



**Gyanmanjari**  
Innovative University

Course Syllabus  
Gyanmanjari College of Computer Application  
Semester-7 (BCA)

**Subject:** Corporate Content Writing For BDE – BCAXX17406

**Type of course:** Major Core

**Prerequisite:** A basic foundation in Communication Skills, Professional Ethics, and Management Basics. From a technical perspective, learners need basic proficiency in Microsoft Excel for sales tracking, PowerPoint for creating pitch decks, and word processing tools for proposal writing, along with familiarity with internet research and LinkedIn navigation.

### Rationale:

This course equips students with the skills to create effective and engaging content for business and marketing purposes. It focuses on developing writing techniques for digital platforms, including blogs, websites, social media, and email communication. Students learn to apply SEO principles, craft persuasive marketing content, and support business growth through strategic communication. The course also emphasizes content planning, audience analysis, and the use of modern writing tools. It prepares learners for real-world roles in content creation, digital marketing, and business development.

### Teaching and Examination Scheme:

| Teaching Scheme |   |   | Credits | Examination Marks |           |     |     |     | Total Marks |
|-----------------|---|---|---------|-------------------|-----------|-----|-----|-----|-------------|
| CI              | T | P |         | C                 | SEE       |     | CCE |     |             |
|                 |   |   | Theory  |                   | Practical | MSE | LWA | ALA |             |
| 3               | 0 | 2 | 4       | 75                | 25        | 30  | 20  | 50  | 200         |

**Legends:** CI-Class Room Instructions, T - Tutorial, P - Practical, C - Credit, SEE - Semester End Evaluation, MSE- Mid Semester Examination, LWA - Lab Work Assessment, V - Viva voce, CCE-Continuous and Comprehensive Evaluation, ALA- Active Learning Activities

3 Credits \* 25 Marks – 75 Marks (each credit carries 25 Marks) Theory

1 Credits \* 25 Marks – 25 Marks (each credit carries 25 Marks) Practical

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component



**Course Content:**

| Sr. No | Course content  | Hrs | % Weightage |
|--------|---|-----|-------------|
| 1      | <b>Introduction to Business Development:</b><br>Meaning and role of BDE, Business development vs sales vs marketing, Skills required for BDE, Business growth strategies, Objectives and functions of business development, Importance of business development in organizations, Introduction to lead generation, Ethical practices in business development, Sales Funnel.  | 10  | 20%         |
| 2      | <b>Foundations of Content Writing:</b><br>Introduction to Content Writing: Definition, Scope, and Importance in Business, Role of Content Writing in Business Development and Sales, Types of Content: Blogs, Articles, Web Copy, Social Media, Emails, Proposals, Understanding Target Audience and Buyer Personas, Writing Styles: Formal, Conversational, Persuasive, and Informative, Tone, Voice, and Brand Consistency in Writing, Basic Grammar, Punctuation, and Writing Mechanics for Professionals, The Writing Process: Research, Outline, Draft, Edit, and Publish.                               | 8   | 20%         |
| 3      | <b>SEO Writing &amp; Web Content:</b><br>Introduction to Search Engine Optimization (SEO) and Its Importance for Business, Keyword Research: Tools and Techniques (Google Keyword Planner, User suggest), On-Page SEO: Title Tags, Meta Descriptions, Header Tags, and Alt Text, Writing SEO-Friendly Blog Posts and Articles, Content Structure: Use of Headings, Subheadings, and Bullet Points for Readability, Internal and External Linking Strategies in Content, Writing Website Copy: Home Page, About Us, Services, and Landing Pages, Content Audit: Evaluating and Improving Existing Web Content. | 10  | 20%         |
| 4      | <b>Business &amp; Professional Writing for BDEs:</b><br>Business Email Writing: Structure, Etiquette, and Best Practices, Cold Email Writing: Subject Lines, Personalization, and Call-to-Action (CTA), Follow-Up and Nurture Email Sequences for Sales Pipelines, Proposal Writing: Components, Format, and Persuasive Techniques, Writing Executive Summaries and Business Reports, LinkedIn Content Writing for BDE Professionals, Client-Facing Communication: Tone, Clarity, and Professionalism, Writing Case Studies and Client Testimonials   | 9   | 20%         |



|   |   |   |     |
|---|---|---|-----|
| 5 | <p><b>Digital &amp; Social Media Content Writing:</b><br/>                 Social Media Content Strategy for B2B Businesses, Writing for LinkedIn, Twitter, Instagram, and Facebook in a Business Context Company Pages, Plagiarism: Understanding, Avoiding, and Checking with Tools, Content Calendar: Planning and Scheduling Content for Consistency, Copywriting vs. Content Writing: Key Differences and When to Use Each. Writing Product Descriptions and Feature Highlights for IT Products, Building a Professional Content Portfolio, Freelancing and Content Writing as a Career Path, Introduction to Content Marketing Funnels: TOFU, MOFU, BOFU Writing.</p> | 8 | 20% |
|---|---|---|-----|

