

## CREATIVE CONTENT WRITER ASSIGNMENT

### Section 1: Grammar

**a) Choose the sentence with the misplaced modifier:**

A) She almost drove the car for two hours before realizing she forgot her phone.

**b) Which sentence is grammatically incorrect in terms of conditional tense?**

A) If she would have studied harder, she would have passed the test.

**c) Which sentence contains a comma splice?**

D) The project was a success, it exceeded all expectations.

**d) Choose the correctly punctuated sentence:**

C) The project was delayed due to unforeseen circumstances, which caused frustration among the team.

**e) Which sentence uses the past perfect tense correctly?**

A) By the time I arrived, they had finished their meeting.

### Section 2: Creative Writing

**a) Write a blog (300-400 words) on the topic “Career-Ready: How IBCP Paves the Way for Professional Courses in Indian Universities”**

**Career-Ready: How IBCP Paves the Way for Professional Courses in Indian Universities**

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## **A high school that doesn't end at high school.**

The International Baccalaureate Career-related Programme (IBCP) isn't a shortcut or a trend—it's a shift. A quiet but significant one. In a country where 12th grade often feels like a cliff-edge—board exams, a scramble of coaching classes, and a leap into the unknown—IBCP offers something rare: continuity.

Not just academic progression. *Professional orientation.*

And that changes everything.

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## **What makes IBCP different isn't just structure. It's intention.**

Unlike traditional pathways, IBCP doesn't split students into neat academic silos. It encourages them to study academic subjects *alongside* real-world career modules—courses that align with who they are becoming, not just what they're scoring.

You'll find a student studying Business and English Literature while pursuing a certified course in Sports Analytics.

Another might combine Visual Arts with IT and Service Learning, aimed at entering a digital design program. These aren't mash-ups—they're personalised trajectories, guided by mentors, and grounded in reflection.

That's not hypothetical. Universities like Jain (Deemed-to-be University) now formally recognise IBCP as equivalent to Grade 12.

Under AIU recognition, IBCP graduates are eligible for a wide array of undergraduate professional courses—engineering, media, AI, psychology, B.Voc programs, and beyond. Yes, they can also appear for national entrance exams, if they choose.

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## **The strong edge of skills that don't show up on mark sheets.**

Here's what often goes unsaid: IBCP graduates write research essays before most of their peers have written a cover letter. They complete reflective projects that ask ethical questions, not just academic ones.

They learn to manage deadlines across three academic disciplines *and* a vocational stream, while often engaging in community projects.

This isn't about "doing more." It's about **doing with purpose**. That soft discipline is what universities (and employers) notice.

At a place like Jain University, where professional degrees are mapped to current industry needs, IBCP students arrive already attuned. Their learning curve is flatter. Their interests are sharper. And their curiosity? Still very much intact.

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### **So who is this really for?**

It's for the student who doesn't want to spend two years memorising formulae for exams they don't understand.

It's for parents who want education to mean more than grades.

It's for institutions like Jain, who are ready to build classrooms that reflect the real world.

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### **Ready to study with intent?**

The IBCP doesn't guarantee your future. But it does something better—it helps you understand what kind of future you actually want. And at Jain, that's where the journey begins.

## **V2 (Persona: Parents of students in 12th)**

### **Career-Ready: How IBCP Paves the Way for Professional Courses in Indian Universities**

*(For parents who want education to go beyond exam scores)*

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### **Is school preparing them for college, or just more exams?**

For many parents, the end of Grade 12 brings mixed emotions—relief, pride, and a quiet anxiety about what comes next. Because beyond the ranks and percentages, the question looms: *Are they ready?*

The International Baccalaureate Career-related Programme (IBCP) offers a compelling answer. Designed for students in Grades 11 and 12, IBCP bridges academic learning with career-focused training. And increasingly, Indian universities—including Jain (Deemed-to-be University)—are welcoming it with open arms.

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## **Recognised. Structured. Real.**

IBCP isn't an "alternative path." It's a globally recognised curriculum that's now accepted as equivalent to Grade 12 by the Association of Indian Universities (AIU). That means your child becomes eligible for professional degrees—engineering, media, design, sports science, psychology, management, and more.

Institutions like Jain University are aligning admissions criteria to recognise IBCP students, not as exceptions—but as well-prepared, focused individuals. Whether it's a B.Voc in Digital Media or a B.Tech in Artificial Intelligence, the transition is seamless.

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## **Not just ready for college. Ready for life.**

What makes IBCP special isn't just recognition—it's relevance.

Students take 2–4 IB Diploma subjects, a professional or vocational course, and complete a personal reflective project.

