



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. nemeth.peter@ktk.pte.hu +36 72 501 599/23129
Further lecturer(s) (with availabilities):	Anna Róza Varga, Dr. varga.anna@ktk.pte.hu

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. Introduction; Getting to know the basics of writing; Definition and types of research
2. Types of professional sources. Online databases (EBSCOhost, Springer 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.

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 Assessment		50%	
Name of the element	Weight	Type	Details	Retake opportunity	Req.*	Related CILOs
Written assignment (Essay)	30%	individual written coursework	An essay about a business or economic topic in a scholarly way (max. 3,000 words). Literature review, correct citation and referencing, appropriate paper structure and professional writing style are required.	No	No	1,2,3
Midterm exam	20%	exam	A written exam regarding writing part.	No	No	1,2,3
Seminar presentation tasks, projects	20%	group 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%	group 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	No	No	4, 5



			presentation techniques and body language. (max. 1,000 words)			
Final group presentation	15%	group oral 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*. 2nd 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.

7. Notice about AI usage

This course adopts the "Second Approach" (Position 2) regarding artificial intelligence (AI) usage, as stated in the PTE Faculty of Business and Economics guidelines. AI tools may be used thoughtfully and responsibly to support learning and project work, following the specific rules below.

AI tool usage (such as ChatGPT, Copilot, etc.) is permitted for the preparation and completion of written assignments, project planning, ideation, research support, and creative tasks related to the semester project and presentations.



AI assistance is supplementary, not a replacement for students’ own understanding, original ideas, or professional competence. Evaluation will focus on personal mastery of course content, critical thinking, and the ability to apply the materials, not on the extent or sophistication of AI-generated outputs.

Students are fully responsible for the accuracy and relevance of all content submitted. All AI-generated content, information, and recommendations must be verified, revised, and integrated using the logic and key concepts from the prescribed textbooks and lectures.

Students are responsible for carefully reviewing all AI outputs to avoid factual inaccuracies, misleading information, or copyright infringements, and ensure the final submission represents original thought and meets academic standards.

The course content—including mandatory readings, faculty-provided materials (lectures, slide decks, exercises), and assignments—may not be uploaded in whole or in part to public generative AI platforms or external databases. Doing so breaches intellectual property rights and university regulations.

Final submissions (presentations, project reports, and individual tasks) must reflect the use of and understanding of the course’s materials. Where AI is used, its application should be disclosed and referenced according to university citation norms.

AI use is not allowed in a way that would undermine academic integrity, including copying, submitting, or misrepresenting AI-generated answers as one’s own work.

8. 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. Also, student work on international examples on the presenting part seminars.