

## Liverpool John Moores University

Title: Academic Writing Skills  
Status: Definitive  
Code: **4500IRICBT** (128511)  
Version Start Date: 01-08-2021

Owning School/Faculty: Humanities and Social Science  
Teaching School/Faculty: International College of Business and Technology

Team	Leader
Matthew Hill	Y

**Academic Level:** FHEQ4      **Credit Value:** 15      **Total Delivered Hours:** 45  
**Total Learning Hours:** 150      **Private Study:** 105

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	45

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	3000 word Essay	100	

### Aims

*The aim of this module is to enable the student to acquire, develop and deploy skills of rational thought and critical analysis*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Identify the concepts and process of ethical academic writing.

- 2 Conduct a research on a topic of interest.
- 3 Demonstrate skills and competencies, including written and spoken communication skills.
- 4 Interpretation and presentation of data in various forms.

**Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

3000 word Essay                    1        2        3        4

**Outline Syllabus**

*Ethical writing – meaning, ethical framework, importance of ethics in writing, ethical code of practice in academic writing.*

*Academic writing – researching for writing, reading for writing, connecting reading and writing, writing the body paragraph, introduction and conclusion. Use of vocabulary and spelling.*

*Use of referencing in text and end text, use of tables, charts, graphs and figures, producing quality written assignments.*

*Critical thinking – introduction to critical thinking, what is and what is not an argument? Reading, sequencing and selection of reading materials.*

*Standards of critical thinking – accuracy, precision, relevance, depth and breadth.*

*Presentations – academic skills for presentations, the audience, the objective of presentation, techniques of effective presentations, structuring the presentation, visual presentation aids, clarity and persuasion, non-verbal communication, opening and closing, time management, coordination among group presenters.*

**Learning Activities**

Lectures

**Notes**

Recommended reading:

Anderson, M., Nayar, P.K., and Sen, M, (2010), Critical Thinking, Academic Writing and Presentation Skills, Pearson publication

Bovee, C.L. & Thill, JV., (2012), Business Communication Today, (11th edition), Global edition, Pearson publication