



Anekant Education Society's

ANEKANT INSTITUTE OF MANAGEMENT STUDIES (AIMS)

Baramati, District-Pune, State-Maharashtra, India-413 102

RELIGIOUS MINORITY INSTITUTION

AICTE Approved; DTE Code: 6731

NAAC Accredited

Affiliated to Savitribai Phule Pune University, Pune

Website : www.aimsbaramati.org

Email ID : director.aimsbaramati@gmail.com

Academic Year :

Course Title	: Content Development
Course Type	: Add On Course
Semester	: IV
Academic Year	: 2023- 2024
Batch	: 2022-2024 [XII]
Duration	: 21/02/2024 to 15/05/2024
Course Teacher	: Dr. S.S. Khatri



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Religious Minority Institution
(Accredited with B++ (CGPA 2.93) by NAAC & Permanently Affiliated to SPPU)

Course: Content Development [Sem IV]

[A.Y. 2023-2024]

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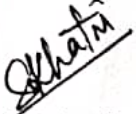
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Ref: AES/AIMS/MBA/2023-24/

Date: 17/02/2024

NOTICE- ADD ON COURSE

All MBA I year students are hereby informed that, Institute is starting Certificate Course in Content Development from Wednesday 21/02/2024. The course is institute based and comes under the umbrella of Add On Course. The last date for registration of course is Tuesday 20/02/2024. The course is free of cost. Kindly contact the undersigned for registration of the course.


Course Faculty
Dr. S.S. Khatri





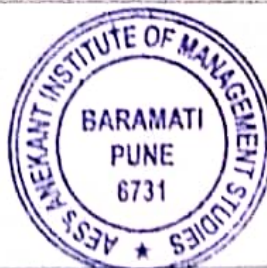
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ANEKANT INSTITUTE OF MANAGEMENT STUDIES (AIMS)

Lesson Plan

1. Course Title: Content Development
2. Type of Course: Certificate Course
3. Class: MBA II [Semester: IV] [A.Y. 2023-2024]
4. Name of Faculty: Dr. S.S. Khatri
5. Session Allotment: 1 Hour a Session and 2 Sessions Per Week
6. Methodology of Teaching: Reading, Drafting and Assignments

Months in Semester IV (2024)	Modules (as per Syllabus)	Topics Titles	No. of Sessions allotted (One Hour a Session)
February	Module 1	Introduction (Blogs, Articles, Scripts and Email Writing)	1
		Writing Blogs	1
		Writing Articles	1
		Writing Scripts	1
		Writing Email	1
March	Module 2	Active, Passive Words Usage and their benefits in a content	
		Active words usage	1
		Passive words and professional usage	1
	Module 3	Audience Research	
		Valuable insights into the needs, interests, and pain points of the target audience	2
	Module 4	Crafting magnetic headlines	
		Learning the art to dominate the niche with click-worthy titles	1
	Learning to generate interest in reading content by crafting magnetic headlines.	1	
April	Module 5	Master the art of body and conclusion	
		Writing a professional introduction	2
		Crafting powerful paragraphs	2
		Learning memorable conclusions and closings	2
	Module 6	SEO terms & practical keyword research	
		Professional content formatting	1
		SEO terminologies	1
		How to start keyword research	1
		Competitor analysis like a pro	1
Total Sessions			21

Course Faculty
Dr. S.S. Khatri



Program Coordinator
Dr. P. P. More



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Ref: AES/AIMS/MBA/2023-24/

Date: 20/02/2024

NOTICE

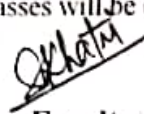
This is to notify, following students of MBA II year had registered their names seeking admission to **Certificate Course in Content Development**.

