

University of Mumbai



No. UG/ 72 of 2021

CIRCULAR:-

Attention of the Principals of the Affiliated Colleges and Directors of the recognized institutions in Faculty of Humanities.

They are hereby informed that the recommendations made by the Board of Studies in English at its online meeting held on 30th May, 2020 vide item No. 2 and subsequently approved by the Board of Deans at its meeting held on 26th June, 2020 vide item No. 11(6) have been accepted by the Academic Council at its meeting held on 23rd July, 2020 vide item No. 4.26 and subsequently approved by the Management Council at its online meeting held on 28th August, 2020 vide item No. 2 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the Ordinance 6574 & 6575 Regulations 9320 & 9321 and the syllabus of **Certificate Course in Content Writing** has been introduced and the same have been brought into force with effect from the academic year **2020-21**. (The said course might be introduced from the academic year 2021-2022 in the wake of prolonged Covid-19 pandemic situation in the country and subsequent delay in the commencement of the new academic year) accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI - 400 032
25th January, 2021
To,


(Dr. B.N. Gaikwad)
I/c. REGISTRAR

The Principals of the affiliated Colleges and Directors of the recognized Institutions in Faculty of Humanities. (Circular No. UG/334 of 2017-18 dated 9th January, 2018.)

A.C/4.26/23/07/2020
M.C/2/28/08/2020

No. UG/ 72-A of 2021

MUMBAI-400 032

25th January, 2021

Copy forwarded with Compliments for information to:-

- 1) The Dean Faculty of Humanities,
- 2) The Chairman, Board of Studies in English,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Co-ordinator, University Computerization Centre.


(Dr. B.N. Gaikwad)
I/c. REGISTRAR

Copy to :-

- 1. The Deputy Registrar, Academic Authorities Meetings and Services (AAMS),**
- 2. The Deputy Registrar, College Affiliations & Development Department (CAD),**
- 3. The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Department (AEM),**
- 4. The Deputy Registrar, Research Administration & Promotion Cell (RAPC),**
- 5. The Deputy Registrar, Executive Authorities Section (EA),**
- 6. The Deputy Registrar, PRO, Fort, (Publication Section),**
- 7. The Deputy Registrar, (Special Cell),**
- 8. The Deputy Registrar, Fort/ Vidyanagari Administration Department (FAD) (VAD), Record Section,**
- 9. The Director, Institute of Distance and Open Learning (IDOL Admin), Vidyanagari,**

They are requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to in the above circular and that on separate Action Taken Report will be sent in this connection.

- 1. P.A to Hon'ble Vice-Chancellor,**
- 2. P.A Pro-Vice-Chancellor,**
- 3. P.A to Registrar,**
- 4. All Deans of all Faculties,**
- 5. P.A to Finance & Account Officers, (F.& A.O),**
- 6. P.A to Director, Board of Examinations and Evaluation,**
- 7. P.A to Director, Innovation, Incubation and Linkages,**
- 8. P.A to Director, Board of Lifelong Learning and Extension (BLLE),**
- 9. The Director, Dept. of Information and Communication Technology (DICT) (CCF & UCC), Vidyanagari,**
- 10. The Director of Board of Student Development,**
- 11. The Director, Department of Students Welfare (DSD),**
- 12. All Deputy Registrar, Examination House,**
- 13. The Deputy Registrars, Finance & Accounts Section,**
- 14. The Assistant Registrar, Administrative sub-Campus Thane,**
- 15. The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan,**
- 16. The Assistant Registrar, Ratnagiri sub-centre, Ratnagiri,**
- 17. The Assistant Registrar, Constituent Colleges Unit,**
- 18. BUCTU,**
- 19. The Receptionist,**
- 20. The Telephone Operator,**
- 21. The Secretary MUASA**

for information.

