC

Course Objectives

1. To develop logical, analytical, and reflective thinking skills.
2. To enhance the ability to evaluate information, arguments, and evidence critically.
3. To promote rational decision-making and problem-solving abilities.
4. To develop effective communication through reasoned arguments and discussion.
5. To encourage ethical reasoning and intellectual curiosity.

Course Content

Unit	Topics	Hours
Unit I: Foundations of Critical Thinking	Meaning, nature, and importance of critical thinking; Critical thinking versus creative thinking; Elements of reasoning; Observation, analysis, inference, interpretation, and evaluation; Logical reasoning; Common logical fallacies; Biases and assumptions.	8
Unit II: Critical Thinking in Everyday Life and Media	Evidence-based reasoning; Fact, opinion, and misinformation; Critical reading and listening; Media literacy and fact-checking; Decision-making and problem-solving; Ethical reasoning; Critical thinking in academic, professional, and digital environments.	7

Practical Activities

Experiment No.	Practical Activity
1	Identify facts, opinions, and assumptions from a newspaper article or social media post.
2	Analyze a real-life problem and propose logical solutions using critical thinking techniques.
3	Identify logical fallacies in advertisements, speeches, or media content.
4	Conduct a fact-checking exercise using authentic digital verification tools.
5	Critically review an editorial, article, or opinion piece and present findings.
6	Participate in a structured debate on a contemporary social or media issue.
7	Evaluate conflicting news reports on the same event and identify bias and credibility.
8	Solve a case study using evidence-based reasoning and present recommendations.
9	Prepare a reflective analysis of a decision-making process in a real or hypothetical situation.
10	Present a critical analysis of a documentary, advertisement, film scene, or digital campaign highlighting reasoning, evidence, and ethical issues.

Portfolio Submission

Students shall submit an individual Critical Thinking Portfolio containing analytical reports, case study analyses, fact-checking exercises, debate summaries, reflective essays, media evaluations, and records of practical activities completed during the semester. The portfolio will be evaluated on the basis of logical reasoning, analytical ability, originality, evidence-based arguments, presentation, and critical reflection.

Course Outcomes (COs)

1. Explain the concepts and principles of critical thinking and logical reasoning.
2. Analyze information, arguments, and evidence using critical thinking skills.
3. Apply logical reasoning and problem-solving techniques to real-life situations.
4. Evaluate media messages, information sources, and decision-making processes critically.
5. Demonstrate ethical reasoning, independent judgment, and effective communication in academic and professional contexts.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	2	1	2	2	2	1	2	2	2	2	2	1	2
CO2	3	3	3	3	2	3	2	2	2	2	3	2	2	3	2	3
CO3	2	3	3	3	2	3	3	2	2	3	3	3	2	3	2	3
CO4	2	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3
CO5	2	2	3	2	3	3	3	3	3	3	3	3	2	3	2	3

Reading List

1. Paul, R., & Elder, L. (2020). *The miniature guide to critical thinking concepts and tools* (8th ed.). Foundation for Critical Thinking.
2. Facione, P. A. (2020). *Critical thinking: What it is and why it counts* (2020 update). Insight Assessment.
3. Cottrell, S. (2017). *Critical thinking skills: Effective analysis, argument and reflection* (3rd ed.). Palgrave Macmillan.
4. Nussbaum, M. C. (2010). *Not for profit: Why democracy needs the humanities*. Princeton University Press.

Detailed First Year Curriculum Contents **SEMESTER - IV**		
Course Code	:	OE401-II
Course Title	:	Social Media Management

Number of Credits	:	2(L:0, T:1, P:2)
Prerequisites	:	NIL
Course Category	:	OEC

Course Objectives

1. To develop practical skills in planning, creating, and managing social media content.
2. To familiarize students with major social media platforms and management tools.
3. To enhance competencies in audience engagement, branding, and digital communication.
4. To provide hands-on experience in campaign planning, analytics, and content optimization.
5. To prepare students for careers in social media management, digital marketing, and content creation.

Practical Experiments

Experiment No.	Practical Activity
1	Create professional social media profiles/pages for a brand or organization.
2	Develop a one-month social media content calendar for a business or institution.
3	Design five platform-specific social media posts using Canva or similar software.
4	Create short-form video content (Instagram Reel/YouTube Shorts/Facebook Reel) for promotional purposes.
5	Write engaging captions, hashtags, and call-to-action (CTA) content for different social media platforms.
6	Schedule and manage posts using a social media management tool (Meta Business Suite, Buffer, Hootsuite, etc.).
7	Conduct a competitor analysis and prepare a social media performance report.
8	Analyze engagement metrics and prepare a basic social media analytics report.
9	Design and execute a social media awareness or promotional campaign on a selected theme.
10	Develop and present a comprehensive social media strategy for a brand, institution, or personal profile.

Portfolio Submission

Students shall submit an individual Social Media Management Portfolio containing social media profiles, content calendars, creative posts, captions, short videos, analytics reports, campaign plans, competitor analysis, and the final social media strategy developed during the semester.

The portfolio will be evaluated on the basis of creativity, strategic planning, content quality, audience engagement, presentation, and professional competence.

Course Outcomes (COs)

1. Demonstrate knowledge of social media platforms, tools, and content strategies.
2. Create engaging multimedia content for different social media platforms.
3. Plan, execute, and manage social media campaigns for organizations and brands.
4. Analyze audience engagement and social media performance using analytics tools.
5. Develop a professional social media portfolio demonstrating industry-ready skills.

CO–PO–PSO Mapping Matrix

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PO 11	PO 12	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	2	3	2	2	1	1	2	2	1	3	3	2	2
CO2	2	3	3	2	3	2	2	1	1	2	2	2	3	3	3	3
CO3	2	3	3	3	3	3	2	2	2	2	3	2	3	3	3	3
CO4	2	2	3	3	3	3	3	2	2	2	3	3	3	3	3	3
CO5	2	2	3	3	3	3	3	3	2	3	3	3	3	3	3	3

Reading List

1. Safko, L. (2012). *The social media bible: Tactics, tools, and strategies for business success* (3rd ed.). Wiley.
2. Kerpen, D. (2019). *Likeable social media: How to delight your customers, create an irresistible brand, and be amazing on social media* (3rd ed.). McGraw-Hill Education.
3. Scott, D. M. (2022). *The new rules of marketing and PR: How to use content marketing, social media, AI, live video, and newsjacking to reach buyers directly* (9th ed.). Wiley.
4. Kumar, A., & Nanda, P. (2023). *Social media marketing: Strategy and practice*. Oxford University Press India

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