Sr.#	Name of Student
1	Gajphode Vishakha Dattatray
2	Khomane Ashwini Santosh
3	Tonde Madhuri Rajendra
4	Jarad Yadnesh Sandip
5	Kale Srushti Sunil
6	Kamble Dhanashri Rupchand
7	Kamble Shivani Deepak
8	Khare Kajal Suresh
9	Khomane Ashwini Kantilal
10	Kokare Vaishali Vijay
11	Sonavane Adesh Prakash
12	Satkar Swapnali Tanaji

Sr.#	Name of Student
13	Teke Mayur Gajanan
14	Thombare Shrinath Abasaheb
15	Ranaware Swarali Dattatray
16	Randhave Diksha Sanjay
17	Yadav Shivraj Ramchandra
18	Solase Amit Arjun
19	Pawar Shubham Kumar
20	Pawar Prathmesh Santosh
21	Nimbalkar Radhika Shashikant
22	Nikam Hanumant Dattatray
23	Mane Priyanka Vinayak
24	Pitake Atharv Milind

We hereby inform the above students that their admission to this course is confirmed.

The classes will be conducted twice a week on Wed. and Thurs. from 4.30 PM to 5.30 PM.


Course Faculty
Dr. S.S. Khatri


Program Coordinator
Dr. D.P. More



Time: 4:30 PM to 5:30 PM
Days: Wed. & Thurs.

[illegible]

& Signature of Faculty: Dr. S.S. Khatri

06/05/2020



Anekant Education Society's
ANEKANT INSTITUTE OF MANAGEMENT STUDIES (AIMS)

MBA II- Sem. IV (A.Y. 2023-2024)

Course Completion Report

1. Course Title: Content Development
2. Type of Course: Add On
3. Class: MBA II [Semester IV]
4. Days: Wed. & Thurs.
5. Time: 4:30 PM to 5:30 PM
6. Course Completion Status: Completed

Sr. No.	Date	Course Module No.	Topic Title	Attendance in Class on Date
1	21/02/2024	Module 1	Introduction (Blogs, Articles, Scripts and Email Writing)	19
2	22/02/2024		Writing Blogs	19
3	28/02/2024		Writing Articles	17
4	29/02/2024		Writing Scripts	18
5	06/03/2024		Writing Email	20
6	07/03/2024	Module 2	Active, Passive Words Usage and their benefits in a content: Active words usage	21
7	13/03/2024		Passive words and professional usage	16
8	14/03/2024	Module 3	Audience Research: Valuable insights into the needs, interests, and pain points of the target audience	19
9	20/03/2024		Valuable insights into the needs, interests, and pain points of the target audience	20
10	21/03/2024	Module 4	Crafting magnetic headlines: Learning the art to dominate the niche with click-worthy titles	18
11	27/03/2024		Learning to generate interest in reading content by crafting magnetic headlines.	17
12	28/03/2024	Module 5	Master the art of body and conclusion: Writing a professional introduction	21
13	03/04/2024		Writing a professional introduction	21
14	04/04/2024		Crafting powerful paragraphs	16
15	10/04/2024		Crafting powerful paragraphs	17
16	11/04/2024		Learning memorable conclusions and closings	19
17	17/04/2024		Learning memorable conclusions and closings	16
18	02/05/2024	Module 6	SEO terms & practical keyword research: Professional content formatting	17
19	08/05/2024		SEO terminologies	17
20	09/05/2024		How to start keyword research	14
21	15/05/2024		Competitor analysis like a pro	14

Total Sessions Taken during Semester: 21

Name & Signature of Faculty: Dr. S.S. Khatri





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Anekan Institute of Management Studies (AIMS)
Content Development- Evaluation Sheet- Sem IV (AY 2023- 2024)

