

**Bachelor of Business Administration (BBA) (General)****Semester – IV**

<b>Course Code</b>	<b>UM4SEBBA01</b>	<b>Title of the Course</b>	<b>Creative Writing in English</b>
<b>Total Credits of the Course</b>	<b>02</b>	<b>Hours per Week</b>	<b>02</b>

<b>Course Objectives</b>	1. To build creative writing skills of students in the modes of writing and storytelling
	2. To inculcate practical skills in students by mapping their creative talent and will be beneficial for employability too
	3. To perform hand-on-activities for students to develop their creative skills in practical sessions

<b>Course Content</b>		
<b>Unit</b>	<b>Description</b>	<b>Weightage (%)</b>
<b>1.</b>	<b>Basics of Creative Writing</b> (A) MODES OF WRITING: Descriptive, Narrative, Argumentative and Expository (B) TYPES OF CREATIVE WRITING: Poetry, Fiction, Non-Fiction and Drama (C) CRAFT OF WRITING: Figures of Speech and Figurative Idioms	<b>50%</b>
<b>2.</b>	<b>An Art of Story Telling</b> (A) COMPONENTS OF A STORY: Plot, Setting, Character, Climax, Verbal and Non-Verbal Cues (B) READING – “The Black Cat” by Edgar Allan Poe <a href="https://americanenglish.state.gov/files/ae/resource_files/the_black_cat.pdf">https://americanenglish.state.gov/files/ae/resource_files/the_black_cat.pdf</a> (C) CREATE YOUR OWN STORY – Interactive Sessions and Hand-on-Activities with Students for Writing and Creating Short Stories	<b>50%</b>

<b>Teaching-Learning Methodology</b>	Learner-Centered Instructional Method: Lectures combined with discussions, interactive sessions, group discussions, assignments, items for self-study through further readings, seminars, creative writing workshops, multi-media presentations, use of audio-visual aids and internet resources.
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# C P PATEL AND F H SHAH COMMERCE (AUTONOMOUS) COLLEGE, ANAND

(Managed by SARDAR PATEL EDUCATION TRUST, ANAND)

**AFFILIATED TO SARDAR PATEL UNIVERSITY, V V NAGAR**

An ISO 9001 2015 Certified / An ISO 14001-2015 Certified / An ISO 21001-2018 Certified

GUJARAT INSTITUTIONAL RATING FRAMEWORK (4 STAR)

AAA Reaccredited CGPA 3.56 – GRADE **A<sup>+</sup>** KCG-Dept of Edu. Govt of Gujarat-April 2017

NAAC Reaccredited - CGPA 3.30 - GRADE **'A<sup>+</sup>'** UGC – MHRD, Govt of India – June 2022

Syllabus as per NEP 2020 with effect from the Academic Year 2024-2025

Evaluation Pattern		
No.	Details of the Evaluation	Weightage
1.	Internal Written (As per CBCS R. 6.8.3)	30%
2.	Internal Continuous Assessment in the form of Quizzes, Seminars, Assignments, Attendance (As per CBCS R. 6.8.3)	20%
3.	External Examination	50%

Course Outcomes	
1.	Students will be able to enhance their overall writing efficiency enabling them to express themselves clearly in a creative manner.
2.	Students will instil practical skills by mapping their creative talent.
3.	Students will get familiarize with the process of writing stories and will be encouraged to publish as well.

Suggested References	
No.	References
01	Dev, Anjana., Marwah, Anuradha. <i>Creative Writing – A Beginner's Manual</i> . Pearson India Education Services Pvt. Ltd. 2019. Print.
02	“Short Story Writing”. IGNOU. <a href="https://egyankosh.ac.in/bitstream/123456789/80465/3/Unit-2.pdf">https://egyankosh.ac.in/bitstream/123456789/80465/3/Unit-2.pdf</a>
03	Poe, Edgar Allan. “The Black Cat”. 1843. <a href="https://americanenglish.state.gov/files/ae/resource_files/the_black_cat.pdf">https://americanenglish.state.gov/files/ae/resource_files/the_black_cat.pdf</a>
04	E-Resources: <a href="https://www.youtube.com/watch?v=nzPjluKF54o">https://www.youtube.com/watch?v=nzPjluKF54o</a> <a href="https://www.youtube.com/watch?v=s-Qbedgqyws">https://www.youtube.com/watch?v=s-Qbedgqyws</a>

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