

# POLTAVA UNIVERSITY OF ECONOMICS AND TRADE

Department of Business Foreign Language

## ACADEMIC DISCIPLINE SYLLABUS

### «Effective writing» for 2023- 2024 academic year

Course and semester of study	Elective course
Educational program / specialization	-
Specialty	-
Field of knowledge	-
Degree of higher education	master

The name of the teacher who teaches this discipline,  
scientific degree and academic title,  
position

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Class schedule	<a href="http://schedule.puet.edu.ua/">http://schedule.puet.edu.ua/</a>
Consultations	full-time <a href="http://www.dim.puet.edu.ua/stud.php">http://www.dim.puet.edu.ua/stud.php</a> online: via e-mail, MN-FR 10.00-17.00
Distance course page	<a href="https://el.puet.edu.ua/">https://el.puet.edu.ua/</a>

#### Description of the discipline

The purpose of studying the discipline	The purpose of studying the discipline is to form the rhetorical competence of students, to develop the skills of effective presentation of information in oral and written formats, and the development of students as public figures who master the art of public speaking.
Duration	5 ECTS credits / 150 hours (practical classes 60 hours, independent work 90 hours)
Forms and methods of teaching	Practical classes in the classroom, independent work outside the schedule
Current and final control system	Current control: class attendance; homework; discussion of lesson material; performance of educational tasks; presentations, testing; current module work Final control - Credit test
Base knowledge	Speaking, listening, writing and reading skills at level B1
Language	English

### List of competencies provided by this discipline, and program learning outcomes

program learning outcomes	competencies provided by this discipline
<p>Ability to abstract thinking, analysis and synthesis</p> <p>Ability to work in a team, to speak orally and in written English languages</p> <p>Ability to clearly and effectively describe the intensive, deep and detailed results of scientific work</p> <p>Ability to publish scientific articles in major scientific journals in this field.</p> <p>Ability to understand scientific articles in one of the selected specializations.</p>	<p>Ability to communicate orally and in writing in state and foreign languages for communication in professional and socio-cultural spheres, mastery of professional terminology in a foreign language.</p> <p>Ability to consciously replenish and expand communication skills in the professional sphere throughout life;</p> <p>Ability to generate new ideas (creativity).</p> <p>Ability to find, process and analyse information from various sources.</p> <p>Ability to apply knowledge in practice.</p> <p>Knowledge and understanding of the subject area and understanding of the profession</p> <p>Ability to think abstractly and analytically and generate ideas.</p> <p>Ability to use information and communication technologies.</p> <p>Ability to work in an international context.</p>

### Thematic plan of the discipline

Topics	Types of work	Tasks of independent work in the context of topics
<b>Module 1. English academic writing: main features</b>		
Topic 1. Introduction. Basic types and concepts of academic style of writing. English academic style.	Attending practical classes; homework; discussion of theoretical and practical material (oral answers); performance of educational tasks; presentations; independent work tasks.	Processing and analysis of information sources; preparation of a presentation / abstract on the topic; search (selection) and review of additional materials on a given issue.
Topic 2. Academic writing as a kind of scientific communication. Important features and elements of the academic text. Subject and title. Division into sections	Attending practical classes; homework; discussion of theoretical and practical material (oral answers); performance of educational tasks; presentations; independent work tasks.	Processing and analysis of information sources; preparation of a presentation / abstract on the topic; search (selection) and review of additional materials on a given issue.
Topic 3. Argumentation of the choice of the topic of scientific work.	Attending practical classes; homework; discussion of theoretical and practical material (oral answers); performance of educational tasks; presentations; independent work tasks.	Processing and analysis of information sources; preparation of a presentation / abstract on the topic; search (selection) and review of additional materials on a given issue.
Topic 4. Methods of scientific research. Work with sources and materials.	Attending practical classes; homework; discussion of theoretical and practical material (oral answers); performance of educational tasks; presentations; independent work tasks.	Processing and analysis of information sources; preparation of a presentation / abstract on the topic; search (selection) and review of additional materials on a given issue.
Topic 5. Introduction to the structure of a scientific text. Features of annotation design.	Attending practical classes; homework; discussion of theoretical and practical material (oral answers); performance of educational tasks; presentations; independent work tasks.	Processing and analysis of information sources; preparation of a presentation / abstract on the topic; search (selection) and review of additional materials on a given issue.
Topic 6. Features of	Attending practical classes; homework;	Processing and analysis of information sources;

