



2026

Technical Writing Brochure

3 Months of Instructor-Led
Job Assured Technical Writing Course

Accredited By :





ABOUT US

IIM SKILLS is a premium educational institution founded by **Mr. Vaibhav Kakkar** in **2015**, with a strong focus on delivering industry-relevant, skill-based education aligned with current market needs.

We specialize in training aspiring professionals for **high-demand careers** in **Technical Writing & Content Writing**. Our Content Writing Course is designed with a practical, industry-oriented curriculum, covering blogging, SEO writing, copywriting, technical documentation, web content, and professional writing formats—ensuring learners **become job-ready** from day one.

Beyond training, **IIM SKILLS** offers end-to-end placement support with a placement guarantee, helping students confidently transition into successful roles such as Content Writer, Technical Writer, Copywriter, and Digital Content Strategist.

Headquartered in **Delhi NCR**, IIM SKILLS has a strong presence across multiple locations in **India**, supporting learners nationwide through both online and offline learning formats.



MEET OUR FOUNDER

Vaibhav Kakkar is the **Founder & CEO of IIM SKILLS**, a global EdTech leader committed to making professional education practical, affordable, and **career-transforming**. Over the years, he has delivered corporate training and consulting for prestigious organizations such as **Tata Projects, KPMG, WSP, Adani Power, the Indian Navy, and the Ministry of Tanzania**.

PEOPLE BEHIND YOUR SUCCESS



Vaibhav Kakkar

Chief Executive Officer



Deepanshu Jaiswal

Chief Operating Officer



Vathana Baburao

Vice President



Vinay Sharma

Program Head



Rohan Chopra

Placement Coordinator



Nishant Raj

Placement Coordinator



The P.L.A.C.E Framework:

Built on the philosophy of “**Learning by Writing**” this framework ensures that within **3-month**, you think, write, and deliver like a professional technical writer.

P

Practical Pedagogy (Week 1)

Develop strong fundamentals of technical communication through structured learning and guided practice.

- Technical writing fundamentals & documentation standards
- Grammar, clarity, tone, and structured writing

L

Live Implementation (Week 4)

Work on real-time technical writing assignments across tools, formats, and industries with continuous mentor support.

- Live technical documentation tasks
- Writing for software, APIs, user manuals & help guides

A

Applied Industry Projects (Week 8)

Create publish-ready technical documents using real business and product use cases.

- User manuals, technical blogs & product documentation
- API documentation & knowledge base articles

C

Career Grooming & Portfolio Building (Week 10)

Prepare to enter the technical writing job market with confidence.

- Professional technical writing portfolio
- Resume & LinkedIn optimization for technical roles

E

Ecosystem Access & Deployment (Week 12)

Ecosystem Access & Deployment Get complete career support through the IIM SKILLS ecosystem.

- Access to IIM SKILLS Job Portal
- Internship & freelance opportunities



The P.L.A.C.E. Framework: 3-Month to Career Mastery

Practical

API Docs & DITA
XML Mastery

Live

Real-time Software
Documentation

Appplied

Tools: RoboHelp,
Visio & Git

Career

Publish White
Papers & Journals

Ecosystem

550+ Active Hiring
Partners

Feature

Others

IIM SKILLS



Training
Delivery



Theoretical concepts
without tool application



**Practical Tech Specs, API Docs &
DITA XML Training**



Real-World
Publishing



Classroom assignments
only; no public recognition



**Publish White Papers &
Technical Articles**



Tool Mastery



Basic MS Word knowledge;
no industry tools



**MS Visio, RoboHelp,
FrameMaker, Git & XML/DITA**



Live Projects



No real-world documentation
life cycle exposure



**Create User Manuals,
Application Notes & API Guides**



Placement &
Internship



Certification only; no
internship or placement
ecosystem



**550+ Hiring Partners +
Guaranteed 1-Month Internship**

Why this works:

While other courses focus on completing a syllabus, the P.L.A.C.E. framework focuses on completing a profile. With the backing of **550+ partners**, we don't just teach you—we deploy you.



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Get Trained by **INDUSTRY EXPERTS**



VAIBHAV KAKKAR
CEO



GARGI MUKHERJEE
Senior Technical Writer



Abhijeet Dhaval
Senior Technical Writer



Shayeli S.
Technical Writer

Model N



Jennifer Pravin Kumar
Content Writer



Jayeeta
Technical Writer



People who achieved their **Career objectives through us!**



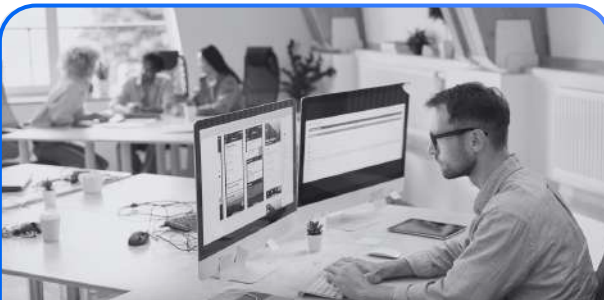
College Students

Students who want to strengthen their written communication while learning how to create technical documents like user manuals, SOPs, API documentation, and reports—giving them a strong edge before entering the job market.