Board of Studies in English

Syllabus

1	Title of the Course O.6574	Certificate Course in Content Writing
2	Eligibility for Admission O.655	Candidate who passed 10+2 examination in Arts / Science / Commerce or equivalent examination
3	Intake Capacity R. 9320	40 Students per batch
4	Passing Marks	The candidate must obtain 40 % of the total marks in external and internal examination to pass the course
5	Selection	First Come First Served Basis
6	Credits	02 Credits
7	Duration of the Course R. 9321	6 Months (July-December / January-June)
8	Number of Lectures	30 Hours
9	Fee Structure	Rs. 2000/- (The fee covers tuition fee, remuneration of teacher, infrastructural expenses, books, stationery, examination fee etc.)
10	Teaching Faculty Qualification	As per UGC Guidelines
11	Remuneration of Teacher	As per University / Government Guidelines
12	Centre	Any College/Department/Institution under the purview of the University of Mumbai
13	Level	P.G. / U.G. / Diploma/ Certificate (Strike out which is not applicable)
14	Pattern	Yearly / Semester (Strike out which is not applicable)
15	Status	To be implemented from the Academic Year 2020-2021

Date:

Signature:

**Submission on Feasibility of Starting New Courses as per the Provision of
Maharashtra Public University Act 2016
Ac - 23/7/2020, Resolution No. 4.26**

CERTIFICATE COURSE IN CONTENT WRITING

1. Necessity of Starting this course:

- A. With the world going digital, the demands of the job market have changed and Content Writing has emerged as a very lucrative and promising career. In the present crisis of the pandemic too and the rise in “work from home” jobs, a content writer fits the bill, so to say. A content writer does not need to report to office and can work from anywhere they choose.
- B. Although no specialized degree in literature of mass media is required to become a content writer, a degree in literature or mass media comes as an added advantage to the cutting edge competition in the field. A certificate course in enhancing the skill in content writing will definitely help to:
- i. Expose and prepare students for a lucrative employment opportunity
 - ii. Equip students with demands of the digital world with global competency
 - iii. Bridge the gap existing between academia and industry.

2. Whether UGC has recommended to start the said Courses?

UGC has given guidelines for introduction of career oriented courses (<https://www.ugc.ac.in/oldpdf/xiplanpdf/revisedcareerorientedcourses.pdf>). Universities are allowed to run the diploma / certificate courses and with due approval of its governing councils/ statutory council wherever required (Ref: <https://www.ugc.ac.in/faq.aspx>). However, u/s 5(16) under Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017), Universities are empowered to start to prescribe the courses of instruction and studies in choice based credit system for the various examinations leading to specific degrees, diplomas or certificates in a stand-alone format or joint format with other State or national or global universities.

3. Whether all the courses have commenced from academic year 2019-20?

The above certificate course recommended by the BoS in English, and further approved by the statutory bodies is to be introduced from the Academic Year 2020-2021.

4. The courses started by the University are self-financed, whether adequate number of eligible permanent Faculties are available?

The certificate course is purely self-financed. The department/affiliated colleges interested in its affiliation need to comply with the norms laid down as above.

5. To give details regarding duration of the course and is it possible to compress the course?

The duration of the course is maximum 6 month {6 Months (July-December / January-June)} with total 30 contact hours consist of maximum 2 Credits on completion of total 30 hours.

6. The intake capacity of each course and no. of admissions given in the current academic year (2019-20)

The intake capacity is set to maximum 40 students per batch.

7. Opportunities of employability/employment available after undertaking these courses:

1. Be employed by various web-journals and other companies like Spark in Words to create and write various types of content.
2. Be employed with marketing firms or for that matter, any corporate firm for writing marketing content such as brochures, fliers, etc., to appeal to customers to buy a product through catchy headlines and slugs. Content writers can be employed for Public Relations writing to write newsletters, press releases and bulletins. Technical writing deals with literature like user manuals and do-it-yourself kits.
3. Be hired for various web-content writing projects. Websites need to update their content regularly to keep it fresh and relevant.
4. Be hired for content writing in fields of health, lifestyle, children's writing, academic writing, copywriting and fashion.