**Continuous Assessment:**

| Sr. No | Active Learning Activities   | Marks |
|--------|--|-------|
| 1      | <p><b>Client Pitch Simulation:</b><br/>                     Students will develop real-world business development skills by acting as a Business Development Executive (BDE). Choose a service (like Web Development, SEO, App Development, Digital Marketing, etc.). Assume a client requirement/problem. Prepare a complete business proposal. Create a client pitch explanation. Students will upload posts, blog and content related to website on GMIU portal.</p>                                  | 10    |
| 2      | <p><b>LinkedIn Personal Branding Activity :</b><br/>                     In this activity, students will develop their professional presence by creating content for LinkedIn. They will write two posts—one focused on professional insights and another on thought leadership—along with a well-structured LinkedIn profile summary and upload it on the GMIU Web Portal.</p>  | 10    |
| 3      | <p><b>Content Audit Project :</b><br/>                     Students will select a real company website and perform a content audit of key pages such as Home, About Us, and Services. They will analyze the content based on clarity, structure, tone, and basic SEO elements like headings and keyword usage. Students will identify weaknesses in the content and suggest improved versions to make it more effective and user-friendly. They then upload these to the GMIU Web Portal.</p>            | 10    |
| 4      | <p><b>Content Calendar Planning:</b><br/>                     In this activity, students will design a content calendar for a period of 7 or 14 days for a selected business or brand. They will plan content for different platforms such as LinkedIn, Instagram, or Twitter by deciding the topic, type of post, and caption ideas for each day. The calendar will be prepared in a structured table format to ensure clarity and consistency and then upload that summary to the GMIU Web Portal.</p> | 10    |



|              |  |           |
|--------------|--|-----------|
| 5            | <b>Website Landing Page Writing :</b><br>In this activity, students will create content for a landing page of a product or service (preferably IT-based). The content should include a headline, subheading, key features, benefits, and a strong call-to-action (CTA). Students will focus on writing persuasive and conversion-oriented content. It should be uploaded to the GMIU portal. | 10        |
| <b>Total</b> |  | <b>50</b> |

**Suggested Specification table with Marks (Theory):75**

| Distribution of Theory Marks<br>(Revised Bloom's Taxonomy) |                    |                      |                    |                |                 |               |
|--|--------------------|----------------------|--------------------|----------------|-----------------|---------------|
| Level  | Remembrance<br>(R) | Understanding<br>(U) | Application<br>(A) | Analyze<br>(N) | Evaluate<br>(E) | Create<br>(C) |
| Weightage  | 25%                | 45%                  | 10%                | 10%            | 0               | 10%           |

**Course Outcome:**

|   |  |
|---|--|
| After learning the course the students should be able to: |  |
| CO1   | Understand the fundamentals of Business Development, including the role of a Business Development Executive (BDE), differences between business development, sales, and marketing, key skills required, and the importance of business growth strategies in organizations. |
| CO2   | Demonstrate the role and importance of content writing in business development and the IT industry.  |
| CO3   | Develop SEO-optimized web content including blog posts, meta descriptions, and landing pages using keyword research tools.   |
| CO4   | Compose professional business documents including cold emails, proposals, reports, and LinkedIn posts.   |
| CO5   | Designing of structured social media content calendar and write platform-specific digital content for B2B audiences  |



**List of Practical**

| Sr. No       | Descriptions  | Unit No | Hrs       |
|--------------|---|---------|-----------|
| 1            | Research Live BDE Job Postings, Extract Skills & Compare BDE vs Sales vs Marketing Roles  | 1       | 2         |
| 2            | Design a 5-Stage Sales Funnel for a Given Business & Qualify 5 Leads Using BANT Framework   | 1       | 2         |
| 3            | Analyze Growth Strategies of Real Companies & Identify Ethical vs Unethical BD Practices  | 1       | 2         |
| 4            | Build a Complete Buyer Persona Using Research & Derive a Content Strategy from It   | 2       | 2         |
| 5            | Write the Same Topic in 4 Styles — Formal, Conversational, Persuasive & Informative writings.   | 2       | 2         |
| 6            | Execute the Full Writing Process: Research → Outline → Draft → Edit → Publish-Ready Checklist   | 2       | 2         |
| 7            | Use Google Keyword Planner & Ubersuggest to Build a 20-Keyword Strategy for a Given Niche   | 3       | 2         |
| 8            | Conduct a Live On-Page SEO Audit of an Assigned Website & Write an Improvement Report   | 3       | 2         |
| 9            | Write a 500-Word SEO Blog Post with Title Tag, Meta Description, H2/H3 Structure & CTA  | 3       | 2         |
| 10           | i. Write a 3-Email Cold Outreach Sequence for a Given Sales Scenario<br>ii. Optimize a LinkedIn Profile & Write 3 Types of Professional Posts | 4       | 2         |
| 11           | Write a Complete Business Proposal for a Given Client Brief Using All 9 Proposal Components   | 4       | 2         |
| 12           | Create a 1-Month Social Media Content Calendar & Write Platform-Specific Posts for a B2B Brand  | 5       | 2         |
| 13           | Write TOFU, MOFU & BOFU Content Piece for the Same Product  | 5       | 2         |
| 14           | Create & Publish a Personal Content Writing Portfolio with 5 Samples Across All Units   | 5       | 2         |
| 15           | Run Plagiarism Checks on 3 Samples, Rewrite to Pass & Submit a Report.  | 5       | 2         |
| <b>Total</b> |   |         | <b>30</b> |



**Instructional Method:**

The course delivery method will depend upon the requirement of content and need of students. The teacher, in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc. From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory.

The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

**Reference Books:**

- [1] Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content —Handley, A. 2nd Edition, 2023 Wiley.
- [2]. Content Strategy for the Web (New Riders) — Halvorson, K. & Rach, M 3rd Edition, 2023 New Riders
- [3] This Is Marketing: You Can't Be Seen Until You Learn to See — Godin, S 9th Edition, 2024 Pearson
- [4] Digital Marketing: Strategy, Implementation and Practice — Chaffey, D. & Ellis-Chadwick, F 9th Edition, 2024 Pearson.
- [5] The Elements of Style (Pearson Education) — Strunk, W. & White, E. B. 15th Edition, 2023 Kogan Page.
- [6] Online Resources: HubSpot Blog, Copyblogger, Grammarly Blog, Moz SEO Learning Center, Coursera Content Marketing Courses