Fresh Graduates

Graduates aiming to begin a career in technical writing, documentation, or IT content—learning industry-standard tools, structured writing, and real-world documentation practices used by global companies.



Working Professionals

Professionals looking to transition into technical writing or add documentation skills alongside their current role—ideal for those working in IT, QA, support, training, or operations roles.



Career Switchers

Individuals from non-technical backgrounds who want to enter the tech industry through technical writing—learning how to convert complex technical concepts into clear, user-friendly documentation.



IT, Engineering & Software Professionals

Engineers, developers, testers, and IT professionals who want to leverage their technical knowledge to create high-quality documentation, product guides, and system manuals—boosting career growth and global opportunities.



Freelancers & Consultants

Professionals who want to offer technical writing services, work with SaaS companies, startups, and global clients—creating product documentation, help guides, whitepapers, and knowledge bases.



PAST PLACEMENTS



SRIYA CHATTERJEE

Intern
SEO Content Writer



Niti Marwah

Freelancer
Content Writer



Rahul

Student
Content Writer



Ankita Majumdar

Intern
Content Writer



SHIVANI SINGH

Content Writer
Content Writing Specialist



SAHELI HALDER

Student
Content Creator



Course Curriculum

What is Technical Writing?

Technical Writing is the process of creating clear, accurate, and well-structured documentation that explains complex technical information in a simple and easy-to-understand manner. It is used for digital and print platforms such as user manuals, software documentation, product guides, API documentation, technical reports, whitepapers, and knowledge bases. The main purpose of technical writing is to help users understand how a product, system, or process works without confusion.

Technical writing focuses on clarity, precision, and usability rather than creativity. A technical writer translates technical concepts into language that different audiences—such as end users, developers, or stakeholders—can easily understand. This includes using logical structure, step-by-step instructions, visuals, and consistent terminology. Technical writing helps businesses reduce support queries, improve user experience, and ensure smooth product adoption.

Technical writing also plays a crucial role in product success and brand credibility. Well-documented products build trust, improve customer satisfaction, and ensure compliance with industry standards.

An effective technical writer combines strong writing skills with technical knowledge, research ability, and attention to detail. The focus is always on accuracy, user understanding, and delivering practical value rather than promotion.

Foundation Of Technical Writing Program

Module 1: Roles, Functions & Career Scope

Learn the responsibilities of a technical writer and how this role fits into different industries.

Tools:

CMS

Skills:

Roles of Technical Writer

Types of Documents

Career Scope

Module 2: Writing Types & Common Misconceptions

Understand the differences between various writing styles and clear common misconceptions.

Tools:

Style Guides

Skills:

Myths of Technical Writing

Business vs Technical Writing

Module 3: Core Concepts & Writing Principles

Understand the fundamental principles and essential skills required for technical writing.

Tools:

Style Guides

Doc Standards

Skills:

Audience Analysis

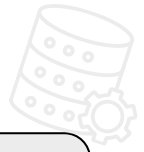
7 Cs of Effective Writing



Course Curriculum

Module 4: Research & Documentation Process

Learn how to research, analyze, and develop accurate technical content.



Tools:

Research Tools

Content Repositories

Document Management Systems

Skills:

Content Analysis and Development

Topic Analysis

Document Development Life Cycle

Visuals & Data Analysis

Module 1: Visual Communication for Documentation

Learn how to use visuals effectively to support technical content and improve clarity.

Tools:

Snagit

Visual Design Tools

Skills:

Flowcharts

Mind Maps

Graphics

Schematics and Block Diagrams

Video Storyboarding and Creation

Use Case-Specific Visuals

Module 2: Data Analysis & Advanced Excel Functions

Learn advanced Excel concepts used for analysis, reporting, and decision-making.

Tools:

Microsoft Excel

Skills:

Sensitivity Analysis using Data Tables

Time Value Functions

Text Functions

Text to Columns, Delimit, Flash Fill

Return Functions

Data Validation, Sorting, and Filters

Iterative Calculations and Circular Referencing

Freezing Cells, Rows, and Columns

Table Functions and Dynamic Arrays

What-If Analysis

Language Fundamentals for Technical Writing

Module 1: Style, Tone & Grammar

Learn about style and tone in technical communication, documentation design and outline, advanced Grammar, and use cases.

