SVKM's Narsee Monjee College of Commerce & Economics (Autonomous)
Dept of Commerce

Program: **Bachelor of Management Studies**				Semester: III	
Course: Content Creation **Academic Year: 2024-2025** **Batch:**				**Code: OE**	

Teaching Scheme				Evaluation Scheme	
Lectures	**Practicals**	**Tutorials**	**Credits**	**Internal Continuous Assessment (ICA) (weightage)**	**Term End Examinations (TEE) (weightage)**
30	**Nil**	**Nil**	**02**	20	30

Internal Component		
Class Test (Duration:)	**Projects / Assignments**	**Class Participation**
10 marks (20 minutes)	10 marks	-

Learning Objectives:
- CLO 1 – To understand the importance of content creation and design in modern communication and marketing
- CLO 2 – Optimize visual content for different platforms and channels
- CLO 3 – Write engaging and effective content for different platforms, considering audience needs and storytelling techniques

Learning Outcomes:
After completion of the course students will be able to
1. Develop comprehensive content strategies and editorial calendars that align with the goals and objectives of organization
2. Create engaging and compelling content across various platforms, utilizing effective writing techniques, storytelling methods, and visual design principles
3. Tailor content for specific social media platforms and audience reach

Pedagogy:

1. Techniques such as Reviews, Analysis of Cases to promote critical thinking & to create motivated and independent learners.
2. Role plays, management games, group assignments to enable learners to work together in a social environment.
3. Discussion and Debates on Advertising examples & Inquiry based approach for active learning.

4. Flipped Classroom approach to enhance learner engagement.	
5. Videos and Picture Presentations	

Detailed Syllabus: (per session plan)
Session Outline For: Content Creation
Each lecture session would be of one hour duration (30 sessions)

Module	Module Content	Module Wise Pedagogy Used	Module Wise Duration (hrs)	Reference Books
I	**Introduction to Content Creation and Design** • Overview of user interface (UI) and user experience (UX) and its importance in design • Understanding the significance of content creation and design in modern communication and marketing • Exploring the different types of content and their applications • Identifying the target audience and their needs • Introduction to content creation and design tools and platforms professionals use for design –Word, PowerPoint. • Introduction to content creation and design tools and platforms professionals use for design –Canva, etc. • Practical in-class exercises to develop basic content creation and design skills	PPTs, Case studies, Group discussions, Classroom Activity, Videos, Research Papers, etc.	**10**	1. Ann Handley, "Everybody Writes – Your Go-To Guide to Creating Ridiculously Good Content", Wiley, 2022 2. Sean Dollwet, Social Media Marketing 2019: How to Reach Millions of Customers Without Wasting Your Time and Money - Proven Ways to Grow Your Business on Instagram, YouTube, Twitter, and Facebook. 3. Suzanne Gilad, Copyediting and Proofreading For Dummies 1st Edition, 2011
II	**Content Creation and Design Techniques** • Planning and research for content creation and design • Conducting audience research and analysis			

	• Setting goals and objectives for content creation and design. • Developing a content strategy and editorial calendar. • Writing engaging and effective content. • Principles of effective writing for different platforms. • Crafting attention-grabbing headlines and introductions. • Structuring content for readability and flow. • Incorporating storytelling techniques into content. • Text generation with Generative AI. • Using generative AI models to create text-based content. • Applications and challenges of generative AI in generating high quality text-based content.		10	
III	**Visual Techniques** • Visual content creation and design • Basics of graphic design for content creation and design • Creating visually appealing images and infographics • Introduction to video editing, typography, and layout design • Optimizing visual content for different platforms • Visual art generation with Generative AI • Using generative AI models to create visual art designs • Ethical considerations in modifying text, images or videos with AI • Impacts of generative AI on the field of visual arts and creative design.		10	4. Dr. Chandrani Singh, Dr. Abiresh Abraham, Mr. Ajit Pandey, Visual Social Marketing: A shift from read to view 1st Edition, 2018

Reference :

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1. Ann Handley - "Everybody Writes – Your Go-To Guide to Creating Ridiculously Good Content" (Wiley), 2022
2. Sean Dollwet - "Social Media Marketing 2019: How to Reach Millions of Customers Without Wasting Your Time and Money - Proven Ways to Grow Your Business on Instagram, YouTube, Twitter, and Facebook."
3. Suzanne Gilad - "Copyediting and Proofreading For Dummies 1st Edition" (2011)
4. Dr. Chandrani Singh, Dr. Abiresh Abraham, Mr. Ajit Pandey - "Visual Social Marketing: A Shift from Read to View 1st Edition" (2018)

Total Marks allotted: 50 marks

a) Details of Continuous Assessment (CA)

40% of the total marks per course.

Marks allotted for CA is **20 marks.**

Breakup of the 20 Marks is as follows:

Continuous Assessment	Details	Marks
Component 1 (CA-1)	Internal class test (online or offline) MCQs/Explain the concepts/Answer in brief/Case study or application based questions.	**10 marks**
Component 2 (CA-2)	Presentations/Project Work/ Viva-Voce/ Book Review/ Documentary filming/ Assignments/ Group Discussions etc.	**10 marks**

b) Details of Semester End Examination (SEE)

60% of the total marks per course.

Marks allotted for SEE is **30 Marks.**

Duration of examination will be **One Hour.**

QUESTION PAPER FORMAT
All Questions are compulsory

Q. No.	Particulars	Marks
Q.1.	A) Answer in brief OR B) Answer in brief	8
Q.2.	A) Answer in brief OR B) Answer in brief	8

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Q.3.	A) Answer in brief OR B) Answer in brief	8	
Q.4.	Case study/application based questions	6	

Signature   Signature
(Program Chairperson & Vice Principal)   (Principal)