

UNIVERSITY OF ECONOMICS
FACULTY OF MANAGEMENT
DEPARTMENT OF MARKETING

Adopted by the FC: record No 12/29 Apr 2024

Adopted by the DC: record No 10/15 Apr 2024

ACCEPTED BY:

Dean:
(Assoc. Prof. Dr Dobrin Dobrev)

SYLLABUS

SUBJECT: ACADEMIC RESEARCH

**DEGREE PROGRAMME(S): Digital Media and PR, Marketing, International Business
(in English); BACHELOR'S DEGREE, full-time studies**

YEAR OF STUDY: 1; SEMESTER: 2

TOTAL STUDENT WORKLOAD: 90 hours; incl. curricular 30 hours

CREDITS: 3

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	<i>WORKLOAD, hours</i>	<i>TEACHING HOURS PER WEEK, hours</i>
CURRICULAR: incl. - LECTURES - SEMINARS / LAB. EXERCISES	15 15	1 1
EXTRACURRICULAR	60	-

Prepared by:

1.
(C.M. Prof Dr Ec. Sc. Ivan Rusev)
2.
(Assoc. Prof. Dr Svilen Ivanov)

Head of Department of

Marketing :
(Assoc. Prof. Dr Vladimir Zhechev)

I. ANNOTATION

The aim of the subject is to provide students with knowledge of academic reading and academic writing.

Training in this subject forms skills for the preparation and presentation of scientific text.

The knowledge and skills in the subject Academic Research form student competences for successful performance in the subjects taught during their course of study.

The main focus of the discipline is on the following specific objectives and expected outcomes:

- At the end of the course students will know what scientific work is and what the difference between science, pseudoscience and false science is; they will know the rules for writing a scientific text; they will know what academic integrity and author ethics are; they will know what empirical research is.*
- At the end of the course students will be able to read a scientific text effectively, work with sources of information, structure a scientific text and compile a list of the literature used, cite the sources used correctly, prepare an abstract and a summary of a scientific text, lay out and present a scientific text.*

The subject Academic Research provides students with language literacy, digital competence and personality competence.

II. THEMATIC CONTENT

No	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
Topic 1. NATURE OF RESEARCH WORK		2	2	
1.1.	Introduction to the subject			
1.2.	Definition of research work			
1.3.	Characteristics of research work			
Topic 2. READING SCIENTIFIC LITERATURE		1	1	
2.1.	What is scientific literature? Types of scientific literature			
2.2.	Methods for reading scientific text and broadening one's own perspective. Familiarity with fundamental principles in scientific research			
Topic 3. ACADEMIC WRITING		2	2	
3.1.	What is academic writing? Fundamental principles in scientific research			
3.2.	Rules for academic writing. Scientific reasoning. Formulation of thesis and main hypotheses			
3.3.	Preparation of literature review			
Topic 4. WORKING WITH SOURCES OF INFORMATION		2	2	
4.1.	What is a source of information? Types of information sources			
4.2.	Working with primary sources. Searching for information sources in libraries			
4.3.	Working with primary sources. Searching for information sources on the Internet			
Topic 5. STRUCTURING A SCIENTIFIC TEXT AND A BIBLIOGRAPHY		2	2	
5.1.	Variants for structuring a research work			
5.2.	Compiling a bibliography (list of works cited)			
5.3.	Term papers and reports – structure and elements			
Topic 6. CITATION		2	2	
6.1.	The normative base			

6.2.	Ground rules for citing sources used			
6.3.	Modes of citation. Examples			
6.4.	Practical advice for citation. Grammar rules			
6.5.	Citation Indexes			
Topic 7. INTRODUCTION TO EMPIRICAL RESEARCH		1	1	
7.1.	Definition of the process			
7.2.	Quantitative and qualitative research			
Topic 8. ABSTRACT AND SUMMARY OF A RESEARCH WORK		1	1	
8.1.	Preparation of an abstract (synopsis) of a research work			
8.2.	Preparation of a summary of a research work			
8.3.	Structure of a scientific article in a referenced and indexed journal			
Topic 9. LAYOUT AND PRESENTATION OF A RESEARCH WORK		1	1	
9.1.	Layout of the research work (term paper)			
9.2.	Content and formal criteria for quality presentation			
Topic 10. THE DIPLOMA PAPER: CONTENTS, STRUCTURE AND LAYOUT		1	1	
10.1.	General guidelines regarding the contents and the structure of the diploma paper			
10.2.	Technical requirements on the layout of a diploma paper			
Total:		15	15	

III. FORMS OF CONTROL:

No	TYPE AND FORM OF CONTROL ¹	Number	extra-curricular, hours
1.	Midterm control		
1.1.	Term paper - preparation and presentation	1	25
1.2.	Test	1	25
1.3.	Preparation of review/reviews of term papers	1	10
Total midterm control:		3	60
2.	Final term control		
2.1.	Ongoing assessment	-	-
Total final term control:		-	-
Total for all types of control:		3	60

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

¹ With subjects which end with continuous assessment, only Item 1 - Midterm Control is filled out, pursuant to Art. 21, Para. 2 of the *Regulation on the Evaluation of the Knowledge, Skills and Competencies of Students at the University of Economics – Varna*.

1. **Русев, И. (2022).** *Академични изследвания*. Варна: Издателство „Наука и икономика“, Икономически университет – Варна, 138 стр. (ISBN 978-954-21-1121)

RECOMMENDED (ADDITIONAL) LITERATURE:

1. **Еко, У. (2013).** *Как се пише дипломна работа*. София: Труд.
2. **Илиева, С., С. Салтирова-Радкова, Ж. Жечев (2018).** *Наръчник по академично писане за студенти и докторанти*. Шумен: Университетско издателство „Епископ Константин Преславски“.
3. **Мавродиева, И., Й. Тишева (2016).** *От реферата до магистърската теза. Академично писане за студенти + електронни ресурси*. София: Сиела Норма.
4. **Цветкова, М. (2013).** *Наука със стил: писане на дипломен проект*. София; Enthusiast Libris.
5. **Кожухаров, А. (2018).** *Успешните научни публикации. Учебник*. Варна: ТЕРА БАЛКАНИКА.
6. **Utrecht University (2015).** *A guide for scientific writing. Bachelor Earth Sciences*, April, <https://students.uu.nl/sites/default/files/ge0-aw-guide-for-scientific-writing-2016.pdf> (20.02.2022)