

EFMD BSC

# THE ART OF WRITING AND PRESENTING

#### General data

Course code:	B19A20E
ECTS credits:	7
Type of the course:	Core course
Semester:	Fall, Semester 1
Course restrictions:	-
Course leader (with availabilities):	Péter Németh, Dr.
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Further lecturer(s) (with	Anna Róza, Kövi-Varga
availabilities):	varga.anna@ktk.pte.hu
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## 1. Description and aims

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.

## 2. Intended Learning Outcomes (ILOs)

Upon the successful completion of this course, students should be able to:

- 1. apply systematic approach and critical thinking to research and writing (PILO4),
- 2. collect, select and critically evaluate professional literature and information sources (PILO4),
- 3. understand and apply correct citation and referencing (PILO6),
- 4. define the basic elements of presentations (PILO2),
- 5. understand and select effective presentation techniques in speech making (PILO6),
- 6. demonstrate the ability to speak on a given topic within a defined period (PILO6).

(The remarks in brackets express each CILO's connection to the Program Intended Learning Outcomes (PILOs).)

#### 3. Content, schedule

- 1. Definition and types of research. Research proposal.
- 2. Types of professional sources. Online databases (EBSCOhost, Springer etc.) and information sources.





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- 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. Midterm exam
- 8. Basics of presentations: Understand the situation and know your subject matter and know how to sell it.
- 9. Presentation tools and self-awareness.
- 10. Organizing information and writing the script of presentation.
- 11. Selecting appropriate visual aids.
- 12. Basics of body language.
- 13. Final group presentation project.

### 4. Learning and teaching strategy, methodology

*Principal teaching methodologies:* lecture, document analysis, seminars, tests, student presentations, one-to-one discussion

This module will be delivered via a combination of lectures and seminars. Lectures are provided to establish the framework of researching, writing and presenting (CILOs 1, 2, 4 and 5). Professional guides and samples are applied for practice to develop CILOs 2, 3 and 6. They are used during interactive seminars and for written assignments. E-learning solutions are used to develop CILOs 1, 2, 3, 5 and 6. Feedback on home assignments and presentations will be given through e-learning solutions and one-to-one meetings.

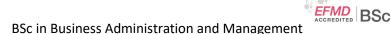
### 5. Assessment

*Formative assessment elements:* Feedback from lecturers on in-class activities, draft essays and work-in-progress presentations.

Summative assessment elements:

Individual Assessment			50%	Group Assessn	ient 5		50%	
Name of the element	Weight	Туре			Retake opportunity		* Related CILOs	
Written assignment 1 (Research Proposal)	10%		ecor	nomic topic (	al to a business or max. 1,000	No	No	1
Written assignment 2 (Essay)	20%	written coursework	ecor (max revie refe strue	nomic topic i k. 3,000 wor ew, correct c rencing, app	ropriate paper ofessional writing	No	No	1,2,3





Midterm exam	20%	exam	A closed-book written exam regarding writing part (multiple choice).	No	No	1,2,3
Seminar presentation tasks, projects	20%	oral coursework	Students will practice the basic elements of presentation and the usage of body language using training techniques.	No	No	5, 6
Written assignment 3 (Video analysis)	15%	written coursework	Students will be required to create groups and as a group to produce a critical report of a chosen video in an identified context of presentation techniques and body language. (max. 1,000 words)		No	4, 5
Final group presentation	15%	coursework	Students will be required to create groups and as a group to create a 15-minute presentation in a chosen economic topic and perform it.	No	No	6

\* Req.: Completion of the element is required to pass the course, irrespective of the performance in other elements.

## 6. Learning materials

#### Essential

Deane, M. (2010), *Academic Research, Writing & Referencing*. Harlow, Pearson. Russel, L. and Munter, M. (2014), *Guide to Presentations*. 4th ed. 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 Successful Research Project*. Harlow, Pearson. Mukkavilli, S. (2015), *Slide Spin: Your Power of Expression*. Notion Press.

Neville, C. (2010), *The Complete Guide to Referencing and Avoiding Plagiarism*. 2<sup>nd</sup> ed. Maidenhead, Open University Press.

Saunders, M., Lewis, P. and Thornhill, A. (2007), *Research Methods for Business Students*. 4th ed. Harlow; New York, Financial Times - Prentice Hall.



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# 7. Further information

International aspects embedded with the course

Using online international e-journal and e-book databases Reviewing international literature

#### Ethics, Responsibility & Sustainability (ERS) aspects embedded with the course

Ethical research

Avoiding plagiarism, applying correct citation and referencing

Sustainability in preparation to a presentation (how not to print handouts and other materials)

#### Connections to the world of practice of the course

**Guest lectures** 

Students have to evaluate global market research presentation on one of the seminars