

ACADEMIC WRITING AND PRESENTATION SKILLS

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 class is based on 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 producing written and oral academic reports and apply the requirements in writing course assignments and giving presentations, as well as providing constructive peer review of other people's academic writing and 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 and others' work and collaborate effectively with other writers throughout the writing process	BLO 4.3 ELO 4.3	Participation scorecard, paper, midterm report, presentation, peer review, exam.	Lecture, in-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
Types of academic writing. Paper requirements. Structuring and writing the paper. Evidence-based writing. Literature and data. Primary and secondary data. Searching for sources and evaluating their reliability. AI usage.	2	TBD
Formatting references. In-text citation: quoting, paraphrasing, summarising. Avoiding plagiarism.	2	TBD
Reporting empirical research findings. Visual aids. Discussion of findings and their implications.	2	TBD
Coherence of the paper. Writing the Conclusions and the Summary.	2	TBD
Peer review of the paper.	2	TBD
Midterm report and feedback.	2	
Workshop on the paper.	2	
Guidelines for presentations and paper review.	2	TBD
Presentations and peer review.	4	TBD
Review of the course materials.	2	TBD
	Total: 24 hours	
CONSULTATIONS	3	

FINAL EXAMINATION	2	
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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 be included in the participation scorecard; furthermore, the students have to be present in class to be able to complete the peer review part of the evaluation. The grade for participation makes up 20% of the overall grade for this course and cannot be substituted by a retake.

Paper: Detailed instructions for the paper and the detailed assessment criteria will be presented in class. Not just the final paper, but also the interim submissions must be properly formatted and referenced. Failure to cite the sources properly will result in inclusion of penalty points in the participation scorecard and may lead to a grade of zero in cases of plagiarism or misuse of AI. The grade for the paper makes up 20% of the overall grade for this course and cannot be substituted by a retake.

Midterm report: Instead of the midterm exam, students will have to submit their paper for feedback. The paper must be properly formatted and referenced in order to get a passing grade. The grade for the midterm report makes up 15% of the overall grade for this course and cannot be substituted by a retake.

Peer review: Each student will have to provide a peer review of another student's paper and presentation. 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 and cannot be substituted by a retake.

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 and cannot be substituted by a retake.

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 open and closed questions. The grade for the final exam makes up 20% of the overall grade for this course.

Assessment requirements, procedures, and other important regulations may be communicated verbally during lectures. Failure to attend a lecture where such information is provided does not exempt the student from the responsibility to comply with these requirements.

RETAKE POLICY

Retake of the examination: If the final grade is a failing grade (below 5), 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's material and will 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 an alternative time.

AI USAGE POLICY

All course participants must comply with the ISM University of Management and Economics Artificial Intelligence Policy published on the e-learning platform. Students may use AI tools for brainstorming, advice, and clarification, to enhance their understanding of the topic, and to identify relevant theories and variables. However, any information generated by AI must be cross-referenced and verified using credible sources. AI-generated content is not considered a reliable academic source and cannot be cited as such, and the inclusion of AI-generated text in the paper submission is not permitted. The submitted paper must be written by the student. AI tools may be used to improve the quality of written English, including grammar and style; however, students must refrain from allowing AI to make substantial changes in the content of their writing. All AI usage must be reported in the paper per guidelines specified during the course. Any use of AI tools beyond the purposes specified above must be aligned with the course instructor. More detailed guidance will be provided throughout the course.

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 a grade of zero plus penalty points in the participation scorecard.

Paper formatting guidelines: All projects must follow ISM/APA7 guidelines for formatting and citing whenever something has to be submitted. Any submitted paper must include student's name and surname, study programme, subject and date.

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, unauthorized collaboration, improper use of AI, 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 academic misconduct will be assigned a penalty grade of 0 and the instance will be reported to the Committee on Ethics.

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/>

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