No.	Name of Student	Writing Skills (5Marks)	Vocabulary (5Marks)	Creativity (5Marks)	Research (5Marks)	Content Formatting (5Marks)	Total Marks (25)
1	Gajphode Vishakha Dattatray	2	2	3	2	2	11
2	Khomane Ashwini Santosh	3	2	3	2	2	12
3	Tonde Madhuri Rajendra	2	2	2	3	2	11
4	Jarad Yadnesh Sandip	2	2	3	3	2	12
5	Kale Shrushti Sunil	2	2	2	2	2	10
6	Kamble Dhanashri Rupchand	3	3	2	2	2	12
7	Kamble Shivani Deepak	3	2	2	2	3	12
8	Khare Kajal Suresh	3	3	4	3	3	16
9	Khomane Ashwini Kantilal	3	3	3	3	3	15
10	Kokare Vaishali Vijay	4	3	3	3	4	17
11	Sonawane Adesh Prakash	4	4	3	3	3	17
12	Satkar Swapnali Tanaji	3	2	2	3	3	13
13	Adling Ajay Devidas	4	4	4	4	4	20
14	Atole Karan Somnath	3	2	3	3	3	14
15	Atole Rohit Dattu	2	2	3	2	3	12
16	Chauhan Jeeten Mahesh	3	3	3	3	3	15
17	Chavan Ashutosh Prafull	3	3	3	3	3	15
18	Chavan Swapnil Satish	3	2	2	3	3	13
19	Devkate Shital Subhash	4	2	3	3	3	15
20	Dhapate Atul Vilas	4	3	4	4	4	19
21	Dhotre Prafulla Ashok	4	3	3	4	4	18
22	Jain Lokesh Shrikant	4	4	4	4	4	20
23	Katake Pratibha Haridas	2	2	2	2	2	10
24	Malave Darshan Lalaso	2	2	2	2	2	10

Signature & Signature of Faculty: Dr. S.S.Khatr



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Certificate of Completion

This is to certify that

*Ms. Gayphode Vishakha Dattatray (MBA II-SEM IV)
has successfully completed the*

*Certificate Course in Content Development
at AIMS, Baramati from 21/02/2024 to 15/05/2024 in Academic Year (2023-2024)*

Ghate

FACULTY

Pran

PROGRAM COORDINATOR

[Signature]

DIRECTOR



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Certificate of Completion

This is to certify that

Ms. Khomane Ashwini Santosh (MBA II-SEM IV)
has successfully completed the

Certificate Course in Content Development
at AIMS, Baramati from 21/02/2024 to 15/05/2024 in Academic Year (2023-2024)

Phatni

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Phatni

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Phatni

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Certificate of Completion

This is to certify that

*Ms. Tonde Madhuri Rajendra (MBA II-SEM IV)
has successfully completed the*

*Certificate Course in Content Development
at AIMS, Baramati from 21/02/2024 to 15/05/2024 in Academic Year (2023-2024)*

Shahar

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Certificate of Completion

This is to certify that

Mr. Jarad Yadnesh Sandip (MBA II-SEM IV)
has successfully completed the

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Certificate of Completion

This is to certify that

Ms. Kale Shrushti Sunil (MBA II-SEM IV)
has successfully completed the

Certificate Course in Content Development
at AIMS, Baramati from 21/02/2024 to 15/05/2024 in Academic Year (2023-2024)

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Arvind

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Certificate of Completion

This is to certify that

Ms. Kamble Dhanashri Rupchand (MBA II-SEM IV)
has successfully completed the

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at AIMS, Baramati from 21/02/2024 to 15/05/2024 in Academic Year (2023-2024)

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This is to certify that

Ms. Kamble Shivani Deepak (MBA II-SEM IV)
has successfully completed the

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at AIMS, Baramati from 21/02/2024 to 15/05/2024 in Academic Year (2023-2024)

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Certificate of Completion

This is to certify that

*Ms. Khomane Ashwini Kantilal (MBA II-SEM IV)
has successfully completed the*

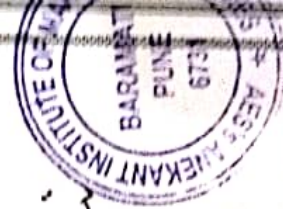
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Certificate of Completion