Tools:

Style Guides

Writing Templates

Skills:

Technical Writing Style, Editing, and Grammar

Technical Communication

Documentation Design and Outline (TOC Writing)

Sentence Construction

Conversational Writing Style

Advanced Grammar and Use Cases



Course Curriculum

Technical Documentation

Module 1: User Manuals

Learn the basic Do's and Don'ts of User guides, their structure, and elements.



Tools:

User Manual Templates

Style Guides

Content Outline Frameworks

Skills:

User Journey Mapping

Theory Writing

Template Selection for User Manuals

Content Design and Decision Criteria

Technical Report Writing

Module 2: Release Notes

Understand how to write clear and structured release notes and learn about the do's and don'ts of release notes.

Tools:

Product Documentation Guidelines

Release Note Templates

Skills:

Release Note Structure

Product Updates Formatting

Module 3: Fact Sheets

Understand the purpose, objectives, and components of a factsheet. Master the language and style of factsheets.

Tools:

Fact Sheet Templates

Style Guides

Content Structuring Frameworks

Skills:

Organizing Information

Creating a factsheet

Module 4: Case Studies & Use Cases

Learn about the What, Why, and How of Case Study alongside the basic format, types, and copywriting formulas.

Tools:

Case Study Templates

Use Case Frameworks

Content Structuring Frameworks

Skills:

Copywriting Formulas

Case Study Format

Types of Case Studies

Style, Language, and Elements of Case Studies

Module 5: Research Papers & Journals

Learn about research papers, journals, proposals, and the difference between them.

Tools:

Journal Guidelines

Research Paper Templates

Skills:

Template and Format Discussion

Structuring Research Papers and Journal Articles



Course Curriculum

Module 6: Proposals

Know the difference between sales proposals & research proposals. Understand how to write proposals, their style, tone, and elements of White Papers.



Tools:

Proposal Templates

Style Guides

Skills:

Sales Proposals

Persuasive Writing

Elements of White paper

Module 7: Application Notes

Understand how to write application notes that explain the practical use, implementation, and real-world application of products.

Tools:

Application Note Templates

Product Documentation Guidelines

Skills:

Elements of Application Notes

Content Application Note

Module 8: White Papers

Understand the objectives & purpose of White papers, their types, and elements. Style, research, and write White papers.

Tools:

White Paper Templates

Research Frameworks

Skills:

Writing White Papers

Research Methods

Styling White Papers

Structuring and Organizing Content

Module 9: Data Sheets

Acquire knowledge of how to create concise and well-structured datasheets. Understand its purpose, style and elements, and components.

Tools:

Datasheet Templates

Style Guides

Skills:

Technical Specifications

Datasheet Formatting

SEO

Module 1: Search Engine Optimization

Learn fundamentals of search engine optimization and how to improve website visibility, rankings, and organic traffic.

Tools:

Keyword Research Tools

SEO Analytics Tools

Backlink Analysis Tools

Skills:

Basic Keyword Research

On-Page SEO Fundamentals

Off-Page SEO and Backlinking

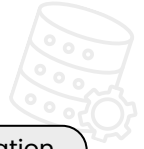


Course Curriculum

API Documentation

Module 1: API Documentation Fundamentals

Understand API documentation frameworks, types, and documentation examples. Learn about Swagger, Postman, and GitHub.



Tools:

Swagger

Postman

GitHub

Markdown

OpenAPI Specification

Skills:

Writing and Managing API Documentation Using Markdown

OpenAPI Specification and Usage of Markdown

Error Handling, Codes, Endpoints

Markdown

Module 1: Markdown for Technical Documentation

Understand how to use Markdown to write clean, structured, and readable documentation for technical content, APIs, and developer platforms.

Tools:

Markdown Editors

GitHub

README Files

Documentation 360

Skills:

Syntax and Usage of Markdown

Formatting Text, Lists, Tables, and Code Blocks

Markup Languages

Module 1: Markup Languages in Technical Documentation

Understand the role of markup languages in technical documentation and how they are used to structure, format, and publish content across platforms.

Tools:

HTML

XML

Markdown

Skills:

Understanding DITA XML and CSS

Elements, Tags, and Rules of Markup Languages

Using Markup Languages in Technical Documentation

Advanced Technical Writing Practices

Module 1: Agile Documentation & Structured Authoring

Gain an understanding of the Agile Documentation process, Topic-based authoring and structured authoring process. Learn about Scrum model, Lean principles, reusable content & micro content.

Tools:

Agile Project Tools

Scrum Boards

Team Collaboration Tools

Skills:

Scrum Model – Technical Writer in Scrum Team

Lean Principles to Technical Writing



Course Curriculum

Module 2: UI/UX Writing

Learn how to write simple and clear text for apps, websites, and software so users can use products easily.