5. Free lancing in web content creation and editing.
6. Earn online by creating one's own blog or other web-content.



University of Mumbai

Certificate Course in Content Writing

Syllabus (with effect from the academic year 2020-21)

(Choice Based Credit System)

Board of Studies in English

Dr. Sudhir Nikam (Chairperson)

Dr. Rajesh Karankal (Member)

Dr. Santosh Rathod (Member)

Dr. Bhagyashree Varma (Member)

Dr. Deepa Mishra (Member)

Dr. B. N. Gaikwad (Member)

Dr. Dattaguru Joshi (Member)

Dr. Satyawan Hanegave (Member)

Dr. Deepa Murdeshwar-Katre (Member)

Syllabus Sub-Committee

Dr. Deepa Murdeshwar-Katre (Convener): Department of English, Vartak College, Vasai Road, Dist. Palghar

Dr. Shilpa Sapre (Member): Department of English, D. B. J. College, Chiplun

Mrs. Bhaswati Parasar (Member): Department of English, Rizvi College, Bandra, Mumbai

Dr. Gautami Ambiyee (Member): Department of English, Patkar-Varde College, Goregaon, Mumbai

Mrs. Shanti Polameri (Member): Department of English, Maharashtra College, Byculla, Mumbai

Board of Studies in English

Syllabus

1	Title of the Course	Certificate Course in Content Writing
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3	Intake Capacity	40 Students per batch
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14	Pattern	Yearly / Semester (Strike out which is not applicable)
15	Status	To be implemented from the Academic Year 2020-2021

Date:

Signature:

Certificate Course in Content Writing

Preamble:

Content Writing has emerged as a very lucrative and promising career with the advent of the internet. Although no specialized degree is required to become a content writer, a degree in literature or mass media comes as an added advantage to the cutting edge competition in the field. A certificate course in enhancing the skill in content writing will definitely help to bridge the gap existing between academia and industry. Therefore, tremendous efforts have been taken by the Board of Studies in English, Mumbai University to enhance the employability skills of the students of English literature. The current syllabus in Content Writing has been prepared keeping in mind the broad objectives of the Board of Studies in English and is meant for students who wish to make a career in this field. The syllabus is designed to equip students to understand, polish and sharpen their writing skills to become a competent web content developer. The syllabus includes theoretical knowledge as well as practicals in the form of assignments to be submitted after the end of each module. Hands-on training under established content writers has also been suggested after the course is completed by the students. The syllabus aims to enable students to enter the industry with enhanced skill and substantial competence.

- **Necessity of the Course:**

- A. With the world going digital, the demands of the job market have changed and Content Writing has emerged as a very lucrative and promising career. In the present crisis of the pandemic too and the rise in “work from home” jobs, a content writer fits the bill, so to say. A content writer does not need to report to office and can work from anywhere they choose.
- B. Although no specialized degree in literature or mass media is required to become a content writer, a degree in literature or mass media comes as an added advantage to the cutting edge competition in the field. A certificate course in enhancing the skill in content writing will definitely help to:
 - i. Expose and prepare students for a lucrative employment opportunity
 - ii. Equip students with demands of the digital world with global competency
 - iii. Bridge the gap existing between academia and industry.

Objectives:

1. To introduce learners to the basic concepts of Content Writing
2. To sensitize them to the various styles and techniques of writing and editing
3. To nourish their creative faculty
4. To increase employability of the learners
5. To create industry-academia interface through institutional support

Learning Outcomes: After the completion of the course, students will be equipped with

1. The basic concepts of Content Writing
2. The knowledge of various styles and techniques of writing and editing
3. A nourishment of their creative skills
4. An enhancement of their employability
5. A creation of an industry-academia interface through institutional support

Unit I: Basics of Content writing**(06 lectures)**

1. The Concept of Content Writing and its relevance
2. Role and Functions of Content Writers
3. Print and Web Content Writing
4. Scope and Types of Content Writing
5. Principles and processes of content writing