<b>Topics</b>	<b>Types of work</b>	<b>Tasks of independent work in the context of topics</b>
conclusions and bibliography.	discussion of theoretical and practical material (oral answers); performance of educational tasks; presentations; independent work tasks.	preparation of a presentation / abstract on the topic; search (selection) and review of additional materials on a given issue.
Topic 7. Comparison of cultural features of English and Ukrainian academic writing. Strategies of academic writing in English. Language and style of academic writing in English.	Attending practical classes; homework; discussion of theoretical and practical material (oral answers); performance of educational tasks; presentations; independent work tasks.	Processing and analysis of information sources; preparation of a presentation / abstract on the topic; search (selection) and review of additional materials on a given issue.
<b>Module 2. Major and minor genres of English scientific writing and methods of working with them</b>		
Topic 8. The main genres of English written communication in the scientific and educational field. Abstracts. (Thesis)	Attending practical classes; homework; discussion of theoretical and practical material (oral answers); performance of educational tasks; presentations; independent work tasks.	Processing and analysis of information sources; preparation of a presentation / abstract on the topic; search (selection) and review of additional materials on a given issue.
Topic 9. Article as a leading genre of modern scientific text.	Attending practical classes; homework; discussion of theoretical and practical material (oral answers); performance of educational tasks; presentations; independent work tasks.	Processing and analysis of information sources; preparation of a presentation / abstract on the topic; search (selection) and review of additional materials on a given issue.
Topic 10. Methods of writing a report for a scientific conference.	Attending practical classes; homework; discussion of theoretical and practical material (oral answers); performance of educational tasks; presentations; independent work tasks.	Processing and analysis of information sources; preparation of a presentation / abstract on the topic; search (selection) and review of additional materials on a given issue.
Topic 11. Research projects, resumes and letters as additional genres of scientific communication.	Attending practical classes; homework; discussion of theoretical and practical material (oral answers); performance of educational tasks; presentations; independent work tasks.	Processing and analysis of information sources; preparation of a presentation / abstract on the topic; search (selection) and review of additional materials on a given issue.
<b>Module 3. Academic integrity</b>		
Topic 12. The code of ethics of a scientist and academic integrity.	Attending practical classes; homework; discussion of theoretical and practical material (oral answers); performance of educational tasks; presentations; independent work tasks.	Processing and analysis of information sources; preparation of a presentation / abstract on the topic; search (selection) and review of additional materials on a given issue.
Topic 13. Copyright. Use of intellectual property.	Attending practical classes; homework; discussion of theoretical and practical material (oral answers); performance of educational tasks; presentations; independent work tasks.	Processing and analysis of information sources; preparation of a presentation / abstract on the topic; search (selection) and review of additional materials on a given issue.
Topic 14. Citation, paraphrasing and plagiarism in scientific papers.	Attending practical classes; homework; discussion of theoretical and practical material (oral answers); performance of educational tasks; presentations; independent work tasks.	Processing and analysis of information sources; preparation of a presentation / abstract on the topic; search (selection) and review of additional materials on a given issue.

### Information resources

1. Library of Congress Cataloging-in-Publication Data. Bailey, Stephen, 1947– Academic writing for international studies of business/ Stephen Bailey. – 3rd ed. – 2020. – 346 p.
2. Evans V. Successful Writing. Express Publishing, 2020. – 164 p.
3. Michael McCarthy, Felicity O`Dell – Academic Vocabulary in Use. Cambridge University Press. – 2016.
4. Яхонтова Т. В. Основи англомовного наукового письма: Навч. посібник для студентів,аспірантів і науковців. - Вид. 2-ге. - Львів: ПАІС, 2003. - 220 с.
5. Silvia P.J. How to Write a Lot: A Practical Guide to Productive Academic Writing / P.J. Silvia. – USA: American Psychological Association, 2018. – 149 p.
6. Jordan R. R. Academic Writing Course. Edinburg: Longman, 1996. - 144p.
7. Sowton C. 50 steps to improving your academic writing: Study book / Sowton Chris Garnet Education, 2012.
8. Coffin C. Teaching Academic Writing: A Toolkit for Higher Education (Literacies) / Caroline Coffin. – 2003.
9. Верба Г.В., Верба Л.Г. Довідник з граматики англійської мови / Г.В. Верба, Л.Г. Верба.– К. : ТОВ «ВП Логос-М», 2020. – 342с.
10. Journal of Academic Writing. See at: <https://publications.coventry.ac.uk/index.php/joaw>
11. Journal of English for Academic Purposes. See at: <https://www.journals.elsevier.com/journal-of-english-for-academic-purposes>
12. Journal of Writing Research. See at: <http://www.jowr.org>

### **Course software**

- Microsoft Office software package.

### **Discipline study and assessment policy**

- Policy on deadlines and rescheduling: tasks that are submitted with violation of deadlines without good reason are rated lower (75% of the possible maximum number of points per activity). Retaking of modules takes place with the permission of the lead teacher if there are good reasons (for example, sick leave).
- Academic Integrity Policy: Write-offs during current modular work and testing are prohibited (including using mobile devices). Mobile devices are allowed to be used only during online testing and preparation of practical tasks during the lesson.
- Attendance policy: class attendance is a mandatory component. For objective reasons (for example, illness, employment, internship) training can take place online (Moodle) with the permission of the lead teacher.
- Policy of enrollment in non-formal education: <http://puet.edu.ua/en/publiczna-informaciya>

### Evaluation

**The final grade for the study of the discipline is calculated through the current assessment**

Types of work	Maximum points
credit	
Module 1 (topics 1-7): practical classes on topics 1-7 (5 points each), independent work (2 points), test work (5 points)	42
Module 2 (topics 8-11): practical classes on topics 8-11 (5 points each), independent work (3 points points), test work (3 points)	21
Module 3 (topics 12-14): practical classes on topics 12-14 (5 points each), independent work (4 points), test work (6 points)	25
Final test (12 points)	12
	100

**Scale of assessment of applicants for higher education based on the results of studying the discipline**

The sum of points for all types of educational activities	ECTS scale grade	National scale grade
90-100	A	Excellent
82-89	B	Very good
74-81	C	Good
64-73	D	Satisfactory
60-63	E	Fairly satisfactory
35-59	FX	Fail (unsatisfactory with possibility of taking an exam\test for the second time)
0-34	F	Fail (unsatisfactory with mandatory studying the course for the second time)