

INDONESIAN INTERNATIONAL STUDENT MOBILITY AWARDS 2022

Course syllabus

Title:	THE ART OF WRITING AND PRESENTING
Credit points (ECTS):	7
Term:	Fall
Module leader:	Dr. Kármén Kovács / Dr. Petra Rácz-Putzer
<p>Aims: This module aims to introduce students to the practice of researching, writing and presenting for academic purposes. It also provides a guide for finding useful professional sources, assessing their relevance and reading them critically and introduces how to integrate sources into a paper by quoting, paraphrasing, summarising, critiquing and acknowledging in a scholarly way. Students learn to avoid plagiarism and apply citation and referencing in a correct way. Module aims to prepare students for work in subsequent courses in which researching, writing and presenting are requirements.</p>	
<p>Learning outcomes: On completion of this module, the successful student will be able to:</p> <ul style="list-style-type: none"> - collect, select and critically evaluate professional literature and information sources; - construct appropriate macro and micro structure in a paper; - apply correct citation and referencing; - define the basic elements of presentations; - select effective presentation techniques in speech making. - apply systematic approach and critical thinking to research and writing; - conduct effective literature survey; - 8. show timed speaking activities for 2 to 10 minutes on a given topic. 	
<p>Syllabus:</p> <ol style="list-style-type: none"> 1. Definition and types of research. Research proposal. 2. Types of professional sources. Online databases (EBSCOhost, Springer, Wiley etc.) and information sources. 3. Selection of sources. Assessing sources. Reading sources critically. 4. Integrating sources by quoting, paraphrasing and summarising. Critiquing sources. 5. Writing a literature review. The academic writing style. 6. Avoiding plagiarism. Citation and referencing. 7. Basics of presentations: Understand the situation and know your subject matter and know how to sell it. 8. Presentation tools and self-awareness. 9. Organizing information and writing the script of presentation. 10. Selecting appropriate visual aids. 11. Basics of body language. 12. Final group presentation project 	

Learning and teaching strategy:

This module will be delivered via a combination of lectures and seminars. Lectures (75 minutes) are provided to establish the framework of researching, writing and presenting (LOs2, 4, 5). Professional guides and samples are applied for practice to develop LOs 1, 3,5, 6, 7 and 8. They are used during interactive seminars (75 minutes) and for written assignments. Virtual learning environment is used to develop LOs2, 3,5 and8. Feedback on home assignments and presentations will be given through emails and one-to-one meetings.

Core learning materials:

Essential

Deane, M. (2010), Academic Research, Writing & Referencing. Harlow, Pearson.

Russel, L. and Munter, M. (2014), Guide to Presentations (4th Edition). Harlow, Pearson.

Recommended

Anderson, C. J. (2016), TED Talks: The Official TED

Guide to Public Speaking. Mariner Books

Hart, C. (2008), Doing a Literature Review:

Releasing

the Social Science Research Imagination. London [etc.], Sage Publications.

Krogerus, M. and Tschäppeler (2018), The

Communication Book: 44 Ideas for Better

Conversations Every Day. Penguin Books

Ledden, E. (2014), The Communication Book:

How to

say it, mean it, and make it matter. Harlow,

Pearson.

Machi, L. A. and McEvoy, B. T. (2009), The

Literature

Review: Six Steps to Success. Thousand Oaks,

Corwin

Press.

McMillan, K. and Weyers, J. (2013), How to Cite,

Reference and Avoid Plagiarism at University.

Harlow,

Pearson.

McMillan, K. and Weyers, J. (2013), How to

Improve

Your Critical Thinking and Reflective Skills.

Harlow,

Pearson.

McMillan, K. and Weyers, J. (2014), How to

Complete a



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	<p>Successful Research Project. Harlow, Pearson.</p> <p>Moss, R. W. (2004), <i>Strauss's Handbook of Business Information: A Guide for Librarians, Students, and Researchers</i>. Westport, libraries Unlimited.</p> <p>Mukkavilli, S. (2015), <i>Slide Spin: Your Power of Expression</i>. Notion Press</p> <p>Neville, C. (2010), <i>The Complete Guide to Referencing and Avoiding Plagiarism</i>. 2nd ed. Maidenhead, Open University Press.</p> <p>Saunders, M., Lewis, P. and Thornhill, A. (2007), <i>Research Methods for Business Students</i>. 4th ed. Harlow; New York, Financial Times - Prentice Hall.</p>
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