Tools:

Wireframes and Mockups

Design Collaboration Tools

Skills:

Basics of User Experience

Difference Between UX Writing and Marketing Writing

How to Add UI Text in Technical Documents

Difference Between Printed and Digital Interfaces

Module 3: Legal Writing

Learn how to write clear and simple legal documents so rules, terms, and conditions can be easily read and understood.

Tools:

Legal Writing Templates

Style Guides

Documentation 360

Skills:

Understanding Legal Terms and Meanings

Writing Clear Policies and Guidelines

Advanced Technical Writing Tools

Module 1: Technical Writing Tools & Technologies

Understand the tools used by technical writers to write, manage, edit, design, and publish technical documents efficiently.

Tools:

RoboHelp

FrameMaker

MadCap Flare

Lucidchart

Oxygen XML

Canva

Snagit

QuillBot

Grammarly

Referencing and Citation Tools

AI Writing Tools

Plagiarism and AI Plagiarism Tools

Hemingway Editor

GitHub

Skills:

Using Technical Writing Software

Managing Content with CMS Tools

Working with Layouts and Document Design



Technical Writing Projects

The IIM SKILLS Technical Writing Courses offer **7 projects** dealing with real-world problems.

PROJECT 1

Market Strategy

- Create a market research white paper examining omnichannel retailing strategies.
- Analyze Apple's innovative marketing approaches.
- Structure data and research into a compelling professional narrative.

PROJECT 2

Business Proposal

- Create a convincing sales proposal highlighting value and advantages.
- Improve persuasive communication abilities to fit client needs.
- Identify consumer needs and offer a product solution successfully.

PROJECT 3

Visual Assets

- Create engaging visual aids (infographics, flowcharts, storyboards).
- Illustrate the process of making a video for specific themes.
- Practice transforming complex procedures into clear, compelling graphics.

PROJECT 4

Audience Research

- Create unique audience personas to better understand requirements, difficulties and objectives.
- Analyze user behavior when using Google Maps.
- Develop content strategies that appeal to a variety of audiences.

PROJECT 5

Product Manual

- Create an in-depth user guide for a mobile app, software, or hardware item.
- Effectively describe features, functions and usage instructions.
- Maintain clarity and usability for the end user throughout the manual.

PROJECT 6

Release Documentation

- Create a professional release note for a product described in a user manual.
- Emphasize important features and improvements clearly.
- Highlight user advantages in a concise and professional manner.

PROJECT 7

Use Case Analysis

- Create a detailed use case for a specific product.
- Demonstrate how it addresses a real-world problem for its intended audience.
- Analyze the implementation of goods and their effect on user experiences.

Our Hiring Partners

Deloitte.



Atlas Copco
Group



experian.



Capgemini

Myntra

Razorpay



Hewlett Packard
Enterprise

accenture



upwork

zivame

marko

fiverr.

Hindustan Unilever Limited



OUR COURSE/ INTERNSHIP CERTIFICATIONS



Tools You Will Master

These tools form the foundation of a professional Technical Writing career, covering content research and ideation, SEO-driven writing techniques, audience-focused storytelling, and performance analysis using industry-relevant tools and frameworks.



TECHNICAL WRITING PROGRAM FEE

MASTER PROGRAM

- ✓ Live Classes
- ✓ Lifetime LMS Access
- ✓ One-Year Unlimited Interviews
- ✓ Master Certificate from IIM SKILLS
- ✓ Global Placement Support
- ✗ Complimentary Access to Content Writing Course
- ✗ 50% Fee Refund if Not Placed

Enroll Now

INR 34,900 + 18% GST

MOST POPULAR

DIPLOMA PROGRAM

- ✓ Live Classes
- ✓ Lifetime LMS Access
- ✓ 100% Job Guarantee
- ✓ Diploma Certificate from Lisburn University
- ✓ Global Placement Guarantee
- ✓ Complimentary Access to Content Writing Course Worth ₹29k.
- ✓ 50% Fee Refund if Not Placed

Enroll Now

INR 54,900 + 18% GST

Virtual internships are part of IIM SKILLS in-house, non-paid internship programs. Paid internships are offered through partner firms, subject to interview clearance. The stipend may vary depending on the company.

HEAD OFFICE: IIM SKILLS, 308, 3rd Floor, HB Twin Tower, Netaji Subhash Place, Pitampura, Delhi-110034

BRANCH OFFICE: C6, Second & Third Floor, Sector 2, Near Noida Sec 15 Metro Station, Noida, UP-201301



Thank You



Thank you for your interest in IIM SKILLS. We look forward to being a part of your learning journey and helping you build a successful, skill-driven career.