Unit IV: Tools of the trade**(06 lectures)****A. Social Media**

1. Understanding the basics of social media
2. Understanding social media content writing
3. Understanding PR

B. Plagiarism laws in Content Writing

1. What is plagiarism, rules on plagiarism
2. How to write plagiarism-free copies

Unit II: Types of Content writing**(11 lectures)**

1. The process of Content Writing – getting the brief, ideating, researching, structuring, formatting
2. Editing and Proof-Reading—following company style sheet, grammar, copy flow, restructuring, market research
3. Writing Styles - Non-fiction (Essays, Reports), Advertising, Newspapers
4. Writing blogs, case studies, white papers
5. Corporate Communications -- Writing for business to business (B2B), business to consumer (B2C), press releases, newsletters – focus on language, jargon, writing style, target audience, formal and informal language

Unit III:**(07 lectures)****A. Visual Content**

1. Infographics- Importance and relevance
2. Images, Screenshots
3. Videos, Memes, GIFs, 30 degree videos
4. Product Demonstrations

B. Interactive Content

1. Quizzes
2. Polls
3. Interactive white papers

C. Free tools and paid tools**Evaluation Pattern:****A) Internal Assessment****(40 marks)**

Sr. No.	Particulars	Marks
1.	Assignment 1: Developing some selected text in any two styles or editing and proof-reading two selected texts on Unit II	10 marks

2.	Assignment 2: Creating one sample for Part A or Part B of Unit III	10 marks
3.	Internship of 6 days with a content writer/firm followed by a presentation of the experience	20 marks

B) Semester End Examination Pattern:

(60 marks)

Question 1:	On Unit I: a) Objective questions b) Short Notes (Any 2 out of 4)	05 marks 10 marks
Question 2:	On Unit II with internal choices	15 marks
Question 3:	On Unit III with internal choices	15 marks
Question 4:	Short notes on Unit IV (Any 3 out of 5)	15 marks

Reading List:

Web Resources:

<https://www.mindler.com/blog/how-to-become-a-content-writer-in-india/>

<https://www.clearvoice.com/blog/10-types-content-writers-use/>

https://study.com/articles/What_is_a_Content_Writer.html

<https://www.entrepreneur.com/article/247908>

<https://www.locationrebel.com/b2b-writing/>

<https://wordpress.com/support/prevent-content-theft/>

<https://blog.unisquareconcepts.com/content-writing/what-is-plagiarism-why-is-it-important-for-blog-writing/>

YouTube Video URL List:

<https://youtu.be/u3jVX2EOMIU>

<https://youtu.be/Fc3nABpdrJA>

https://youtu.be/A6_7zC0mB9w

https://youtu.be/uQXf_d5Mgig

Feldar, Lynda. *Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound*. New Riders, CA, USA. ISBN-13: 978-0321794437, ISBN-10: 9780321794437.

James, Anthony. *Blog Writing : The Content Creation Blueprint*. Amazon digital services LLD-KDP print US, 2018.

Jones, Colleen. *Clout: The Art and Science of Influential Web Content*. New Riders, CA, USA. ISBN-13: 978-0321733016, ISBN-10: 0321733010.

Nielsen, Jakob and Budiu, Raluca. *Mobile Usability*. New Riders, CA, USA. ISBN-13: 978-0321884480, ISBN-10: 0321884485.

Redish, Janice. *Letting Go Of The Words : Writing Web Content That Works*. Morgan Kaufmann. ISBN: 0123859301.

Robinson Joseph. *Content Writing Step-by-step*. Amazon digital services LLC--KDP print US, 2020. ISBN: 9798603871929.

Williams, Andy. *How To Write Great Website Content in 2019*. Independently published. ISBN: 1731384467.

Note:

1. At the end of the course, the Centre (College/Institute/Department) should ensure that the university rules and regulations have been duly followed.
2. On the basis of examination results and credits earned by the student, the Centre will issue the joint certificate with the name of University and College/Institute/Department.

N.B.: THE CENTER SHOULD ENTER INTO A MEMORANDUM OF UNDERSTANDING WITH RECOGNISED CONTENT WRITER / FIRM TO ENSURE STUDENTS' VISIT FOR ACTIVE LEARNING WITH PRACTICAL EXPOSURE