

ACADEMIC WRITING AND PRESENTATION SKILLS

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| Course code | <i>HUM108</i> |
| Compulsory in the programmes | <i>Economics and Data Analytics</i> |
| Level of studies | <i>Undergraduate</i> |
| Number of credits | <i>3 ECTS (24 in-class hours + 3 consultation hours + 2 exam hours, 52 individual work hours)</i> |
| Course coordinator (title and name) | <i>Senior Lecturer Eglė Verseckaitė-Grzeskowiak</i> |
| Prerequisites | <i>none</i> |
| Language of instruction | <i>English</i> |

THE AIM OF THE COURSE:

The course aims at providing training in the principles of academic writing and presentations. The syllabus is a combination of theoretical knowledge and practical skills. By the end of this course, the students will be able to understand the core concepts and requirements of writing academic texts and apply the requirements in writing course assignments, and giving presentations.

MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESMENT AND TEACHING METHODS

| Course level learning outcomes (objectives) | Degree level learning objectives (Number of LO) | Assessment methods | Teaching methods |
|---|---|--|---|
| CLO1. Students will identify basic principles of rhetoric and develop an understanding of written texts as arguments generated for particular purposes, audiences, and rhetorical contexts. | BLO 1.1 ELO 1.1 | Participation scorecard, paper, midterm report, presentation, peer review, exam. | Lecture, in-class and homework assignments. |
| CLO2. Students will be able to employ analytical reading to summarize, paraphrase, draw evidence from, synthesize, and respond to the scholarship of others. | BLO 1.1 ELO 1.1 | Participation scorecard, paper, midterm report, presentation, peer review, exam. | Lecture, in-class and homework assignments. |
| CLO3. Students will learn to find and evaluate print and electronic source materials appropriate for academic research projects. | BLO 1.1 ELO 1.1 | Participation scorecard, paper, midterm report, presentation, peer review, exam. | Participation scorecard, paper, exam. |
| CLO4. Students will be able to develop original arguments for a range of academic purposes and demonstrate critical thinking skills and using information in writing and oral presentations | BLO 4.1, 4.2 ELO 4.1, 4.2 | Participation scorecard, paper, midterm report, presentation, peer review, exam. | Lecture, in-class and homework assignments. |
| CLO5. Students will be able to critically evaluate their own | BLO 4.3 | Participation | Lecture, in- |

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| and others' work and collaborate effectively with other writers throughout the writing process | ELO 4.3 | scorecard, paper, midterm report, presentation, peer review, exam. | class and homework assignments. |
| CLO6. Students will be able to organize their learning process and work autonomously on writing projects. They should also demonstrate understanding of academic responsibility and integrity. | BLO 2.1 ELO 2.1 | Participation scorecard, paper, midterm report, presentation, peer review, exam. | Lecture, in-class and homework assignments. |

ACADEMIC HONESTY AND INTEGRITY

The provisions of the ISM University of Management and Economics Code of Ethics, including cheating and plagiarism, are fully applicable and will be strictly enforced in the course. Academic dishonesty and cheating can and will lead to a report to the ISM Committee of Ethics. In case of remote learning, ISM reminds students that they are expected to adhere to and maintain the same academic honesty and integrity that they would in a classroom setting.

COURSE OUTLINE

| Topic | In-class hours | Readings |
|--|--------------------------------|----------|
| Introduction to the course. Fundamentals of academic writing. Diagnostic test. | 2 | TBD |
| Paper formatting requirements. Types of academic papers and essays. Guidelines for the paper. | 2 | TBD |
| Defining the research problem, aim and objectives. Writing the Introduction. Structuring the paper. Writing the situation analysis, the literature review and the methodology. | 2 | TBD |
| Evidence-based writing. Literature and data. Primary and secondary data. Searching for sources and evaluating their reliability. Avoiding plagiarism. | 2 | TBD |
| Formatting references. In-text citation: quoting, paraphrasing, summarising. Avoiding plagiarism. | 2 | TBD |
| Midterm report. | 2 | |
| Workshop on the paper. | 2 | |
| Reporting on research findings. Visual aids. Discussion of findings and their implications. | 2 | TBD |
| Coherence of the paper. Writing the Conclusions and the Summary. | 2 | TBD |
| Guidelines for presentations and paper review. Review of the course materials. | 2 | TBD |
| Presentations and peer review. | 4 | TBD |
| | Total: 24 hours | |

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| CONSULTATIONS | 3 | |
| FINAL EXAMINATION | 2 | |

FINAL GRADE COMPOSITION

| Type of assignment | % |
|------------------------------------|-------------|
| <i>Individual Components 100 %</i> | |
| <i>Participation</i> | 20% |
| <i>Midterm report</i> | 15% |
| <i>Paper</i> | 20% |
| <i>Peer review</i> | 10% |
| <i>Presentation</i> | 15% |
| <i>Final exam</i> | 20% |
| Total: | 100% |

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

Participation: Class attendance is crucial, as instructions for any assignments will be provided during the class, furthermore, there will be activities and quizzes which will serve as the basis of the participation scorecard. The grade for participation makes up 20% of the overall grade for this course.

