

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF ECONOMICS
DEPARTMENT OF INDUSTRIAL BUSINESS AND LOGISTICS

Adopted by the FC (record № 11/ 25. 04. 2024)

Adopted by the DC (record № 9/ 16. 04. 2024)

ACCEPTED BY:

Dean:

(Assoc. Prof. Denka Zlateva PhD)

SYLLABUS

SUBJECT: ACADEMIC RESEARCH

DEGREE PROGRAMME: Business and Management; BACHELOR'S DEGREE

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> | WORKLOAD, hours | TEACHING HOURS PER WEEK, hours |
|-----------------------------|--------------------|--------------------------------------|
| CURRICULAR: incl. | | |
| • LECTURES | 15 | 1 |
| • SEMINARS / LAB. EXERCISES | 15 | 1 |
| EXTRACURRICULAR | 60 | - |

Prepared by:

1.
(Assoc. Prof. Petya Dankova PhD)

2.
(Assoc. Prof. Plamena Milusheva, PhD)

3.
(Senior Assist. Prof. Vladi Kurshumov PhD)

Head of department
of Industrial Business and Logistics:
(Assoc. Prof. Plamen Pavlov PhD)

I. ANNOTATION

This course aims to provide students with the skills and techniques necessary for academic writing. Students will learn how to conduct academic research, how to link their own ideas and arguments to sources, and how to quote, paraphrase and summarise information from other works. Particular attention is paid to the correct referencing of sources and the avoidance of plagiarism. All of these skills are first introduced to students in theory and then applied in a series of in-class exercises and assignments. By the end of the semester, students will have completed the individual stages of the writing process and will have produced an academic paper. The course on Academic Research develops the following key competences: literacy and multilingualism.

On successful completion of the course, the student will be able to:

- *Read an academic paper on a particular topic and analyse it in terms of context, authorship and intended audience.*
- *Recognise the format and thesis of an academic paper and be able to locate such a paper in an appropriate database or library.*
- *Formulate a research topic and aim and write a research paper on that topic.*
- *Produce an academic annotated bibliography or list of works cited, based on the standards set by APA style.*
- *Prepare a PowerPoint presentation of the research paper and present it within a set time limit.*

II. THEMATIC CONTENT

| № | TITLE OF UNIT AND SUBTOPICS | NUMBER OF HOURS | | |
|--|---|-----------------|----------|------|
| | | L | S | L.E. |
| Theme 1. INTRODUCTION TO RESEARCH | | 1 | 0 | |
| 1.1. | Getting to understand the world around us | | | |
| 1.2. | What is academic research | | | |
| 1.3. | Conceptual research and empirical research | | | |
| 1.4. | Pseudoscience and “real” science | | | |
| 1.5. | The scientific method | | | |
| Theme 2. INTRODUCTION TO ACADEMIC WRITING | | 1 | 0 | |
| 2.1. | Purpose of academic writing | | | |
| 2.2. | Features of academic writing | | | |
| 2.3. | Common types of academic writing | | | |
| Theme 3. FIRST STEPS IN WRITING AN ACADEMIC PAPER | | 2 | 4 | |
| 3.1. | Choosing a topic | | | |
| 3.2. | Identifying a research problem | | | |
| 3.3. | Defining a research question | | | |
| 3.4. | Defining a research aim | | | |
| Theme 4. FINDING LITERATURE SOURCES | | 2 | 2 | |
| 4.1. | The role of the literature review in academic writing | | | |
| 4.2. | Finding suitable sources | | | |
| 4.3. | Using library catalogues | | | |
| 4.4. | Using library website to search electronic resources | | | |
| Theme 5. REVIEWING THE LITERATURE | | 2 | 2 | |
| 5.1. | Working with sources | | | |
| 5.2. | Reading: applying a critical approach | | | |
| 5.3. | Annotating during reading | | | |
| 5.4. | Citation. APA citation rules | | | |

| | | | | |
|---|---|-----------|-----------|--|
| 5.5. | Writing an annotated bibliography | | | |
| Theme 6. AVOIDING PLAGIARISM | | 1 | 0 | |
| 6.1. | What is plagiarism | | | |
| 6.2. | Acknowledging sources | | | |
| 6.3. | Avoiding plagiarism by developing good study habits | | | |
| Theme 7. RESEARCH PAPER: THE STRUCTURE | | 2 | 2 | |
| 7.1. | Introduction | | | |
| 7.2. | Main part (theory, case analysis, discussion) | | | |
| 7.3. | Conclusion | | | |
| 7.4. | List of references | | | |
| 7.5. | Abstract | | | |
| 7.6. | Appendix(es) | | | |
| Theme 8. WRITING THE RESEARCH PAPER | | 2 | 4 | |
| 8.1. | Academic writing style | | | |
| 8.2. | Organizing paragraphs | | | |
| 8.3. | Integrating quotations into your writing | | | |
| 8.4. | Paraphrasing | | | |
| 8.5. | In-text citations | | | |
| 8.6. | Definitions | | | |
| 8.7. | Tables and figures | | | |
| 8.8. | Formatting | | | |
| Theme 9. PRESENTING THE RESEARCH PAPER | | 2 | 1 | |
| 9.1. | Rules for preparing a PowerPoint presentation | | | |
| 9.2. | Rules for presenting the research paper in front of a group | | | |
| 9.3. | Time management rules | | | |
| Total: | | 15 | 15 | |

III. FORMS OF CONTROL:

| № | TYPE AND FORM OF CONTROL | Number | extra-curricular, hours |
|--|-----------------------------------|----------|-------------------------|
| 1. | Midterm control | | |
| 1.1. | Writing an annotated bibliography | 1 | 10 |
| 1.2. | Writing an academic paper | 1 | 40 |
| 1.3. | Presenting the academic paper | 1 | 10 |
| Total midterm control: | | 3 | 60 |
| 2. | Final term control | | |
| 2.1. | Coursework assesment | 0 | 0 |
| Total final term control: | | 0 | 0 |
| Total for all types of control: | | 3 | 60 |

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Winkler A.C. and Metherell, J.R. (2012). *Writing the Research Paper: A Handbook*. 8th ed. Cengage Learning.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Bailey, S. (2018). *Academic writing: A Handbook for International Students*. Routledge
2. Whitaker, A. (2009). *A Step-by-Step Guide to Writing Academic Papers*. City University of Seattle