ISM UNIVERSITY OF MANAGEMENT AND ECONOMICS

ACADEMIC WRITING AND PRESENTATION SKILLS

Course code	*HUM108*
Compulsory in the programmes	*International Business and Communication, Industrial Technology Management, Economics and Politics, Finance*
Level of studies	*Undergraduate*
Number of credits	*3 ECTS (24 in-class hours + 3 consultation hours + 2 exam hours, 52 individual work hours)*
Course coordinator (title and name)	*Senior Lecturer Lilija Vilkancienė*
Prerequisites	*none*
Language of instruction	*English*

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	Examination, test	Lectures, workshops
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	Written papers	Workshops
CLO3. Students will learn to find and evaluate print and electronic source materials appropriate for academic research projects.	BLO 1.1 ELO 1.1	Written papers	Workshops
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	Written papers, oral presentation	Workshops, discussions
CLO5. Students will be able to critically evaluate their own and others' work and collaborate effectively with other writers throughout the writing process	BLO 4.3 ELO 4.3	Written papers	Workshops, discussions
CLO6. Students will be able to organize their learning process and work autonomously on writing projects. They should also	BLO 2.1	Written papers	Workshops

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demonstrate understanding of academic responsibility and integrity.	ELO 2.1		

ACADEMIC HONESTY AND INTEGRITY

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. With regard to remote learning, ISM remind 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
Identifying genre, audience, purpose in academic and non-academic texts. Avoiding plagiarism. Features of academic writing.	2	[2] Unit 1
Finding and evaluating relevant sources. Academic research paper. (Abstract, literature review, structure)	2	[1] Chapter 2 [2] Unit 3
Summary writing: analysing text structure, topic, main points. Thesis formulation.	2	[1] Chapter 1 [2] Unit 6
APA requirements: formatting. In-text citation: quoting, paraphrasing, summarising. Reference lists.	2	[2] Units 1, 5 APA 7th edition
Paraphrasing practice. Descriptive vs analytical writing. BT requirements and samples. Writing an abstract.	2	
Midterm exam: APA and summary	2	
Synthesis writing. Understanding an essay question and writing a plan. Features of the introduction. Thesis statement. Body: logical organisation of paragraphs. Writing conclusions.	2	[1] Chapter 3 [3] Unit 3
Synthesis paper: draft review. Avoiding plagiarism.	2	
Analysis writing. Analytical tools, argument formulation.	2	[1] Chapter 4
Analysis paper: draft review. Avoiding plagiarism	2	
Presentation skills: academic presentations	2	
Academic presentation (assessed).	2	
	Total: 24 hours	
CONSULTATIONS	3	
FINAL EXAMINATION	2	

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FINAL GRADE COMPOSITION

Type of assignment	%
Pair Component 20 %	
Research presentation (pair assignment)	*20*
Individual Components 80 %	
Midterm exam	*20*
Synthesis paper	*20*
Analysis paper	*20*
Examination	*20*
Total:	**100**

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT

Midterm examination: it will include questions related to APA requirements and writing an academic summary.

Examination: The main objective of the Examination is to review and assess the students' level of knowledge and understanding of the subject material. Examination will include multiple choice, open and closed questions and a writing assignment.

Assignments: The course includes three major writing assignments: summary, synthesis, analysis and one presentations (of academic articles/ student paper). More detailed instructions for these projects and detailed assessment criteria will be presented in class.

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 of 40% of the final grade. The retake examination may include multiple choice, open questions or/and an essay. Other course assignments (papers and presentations) can NOT be retaken at a later time.

ADDITIONAL REMARKS

Participation: Because of the collaborative and cooperative nature of the writing course, class attendance is crucial.

Late work: Students are responsible for all work assigned in this course. If a student is absent for a class period, he/she needs to check the syllabus in order to determine any work he/she may have missed. Any missing assignments will count against

the student's grade at the end of the semester. Written papers can only be late one day and will receive 1-point deduction.

Paper formatting guidelines: All projects should be typed, double-spaced (or 1.5 p), printed on both sides, formatted and structured according to APA 7th addition requirements, if not specified differently by the lecturer. Any submitted paper should include student's name and surname, study programme and group. Papers that fail to follow the APA 7th edition formatting requirements will not be evaluated.

Syllabus adjustments: As an instructor, I reserve the right to adjust the schedule according to the class progress. If any changes should occur, students will be notified in class.

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, unauthorized collaboration, alteration of graded assignments, forgery and falsification, lying, facilitating academic dishonesty and unfair competition. All the assignments and exams involving the acts of an academic misconduct will be assigned a 1 grade and the instance will be reported to the Committee on Ethics.

Email communication. You can contact me by e-mail (lilija.vilkanciene@ism.lt) to discuss studies related issues. I will respond to most within 24-48 hours. Please follow the standards of professional communication and use the university e-mails.

REQUIRED READINGS

1. Behrens, L., Rosen, L. (2007), *Writing and Reading Across the Curriculum*,   New York: Pearson Longman.
2. De Chazal, E., Moore, J., (2013). Oxford EAP. OUP
3. Fletcher, C. (2013). Skills for Study. Level 3. Cambridge University Press

ADDITIONAL READINGS

1. Cooper S., Patton, R. (2004), *Writing Logically, Thinking Critically*, New York: Pearson Longman.
2. Swales J.M., Christine B. (2018). Academic Writing for Graduate Students. 3rd edition. The University of Michigan.
3. APA style 7th edition. (2020) https://apastyle.apa.org/
4. 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
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