SHARDA UNIVERSITY
Beyond Boundaries

NAAC
A+
ACCREDITED

SHARDA SCHOOL OF
ALLIED HEALTH
SCIENCES

COURSE

Digital Literacy & Effective Use of Social Media
(NV10105)

VALUE ADDED
COURSE BROCHURE
2025-26

Sharda University is a leading educational institution based out of Greater Noida, Delhi NCR. A venture of the renowned Sharda Group of Institutions (SGI), The University has established itself as a high-quality education provider with prime focus on holistic learning and imbibing competitive abilities in students.

ABOUT THE SCHOOL

The School of Allied Health Sciences plays an essential role in the modern health environment. The school is committed to provide the highest quality learning environment to its students by way of classroom teaching, laboratory training and clinical exposure at its associated thousand bedded hospital. This further clubbed with discussions, seminars and journal clubs for latest advances in the respective fields and community connect by way of guided tours and also the externships to other prestigious institutions. Highly trained professionals from the school, after successful completion of the program, contribute in high-quality healthcare services in the country and abroad, by practicing and applying the knowledge acquired. Their hands-on experience with the real-world settings or the patients equips them with the latest knowledge and prepares them to deal with the challenges of the healthcare industry.

VALUE ADDED COURSES (VAC)

The value-added education courses aim to provide additional learner centric graded skill oriented technical training, with the primary objective of improving the employability skills of students.

PURPOSE OF VALUE-ADDED COURSES

- VACs are relevant academic method in order to fill the gaps in students' knowledge and add competitive edge to their job prospects. A well-defined system of offering VACs in the courses makes them extremely useful for improving employability quotient of students by building a range of competencies.

- VAC can also serve as top-up courses to make students industry-ready by exposing them to the current technology and practices than those covered in their formal degree courses.

VALUE ADDED COURSES OFFERED

Course name – Digital Literacy & Effective Use of Social Media

ABOUT THE COURSE

The objective of this course is to make the students understand the importance of Digital Literacy, to make students understand how to responsibly use online platforms and how to educate yourself using social media.

Candidate has to attend three classes per week to complete 30 hours.

At the end of the course a certificate will be provided to each candidate.

RESOURCE PERSON

Mr. Azim Ahmed Barbhuiya - He is a dedicated faculty at Sharda Skill (Sharda University), an education enthusiast with 8+ years of experience as an AI, MS Excel, Verbal Ability Trainer, and Soft Skills Facilitator; currently empowering students at Sharda University with industry-aligned employability training and interview coaching.

School: SSAHS	Batch : 2025-26
Program: PG	Current Academic Year: 2025-26
Branch: Allied Health Sciences	Semester: 02

1	Course Code	**Nv10105**
2	Course Title	**Digital Literacy & Effective Use of Social Media**
3	Credits	Audit
4	Contact Hours (L-T-P)	30 Hours
	Course Type	Value added course
5	Course Objective	To develop students' digital literacy by enabling them to navigate online platforms responsibly, use social media effectively for communication and professional growth, and apply safe, ethical, and strategic digital practices in academic and workplace contexts.
6	Course Outcomes	After completion of this course, students will be able to: **CO1:** Demonstrate understanding of fundamental concepts of digital literacy, online tools, and digital communication platforms. **CO2:** Identify and apply safe, ethical, and responsible practices while using digital and social media platforms. **CO3:** Utilise various digital tools effectively for academic, professional, and personal productivity. **CO4:** Create, manage, and evaluate social media content to build a positive digital identity and professional network. **CO5:** Analyse the impact of social media on communication, collaboration, and decision-making in personal and organisational contexts. **CO6:** Develop strategies for critical evaluation of online information, digital footprints, and social media behaviour to promote digital well-being.
7	Course Description	This course equips students with essential digital skills and responsible online practices, focusing on effective use of social media for communication, learning, and professional development. It emphasizes digital ethics, online safety, content creation, and strategies for building a positive digital presence

8 Outline syllabus			CO Mapping
Unit 1		**A. Fundamentals of Digital Literacy**	
	A	Concept and Importance of Digital Literacy	CO1
	B	Core Digital Skills	CO2, CO2
	C	Responsible Digital Citizenship	Co1, CO2
Unit 2		**B. Information and Data Literacy**	
	A	Accessing and Evaluating Online Information	CO2
	B	Data Management and Privacy	CO2
	C	Digital Ethics and Plagiarism	CO3
Unit 3		**C. Understanding and Using Social Media**	
	A	Overview of Social Media Platforms	CO3
	B	Building an Online Presence	CO3
	C	Social Media Etiquette and Safety	CO4
Unit 4		**Digital Communication and Collaboration**	
	A	Online Communication Skills	CO4
	B	Collaboration Tools and Platforms	CO4
		Managing Digital Footprints	CO5
Unit 5		**Strategic and Responsible Social Media Use**	
	A	Personal Branding and Digital Identity	CO5
	B	Leveraging social media for Learning and Growth	CO6
		Digital Well-being and Future Trends	CO6
Evaluation Weightage		Assignments 100%	
Text book/s*		**Gilster, Paul (1997). Digital Literacy.** —A foundational book introducing the concept of digital literacy, critical thinking, and information evaluation in the digital age. **Belshaw, Doug A.J. (2014). The Essential Elements of Digital Literacies.** —Explains the eight key elements of digital literacy (cultural, cognitive, constructive, communicative, etc.) with practical examples. **Rheingold, Howard (2012). Net Smart: How to Thrive Online.** **MIT Press.** Focuses on mindful use of digital media, online collaboration, and social participation.	