



Ganpat University
॥ विद्यया समाजोत्कर्षः ॥

Faculty of
Computer Applications



FACULTY OF COMPUTER APPLICATIONS

Programme	BCA Honors (Artificial Intelligence & Machine Learning)					Branch	Bachelor of Computer Applications		
Semester	II					Version	1.0.0.0		
Effective from the Academic Year				2026-2027		Effective for the batch Admitted in			June 2026
Subject code	U92D5EWS			Subject Name		EFFECTIVE WRITING SKILLS			
Teaching scheme						Examination scheme (Marks)			
(Per week)	Lecture (DT)		Practical (Lab.)		Total		CE	SEE	Total
	L	TU	P	TW					
Credit	2	-	-	-	2	Theory	25	25	50
Hours	2	-	-	-	2	Practical	-	-	-
Objective:									
Understand the role of communication in personal & professional success. Develop awareness of appropriate communication strategies. Prepare and present messages with a specific intent. Analyze a variety of communication acts. Ethically use, document and integrate sources									
Pre-requisites:									
Familiarity with the basics of English language, strong determination and willpower for skill-set enhancement.									
Learning Outcome:									
Name of CO		Description							
CO1		Understand and apply complex vocabulary and grammar structures							
CO2		Understand and analyze various nuances of writing							
CO3		Understand and evaluate different forms of formal writing and produce effective writing							
CO4		Understand, analyze and create social media writing							
CO5		Apply knowledge of communication skills and produce effective responses							
Mapping of CO and PO:									
Cos	P01	P02	P03	P04	P05	P06	P07	P08	
C01	0	0	0	0	1	2	2	0	
C02	0	0	0	1	1	2	2	1	
C03	0	1	0	1	2	3	2	2	
C04	0	1	0	1	2	3	3	2	
C05	0	1	0	1	2	3	3	2	

Content:		
Unit	Content	Hrs.
1	Vocabulary and Grammar Collocations, Phrases and Idioms, Homophones-Homonyms, Modal Auxiliary Verbs, Types of Sentences (Functional, Structural, Conditional), Active-Passive Voice	06
2	Basics of Writing Skills-I Cs of Effective Writing, Formal Letter Writing (Types, Parts and Structures),E=A+I for Effective Writing, Introduction to Email Writing (Formal and Informal)	06
3	Basics of Writing Skills -II Paragraph Writing (Topic sentence, Sub coordinating sentences, Coherence, Cohesion), Agenda, Minutes of Meeting, Notice Writing	06
4	Creative Writing Skills Blog Writing, Social Media Writing, Tweet Writing	06
5	LSRW integrated Writing Module Website Content Analysis, Summary Writing (Books/ Movies/ Videos/Blogs/Vlogs), Responding to Social Media Messages	06
Practical Content:		
Not Applicable		
Reference Books:		
1	Technical Communication - Principles and Practice by Meenakshi Raman & Sangeeta Sharma (Oxford University Press)	
2	Kumar, Sanjay, Lata Pushp, 2015. Communication Skills. Oxford University Press, New Delhi	
3	Suresh Kumar, E, 2012. Communication Skills and Soft Skills. Pearson, New Delhi	
4	A Communicative Grammar of English by Geoffery Leech and Fan Svartvik (Pearson Longman)	
Web Reference:		
1	Online resources: YouTube - Daily Video Vocabulary, Vocab 24, TED Lectures, Inspirational speeches/addresses of successful people, parliamentary speeches, interviews, various internet channels devoted to learning and improving communication in English	
MOOC/Certificate Course:		
1	Finding Your Professional Voice: Confidence & Impact Coursera	
2	Top Communication Skills Courses - Learn Communication Skills Online (coursera.org)	
3	Creative Writing Specialization [5 courses] (Wesleyan) Coursera	
Question Paper Scheme:		
End Semester Examination Duration: (1 Hours Theory Examination) Note for Examiner: - Q-1 Any One out of Two (05 Marks) Q-2 Any One out of Two (05 Marks) Q-3 Any One out of Two (05 Marks) Q-4 Any One out of Two (05 Marks) Q-5 Any One out of Two (05 Marks) <i>The question paper must comprehensively address all Course Outcomes (COs), align Taxonomy levels, and ensure complete syllabus coverage.</i>		