They also engage in service learning and develop core skills in communication, ethics, and real-world problem-solving. These aren't extras. They're part of the curriculum.

By the time they reach university, IBCP learners have written research papers, led group projects, and explored their own interests—often more deeply than their peers from conventional boards. They enter higher education not with burnout, but with curiosity.

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## **A pathway with clarity and confidence**

Parents often worry: *Will this limit future options?*

The answer is the opposite.

IBCP gives students direction. It's designed for learners who are clear about their interests—or at least curious enough to explore them intentionally. And with universities like Jain leading the way, that interest turns into opportunity.

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## **An education that doesn't end at the classroom.**

If you want your child to graduate not just with marks, but with momentum—IBCP is worth exploring. It offers structure, international recognition, and a head start on building a career.

Because the world they're entering doesn't reward memorisation. It rewards mindset.

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**Explore how Jain (Deemed-to-be University) helps IBCP graduates turn potential into profession.**

Your child's future deserves more than just a board result. It deserves a beginning with purpose.

## **b) Create a 1-minute Instagram Reel content to promote IB Diploma Programme**

**0–3s | Hook (on-screen text + fast cut of epic campus shots)**

- Text overlay: “Want a High School that Feels Like a Global Launchpad?”
- B-roll idea: Quick drone swoop over campus or students laughing on lawn
- Audio: Upbeat beat drop

**3–8s | What Is IB DP?**

- Voice-over (VO): “The IB Diploma isn’t your typical 12th grade—think rigorous academics + real-world skills.”
- On-screen text: “Critical Thinking ✓ Service Learning ✓”
- Visual: Student in lab coat doing an experiment; cut to another volunteering

**8–15s | Global Classroom**

- VO: “Study six subjects from across the globe, dive deep into TOK, and write your own Extended Essay.”
- On-screen text: “6 Subjects • Theory of Knowledge • EE”
- Visual: Montage: library research, group discussion with flags of different countries

**15–22s | Skills That Matter**

- VO: “Graduates leave with communication, research and leadership superpowers.”
- On-screen text + icons: “💡 Communication 🔍 Research 👥 Collaboration”
- Visual: A student presenting in class. Another leading a club meeting

## 22–30s | Real-World Projects

- VO: “From community service to entrepreneurial ventures—your project, your impact.”
- On-screen text: “Reflective Project → Change Maker”
- Visual: Time-lapse of students working on a community garden or pitching a startup idea

## 30–38s | College & Career Edge

- VO: “250+ top universities worldwide know the IB DP means you’re ready for anything.”
- On-screen text: “Universities, Scholarships ”
- Visual: Shot of diploma handoff, caps in air, then logos of top universities (Harvard, Oxford, IIT)

## 38–50s | Student Testimonial (quick cuts)

- Clip 1 (5s): “IB taught me how to think, not just memorize.”
- Clip 2 (5s): “My Extended Essay in bio got me into my dream college!”
- On-screen text: “Real Stories. Real Success.”
- Visual: Two students speaking to camera in different campus spots

## 50–57s | CTA

- VO: “Ready to level up your high-school journey?”

- On-screen text (animated): “Swipe Up/Link in Bio to Apply!”
- Visual: Student opening laptop to the admissions page, smiling

#### 57–60s | Branding + Hashtags

- On-screen text: “[Your School Logo] • #IBDiploma #FutureReady #GlobalLearner”
  - Visual: Logo animation + upbeat music fade out
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#### Tips for execution:

- Captions: Keep text punchy; use your school’s brand colors
- Music: Trendy, driving beat that builds energy
- Transitions: Quick cuts, match the beat, dynamic zooms
- Style: Genuine, student-focused, with bursts of humor (e.g., a student juggling textbooks, then shrugging with a wink)

**c) JAIN (Deemed-to-be University) has been recognised as the Educational Partner for the Government of India’s upcoming ‘Global Trade Summit’. Write a 100-word press note on behalf of the Office of Chancellor, Dr. Chenraj Roychand.**

#### **Office of the Chancellor | Dr. Chenraj Roychand Press Note**

JAIN (Deemed-to-be University) is honoured to join hands with the Government of India as the official Educational Partner for the Global Trade Summit this November in New Delhi. This isn't just a title—it's a shared belief: that education must sit at the same table as policy, trade, and innovation.

Through curated sessions, live dialogues, and collaborative forums, JAIN will bring together students, scholars, and industry leaders to ask better questions—and build sharper futures.



Our role is not to observe the shift in global trade, but to help shape it—by equipping tomorrow's minds with the clarity, agility, and context the world now demands.

This summit is more than an event. It's a signal. And we're proud to help amplify it.