

**Table 5.2.** Course specification

<b>Study program : Advanced Data Analytics in Business</b>			
<b>Course title: Academic Writing</b>			
<b>Teachers: Dejan Brcanov, Stojanka Dakić</b>			
<b>Status of the course: Elective</b>			
<b>Number of ECTS: 7</b>			
<b>Condition: No</b>			
<b>Goal of the course</b> The goal of the course is to develop student's ability to write research papers and other academic texts.			
<b>Learning outcome</b> Student understands research principles, knows how to write research questions, hypothesis and objectives, design adequate literature review, acquire the ability to access and extract relevant information from relevant data sources, write an effective research proposal.			
<b>Content of the course</b> <i>Theoretical part</i> <i>Week 1.: Introduction in academic writing and research</i> <i>Week 2: Definition of research questions, hypothesis and research goals.</i> <i>Week 3-4: Literature: choice, critical thinking developing, citations and referencing styles</i> <i>Week 5-6: Formulating research design</i> <i>Week 7-8: Data sources: access to data bases and developing questionnaires</i> <i>Week 9-11: Analysing quantitative data</i> <i>Week 12: Analysing qualitative data</i> <i>Week 13-15: Paper writing and presenting</i>  <i>Practical part</i> <i>Discussions on course subjects, individual preparation for master thesis.</i>			
<b>Literature</b> 1. Bryman, A. & Bell, E. (2011). Business Research Methods - Third Edition. Oxford University Press Inc., New York, USA. 2. Saunders, M., Lewis, P., Thornhill, A. (2007). Research Methods for Business Students - 4th Edition. Pearson Education, Harlow, England. 3. Salkind, N.J. (2018). Exploring research - 9th Edition. Pearson Education, Harlow, England.  4. Swales, J.M. & Feak, C.B. (2012). Academic writing for graduate students: essential tasks and skills - 3rd Edition. The University of Michigan Press, USA.			
<b>Number of hours of active teaching</b>	<b>Theoretical teaching: 2</b>	<b>Practical teaching: 2</b>	
<b>Teaching methods</b> Lectures, discussions, paper writing on teaching subjects.			
<b>Assessment (maximum number of points 100)</b>			
<b>Pre-exam obligations</b>	Points	<b>Final exam</b>	Points
Activities during semester	<b>5</b>	Written exam	<b>15</b>
Practical part	<b>5</b>	Oral exam	<b>15</b>
Colloquium	<b>20</b>	.....	
Seminar paper	<b>40</b>		