BOARD INFINITY

COURSE 2 OF 4 · CAREER LAUNCHPAD ESSENTIALS: SOP, RESUME & INTERVIEW PREP

# SOP Writing Mastery: Craft Statements That Stand Out

Full course syllabus - every module, video lesson, reading and assignment, from your first reflection to a polished, field-specific SOP.

**Board Infinity**
Instructor · Offered on Coursera

| 2 | 22 | 9 | 6 hours |
|---|---|---|---|
| Modules | Video lessons | Assignments | Flexible schedule |

## INSIDE THE COURSE

| | | |
|---|---|---|
| 01 | Crafting a Compelling SOP | 3 hours to complete |
| 02 | Personalizing, Polishing, and Submitting | 3 hours to complete |

**Enroll on Coursera**

https://www.coursera.org/learn/mastering-statement-of-purpose-sop-writing

01 ABOUT THE COURSE

# From a blank page to an SOP that stands out.

SOP Writing Mastery gives you a structured roadmap to writing a Statement of Purpose. You start with the structure, purpose and significance of SOPs, how they differ from personal statements and how admission committees evaluate them, then use storytelling frameworks like the Six P's to craft an authentic narrative that fits the program.

The second module covers tailoring for STEM, business and humanities, international applications, alumni and reviewer insights, and refining drafts with ethical AI support - 22 videos, 2 readings and 9 assignments in all. The course is at beginner level and takes about 6 hours.

## WHO IT'S FOR

**Undergraduate & postgraduate applicants**
Applying to universities in India or abroad.

**Professionals**
Pursuing higher studies or research opportunities.

**Fellowship & internship candidates**
Writing SOPs for competitive programs.

**Job seekers**
Applying for roles that ask for a statement of purpose.

## WHAT YOU'LL LEARN

01 **Understand the role of an SOP** Module 1
Understand the structure, role and significance of SOPs in academic and professional applications

02 **Tell your story with the Six P's** Module 1
Apply storytelling frameworks like the Six P's to craft narratives that align with institutional goals

03 **Tailor for every discipline** Module 2
Tailor SOPs for STEM, business and humanities, and for international application contexts

04 **Revise and polish** Modules 1-2
Refine drafts using alumni insights, reviewer feedback and ethical AI tools for an authentic statement

02 SYLLABUS

# Two modules, one standout statement.

About 6 hours to complete. Flexible schedule - learn at your own pace.

## 01 Crafting a Compelling SOP

SOP foundations, the Six P's, storytelling and ethical AI

3 hours
12 videos

BY THE END OF THIS MODULE YOU CAN

- ✓ Explain why SOPs matter and how they differ from personal statements
- ✓ Apply the Six P's framework through self-reflection and story structuring
- ✓ Research program fit and outline your SOP
- ✓ Show, don't tell - avoid common mistakes and use GenAI ethically

CONTENTS: 12 videos (64 min) · 1 reading (15 min) · 5 assignments (90 min) · 1 discussion prompt (10 min) · 1 plugin (15 min)

DISCUSSION: The Story Behind Your Application (10 min)

TOPICS: What Makes a Great SOP? · Discovering Your Story & Doing Research · Structuring & Writing Your SOP · Using Generative AI Effectively

**You'll leave with:** a structured first draft built on the Six P's, with a clear story and genuine program fit.

## 02 Personalizing, Polishing, and Submitting

Field-specific tailoring, reviewer insight and final polish

3 hours
10 videos

BY THE END OF THIS MODULE YOU CAN

- ✓ Tailor your SOP for STEM, humanities and business programs
- ✓ Meet the expectations of international applications
- ✓ Revise using alumni insights, selection criteria and feedback
- ✓ Finalize with a checklist and plan continuous improvement

CONTENTS: 10 videos (56 min) · 1 reading (15 min) · 4 assignments (75 min) · 1 discussion prompt (10 min)

DISCUSSION: What Makes an SOP Truly Stand Out? (10 min)

TOPICS: Tailoring Your SOP by Field · Feedback from the Real World · Final Prep and Continuous Improvement

**You'll leave with:** a polished, field-specific SOP ready to submit, and a plan to keep refining it.

03 TOOLS & SKILLS

# The themes that run through the course.

### The Six P's framework
Core framework

A structure for building an SOP narrative that is organized, impactful and authentic.

**In this course:** Module 1 applies it through self-reflection and story structuring.

### Storytelling & program fit
Narrative

Show, don't tell - a personal story that matches the program's mission.

**In this course:** Module 1, from program research to your outline and tone.

### Field-specific & international SOPs
Tailoring

What STEM, business and humanities programs - and different countries - expect.

**In this course:** Module 2 covers field keys and international applications.

### Feedback & ethical AI
Refinement

Reviewer feedback, alumni insight and GenAI used responsibly to improve clarity.

**In this course:** Both modules, ending with a final SOP checklist.

## SKILLS YOU LEAVE WITH

### Writing
- Writing
- Storytelling
- Writing and editing
- Editing

### Application strategy
- Self-reflection
- Program research & fit
- Structuring an SOP
- Finding your tone

### Refinement
- AI literacy
- Ethical prompting
- Using reviewer feedback
- Field-specific tailoring

04 CERTIFICATE & CAREER

# Finish with a shareable certificate.

**Add it to LinkedIn**
Add this credential to your LinkedIn profile, resume, or CV.

**Share it anywhere**
Share it on social media and in your performance review.

**Earned, not attended**
Awarded on completion of the graded quizzes and assessments in both modules.

**Course 2 of 4**
Part of the Career Launchpad Essentials: SOP, Resume & Interview Prep Specialization.

## APPLICATIONS THE COURSE PREPARES YOU FOR

Master's programs · PhD & research programs · MBA programs · Undergraduate admissions · Scholarships & fellowships · Internships & job roles



## Board Infinity

Instructor · Offered on Coursera

Beginner level · Taught in English · 27 languages available · Flexible schedule

## Ready to write an SOP that stands out?

Enrollment, lessons, grading and the certificate all happen on Coursera.

Enroll on Coursera

Course page: coursera.org/learn/mastering-statement-of-purpose-sop-writing

### Want a coach alongside the course?

Board Infinity 1:1 coaching is a separate, optional Board Infinity offering - it is not part of the Coursera course. Details: https://www.boardinfinity.com/career-coaching/

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