This is to certify that

*Ms. Khare Kajal Suresh (MBA II-SEM IV)
has successfully completed the*

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Certificate of Completion

This is to certify that

Ms. Kokare Vaishali Vijay (MBA II-SEM IV)
has successfully completed the

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at AIMS, Baramati from 21/02/2024 to 15/05/2024 in Academic Year (2023-2024)

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Certificate of Completion

This is to certify that,

Mr. Sonawane Adesh Prakash (MBA II-SEM IV)
has successfully completed the

Certificate Course in Content Development

at AIMS, Baramati from 21/02/2024 to 15/05/2024 in Academic Year (2023-2024)

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Prakash

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Certificate of Completion

This is to certify that

*Ms. Satkar Swapnali Tanaji (MBA II-SEM IV)
has successfully completed the*

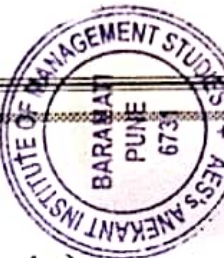
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This is to certify that

Mr. Teke Mayur Gajanan (MBA II - SEM IV)
has successfully completed the

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at AIMS, Baramati from 21/02/2024 to 15/05/2024 in Academic Year (2023-2024)

Shruti

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Teke

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Teke

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This is to certify that

Mr. Thombare shrinath Abasaheb (MBA II-SEM IV)
has successfully completed the

Certificate Course in Content Development

at AIMS, Baramati from 21/02/2024 to 15/05/2024 in Academic Year (2023-2024)

Shrinath

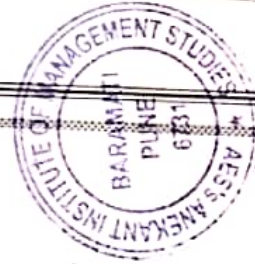
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Certificate of Completion

This is to certify that

Ms. Ranaware Swarali Dattatray (MBA II-SEM IV)
has successfully completed the

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at AIMS, Baramati from 21/02/2024 to 15/05/2024 in Academic Year (2023-2024)

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Certificate of Completion

This is to certify that

*Ms. Randhave Diksha Sanjay (MBA II-SEM IV)
has successfully completed the*

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at AIMS, Baramati from 21/02/2024 to 15/05/2024 in Academic Year (2023-2024)

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Certificate of Completion

This is to certify that

Mr. Yadav Shivraj Ramchandra (MBA II-SEM IV)
has successfully completed the

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at AIMS, Baramati from 21/02/2024 to 15/05/2024 in Academic Year (2023-2024)

[Signature]

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[Signature]

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[Signature]

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Certificate of Completion

This is to certify that

Mr. Solase Amit Arjun (MBA II-SEM IV)

has successfully completed the

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Certificate of Completion

This is to certify that

Mr. Pawar Shubham Kumar (MBA II-SEM IV)
has successfully completed the

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Certificate of Completion

This is to certify that

Mr. Pawar Prathamesh Santosh (MBA II-SEM IV)
has successfully completed the

Certificate Course in Content Development

at AIMS, Baramati from 21/02/2024 to 15/05/2024 in Academic Year (2023-2024)

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Certificate of Completion

This is to certify that

Ms. Nimbalkar Radhika Shashikant (MBA II-SEM IV)
has successfully completed the

Certificate Course in Content Development
at AIMS, Baramati from 21/02/2024 to 15/05/2024 in Academic Year (2023-2024)

Shashi

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Pratik

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Pratik

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Certificate of Completion

This is to certify that

Mr. Nikam Hanumant Dattatray (MBA II-SEM IV)
has successfully completed the

Certificate Course in Content Development

at AIMS, Baramati from 21/02/2024 to 15/05/2024 in Academic Year (2023-2024)

Shahar

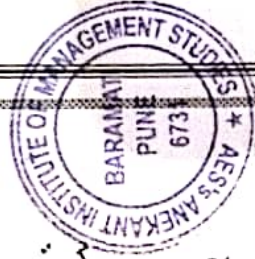
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Shahar

