

1.	Module code:	B19A20E
2.	Title:	THE ART OF WRITING AND PRESENTING
3.	Credit points:	7
4.	Start term:	fall
5.	Module leader:	KÁRMEN KOVÁCS, DR./PETRA RÁCZ-PUTZER, DR.
6.	Accredited by:	MUBS
7.	Module restrictions:	
	• Pre-requisite	none
	• Programme restrictions	BSc in Business Administration and Management
	• Level restrictions	4
	• Other restrictions or requirements	none
8.	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.
9.	Learning outcomes:	<p>On completion of this module, the successful student will be able to:</p> <ol style="list-style-type: none"> 1. collect, select and critically evaluate professional literature and information sources; 2. construct appropriate macro and micro structure in a paper; 3. apply correct citation and referencing; 4. define the basic elements of presentations; 5. select effective presentation techniques in speech making. 6. apply systematic approach and critical thinking to research and writing; 7. conduct effective literature survey; 8. show timed speaking activities for 2 to 10 minutes on a given topic.
10.	Syllabus:	<ul style="list-style-type: none"> • Definition and types of research. Research proposal. • Types of professional sources. Online databases (EBSCOhost, Springer, Wiley etc.) and information sources. • Selection of sources. Assessing sources. Reading sources critically. • Integrating sources by quoting, paraphrasing and summarising. Critiquing sources. • Writing a literature review. The academic writing style. • Avoiding plagiarism. Citation and referencing. • Basics of presentations: Understand the situation and know your subject matter and know how to sell it. • Presentation tools and self-awareness. • Organizing information and writing the script of presentation. • Selecting appropriate visual aids. • Basics of body language. • Final group presentation project.
11.	Learning and teaching strategy:	

	<p>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.</p>				
12.	<p>Assessment scheme:</p>				
	<p>(a) Formative assessment scheme Feedback from lecturers on in-class activities, draft essays and work-in-progress presentations.</p>				
	<p>(b) Summative assessment scheme <i>Indicate tasks and weightings and which tasks assess which learning outcomes</i></p> <p>Written assignment 1 (Research Proposal)(10%) in Week 4 Students will be required to write a Research Proposal to a business or economic topic (max. 1,000 words) (LOs 6)</p> <p>Midterm exam(20%) in Week 7 Students will have a closed-book written examination during the semester. (LOs 1,2,3,4,7 and 8)</p> <p>Written assignment 2 (Essay)(20%) in Week 9 Students will be required to write 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. (LOs 1,2,3,6 and 7)</p> <p>Coursework (presenting) (20%) in Week 9, 10, and 11 Students will practice the basic elements of presentation and the usage of body language using training techniques. (LOs 4 and8)</p> <p>Final group presentation (15%) in Week 12 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 (LO 8)</p> <p>Written assignment 3 (Video analysis) (15%) in Week 13 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) (LOs 4 and 5)</p> <p>Students who do not gain more than 50% in the midterm exam, can write the retake midterm exam in the last week of the semester.</p> <p>After deadline, any submission of the tasks will be refused.</p> <p>Based on all of the assessment elements, more than 50% in aggregate is required to pass the course.</p>				
	<table border="1"> <tr> <td data-bbox="256 1957 683 1995">Seen examination</td> <td data-bbox="683 1957 1425 1995">N/A</td> </tr> <tr> <td data-bbox="256 1995 683 2022">Unseen examination</td> <td data-bbox="683 1995 1425 2022">20%</td> </tr> </table>	Seen examination	N/A	Unseen examination	20%
Seen examination	N/A				
Unseen examination	20%				

	Coursework (no examination)	80%
13.	Timetabled examination required	NO
14.	Length of exam	1 hour
15.	Learning materials	
	<ul style="list-style-type: none"> • Essential • Recommended 	<p>Deane, M. (2010), Academic Research, Writing & Referencing. Harlow, Pearson.</p> <p>Russel, L. and Munter, M. (2014), Guide to Presentations (4th Edition). Harlow, Pearson.</p> <p>Anderson, C. J. (2016), TED Talks: The Official TED Guide to Public Speaking. Mariner Books</p> <p>Hart, C. (2008), Doing a Literature Review: Releasing the Social Science Research Imagination. London [etc.], Sage Publications.</p> <p>Krogerus, M. and Tschäppeler (2018), The Communication Book: 44 Ideas for Better Conversations Every Day. Penguin Books</p> <p>Ledden, E. (2014), The Communication Book: How to say it, mean it, and make it matter. Harlow, Pearson.</p> <p>Machi, L. A. and McEvoy, B. T. (2009), The Literature Review: Six Steps to Success. Thousand Oaks, Corwin Press.</p> <p>McMillan, K. and Weyers, J. (2013), How to Cite, Reference and Avoid Plagiarism at University. Harlow, Pearson.</p> <p>McMillan, K. and Weyers, J. (2013), How to Improve Your Critical Thinking and Reflective Skills. Harlow, Pearson.</p> <p>McMillan, K. and Weyers, J. (2014), How to Complete a Successful Research Project. Harlow, Pearson.</p> <p>Moss, R. W. (2004), Strauss's Handbook of Business Information: A Guide for Librarians, Students, and Researchers. Westport, libraries Unlimited.</p> <p>Mukkavilli, S. (2015), Slide Spin: Your Power of Expression. Notion Press</p> <p>Neville, C. (2010), The Complete Guide to Referencing and Avoiding Plagiarism. 2nd ed. Maidenhead, Open University Press.</p> <p>Saunders, M., Lewis, P. and Thornhill, A. (2007), Research Methods for Business Students. 4th ed. Harlow; New York, Financial Times - Prentice Hall.</p>