Paper: Detailed instructions for the paper and the detailed assessment criteria will be presented in class. The grade for the paper makes up 20% of the overall grade for this course.

Midterm report: Instead of the midterm exam, students will have to report on the progress of their paper and provide its interim draft. The grade for the midterm report makes up 15% of the overall grade for this course.

Peer review: Each student will have to provide a peer review of another student's paper. Detailed instructions for the peer review will be presented in class. The grade for the peer review makes up 10% of the overall grade for this course.

Presentation: Each student will need to present their paper to the class. Detailed instructions for the presentation will be provided in class. The grade for the presentation makes up 15% of the overall grade for this course.

Final exam: The main objective of the final exam is to review and assess the students' level of knowledge and understanding of the subject material of the whole course. Examination will include multiple choice, open and closed questions. The grade for the final exam makes up 20% of the overall grade for this course.

RETAKE POLICY

Retake of the examination: If the final grade is negative, the student might be allowed to retake the final exam during the exam retake session. In that case the exam will consist of all semester material and be worth 20% of the final grade. The retake examination may include multiple choice and open questions. Other course assignments (papers, presentations, participation scorecard items, midterm report, peer review) are not annulled and canNOT be retaken at a later time.

ADDITIONAL REMARKS

Late work: Students are responsible for all work assigned in this course. If a student is absent for a class period, they need to check the syllabus in order to determine any work they may have missed. Any missing assignments will count against the student's grade at the end of the semester. Any project turned in after the deadline will receive penalty points in the participation scorecard.

Paper formatting guidelines: All projects must follow ISM/APA7 guidelines for formatting and citing. Any submitted paper must include student's name and surname, study programme and group.

Syllabus adjustments: The instructor reserves the right to adjust the schedule based on the class progress. If any changes should occur, students will be notified in class and electronically.

Ethics. The strength of the university depends on academic and personal integrity. Ethical violations include cheating on exams, plagiarism, reuse of assignments, improper use of the Internet and electronic devices, including AI, unauthorized collaboration, alteration of graded assignments, forgery and falsification, lying, facilitating academic dishonesty and unfair competition. Questionable submissions may be required to be defended in a *viva voce*. All the assignments and exams involving acts of an academic misconduct will be assigned a penalty grade of 0 and the instance will be reported to the Committee on Ethics.

Email communication. The lecturer can be contacted via e-mail or Teams to discuss issues related to studies and will respond to most inquiries within 48 hours on working days. Please follow the standards of professional communication and use the university e-mail.

REQUIRED READINGS (TBD)

ADDITIONAL READINGS

1. Behrens, L., & Rosen, L. (2007), *Writing and Reading Across the Curriculum*. New York: Pearson Longman.
2. Cooper, S., & Patton, R. (2004), *Writing Logically, Thinking Critically*. New York: Pearson Longman.
3. De Chazal, E., & Moore, J., (2013). *Oxford EAP*. OUP
4. Fletcher, C. (2013). *Skills for Study. Level 3*. Cambridge University Press.
5. Swales, J.M., & Christine, B. (2018). *Academic Writing for Graduate Students*. 3rd edition. The University of Michigan.
6. APA style 7th edition. (2020) <https://apastyle.apa.org/>
7. Purdue Online Writing Lab. (2020). <https://owl.purdue.edu/>

ANNEX

DEGREE LEVEL LEARNING OBJECTIVES

Learning objectives for the Bachelor of Business Management

Programmes:

International Business and Communication,

Business Management and Marketing, Finance,

Industrial Technology Management

| Learning Goals | Learning Objectives |
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| Students will be critical thinkers | BLO1.1. Students will be able to understand core concepts and methods in the business disciplines |
| | BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions |
| Students will be socially responsible in their related discipline | BLO2.1. Students will be knowledgeable about ethics and social responsibility |
| Students will be technology agile | BLO3.1. Students will demonstrate proficiency in common business software packages |
| | BLO3.2. Students will be able to make decisions using appropriate IT tools |
| Students will be effective communicators | BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations |
| | BLO4.2. Students will be able to convey their ideas effectively through an oral presentation |
| | BLO4.3. Students will be able to convey their ideas effectively in a written paper |

Learning objectives for the Bachelor of Social Science

Programmes:

Economics and Data Analytics,

Economics and Politics

| Learning Goals | Learning Objectives |
|--|---|
| Students will be critical thinkers | ELO1.1. Students will be able to understand core concepts and methods in the key economics disciplines |
| | ELO1.2. Students will be able to identify underlying assumptions and logical consistency of causal statements |
| Students will have skills to employ economic thought for the common good | ELO2.1. Students will have a keen sense of ethical criteria for practical problem-solving |
| Students will be technology agile | ELO3.1. Students will demonstrate proficiency in common business software packages |
| | ELO3.2. Students will be able to make decisions using appropriate IT tools |
| Students will be effective communicators | ELO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations |
| | ELO4.2. Students will be able to convey their ideas effectively through an oral presentation |
| | ELO4.3. Students will be able to convey their ideas effectively in a written paper |