DIRECTOR





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Certificate of Completion

This is to certify that

Ms. Mane Priyanka Vinayak (MBA II-SEM IV)
has successfully completed the

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at AIMS, Baramati from 21/02/2024 to 15/05/2024 in Academic Year (2023-2024)

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Certificate of Completion

This is to certify that

Mr. Pitake Atharva Milind (MBA II-SEM IV)
has successfully completed the

Certificate Course in Content Development

at AIMS, Baramati from 21/02/2024 to 15/05/2024 in Academic Year (2023-2024)

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Feedback Form- Add On Course

MBA II- Sem IV

A Y 2023-2024

Duration: 21/02/2024 to 15/5/2024

Add On Course: Content Development

Course Faculty: Dr.S.S.Khatri

* Indicates required question

1. Student Name: *

2. Class: *

Mark only one oval.

☐ MBA Sem II

3. Roll No: *

4. Email Id: *

5. Mobile No: *



1, 10:37 AM

6. Q.1. Please rate the content of Syllabus on the scale of 1 to 5 [1- Not Good, 2- Better, 3-Neutral, 4-Good, 5-Very Good]

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

7. Q.2. Please rate the Size of Syllabus in terms of the duration of the course on the scale of 1 to 5 [1- Not Good, 2- Better, 3-Neutral, 4-Good, 5-Very Good]

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

8. Q.3. Please rate the effectiveness of teaching during the course on the scale of 1 to 5 [1- Not effective at all, 2- Slightly effective, 3-Neutral, 4-Effective, 5- Highly effective]

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

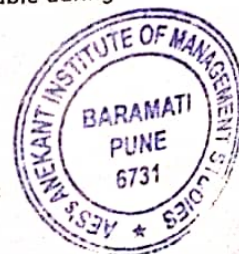
9. Q.4. Please rate the effectiveness of content during of the course on the scale of 1 to 5 [1- Not relevant, 2- Slightly relevant, 3-Neutral, 4-Relevant, 5-Very relevant]

Mark only one oval.

1	2	3	4	5
☐	☐	☐	☐	☐

d) A ☐ ☐ ☐ ☐ ☐

teachers to be available during the working hours



Mark only one oval.

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

11. Q.6. Please rate the duration with time management of the course on the scale of 1 to 5 [1- Not Good, 2- Better, 3-Neutral, 4-Good, 5-Very Good] *

Mark only one oval.

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

12. Q.7. Please rate the usefulness of the course on the scale of 1 to 5 [1- Not useful at all, 2- Slightly useful, 3-Neutral, 4-Useful, 5-Very useful] *

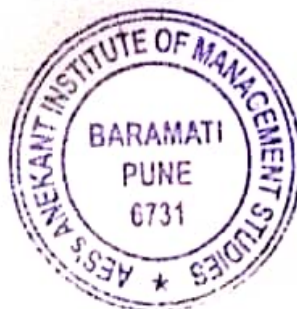
Mark only one oval.

1 2 3 4 5

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Anekant Education Society's
Anekant Institute of Managements Studies (AIMS)

Course Title: Content Development

Course Duration: 4 Months

Class: MBA II Sem. IV (A.Y 2023-2024)

Number of Students Enrolled: 24

Feedback Analysis

Sr. #	Parameters	Average	Rank
1	Syllabus Content	1.9	6
2	Size of Syllabus in terms of the Duration of the Course	2.4	5
3	Teaching Effectiveness	3.6	3
4	Content Effectiveness	3.1	4
5	Time Management	3.7	2
6	Duration & Time of Course	1.6	7
7	Usefulness of Course [Writing skills improved, drafted creative content etc.]	3.9	1
Overall Ratings		3.05	

S. Khatri
Name & Signature of Faculty: Dr. S.S. Khatri

