



**Ganpat University**  
॥ विद्यया समाजोत्कर्षः ॥

Faculty of  
**Computer Applications**



<b>Programme</b>	B.Sc. IT Honours (Artificial Intelligence & Machine Learning)				<b>Branch</b>	Computer Applications						
<b>Semester</b>	II				<b>Version</b>	1.0.0.0						
<b>Effective from the Academic Year</b>			2026-27		<b>Effective for the batch Admitted in</b>				June 2026			
<b>Subject code</b>		U82D5EWS		<b>Subject Name</b>		Effective Writing Skills						
<b>Teaching scheme</b>					<b>Examination scheme (Marks)</b>							
<b>(Per week)</b>	<b>Lecture (DT)</b>		<b>Practical (Lab.)</b>		<b>Total</b>		<b>CCE</b>	<b>SEE</b>	<b>Total</b>			
	L	TU	P	T W								
Credit	2	-	-	-	2	Theory	25	25	50			
Hours	2	-	-	-	2	Practical						
<b>Objective:</b>												
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												
<b>Pre-requisites:</b>												
Familiarity with the basics of English language, strong determination and willpower for skill-set enhancement												
<b>Learning Outcome:</b>												
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										
<b>Mapping of CO and PO:</b>												
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	2	0	2	0	1	1	2	3	1	0	0
CO2	1	1	0	1	0	0	0	0	3	2	0	0
CO3	0	0	0	2	0	0	2	2	3	2	2	1
CO4	0	0	0	0	0	0	0	0	3	3	2	0
CO5	0	2	0	1	0	0	0	2	3	3	2	0
<b>Content:</b>												
<b>Unit</b>	<b>Content</b>											<b>Hrs.</b>
1	<b>Vocabulary and Grammar</b> Collocations, Phrases and Idioms, Homophones-Homonyms, Modal Auxiliary Verbs, Types of Sentences (Functional, Structural, Conditional), Active-Passive Voice											06

2	<b>Basics of Writing Skills-I</b> 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	<b>Basics of Writing Skills –II</b> Paragraph Writing (Topic sentence, Sub coordinating sentences, Coherence, Cohesion), Agenda, Minutes of Meeting, Notice Writing	06
4	<b>Creative Writing Skills</b> Blog Writing, Social Media Writing, Tweet Writing	06
5	<b>LSRW integrated Writing Module</b> Website Content Analysis, Summary Writing (Books/ Movies/ Videos/Blogs/Vlogs), Responding to Social Media Messages	06

**Practical Content:**

List of practical specify by subject teacher based on above mention topics

**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
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**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 Hour 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)

\*The question paper must comprehensively address all Course Outcomes (COs), align with Bloom's Taxonomy levels, and ensure complete syllabus coverage.