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| <b>Course:</b><br>Academic writing  |                  | <b>Doctoral School in<br/>Management Science and<br/>Business Administration</b> |
| <b>Lecturer:</b><br>Görög Mihály  |                  | <b>Academic title:</b><br>Professor  |
| <b>Contact hours:</b> 28  | <b>Exam:</b> yes | <b>Credit:</b> 8   |
| <b>Aims:</b><br>The primary objective of the course is providing familiarity with the types of academic papers and the requirements of the most typical reference styles. The course objective also includes developing skill in writing conference proposals, conference posters and research-based papers likely to be published in professional journals.                              |                  |  |
| <b>Thematic:</b> <ul style="list-style-type: none"> <li>• types of academic papers</li> <li>• standard reference styles</li> <li>• requirements of a conference proposal</li> <li>• requirements of a conference poster</li> <li>• typical structure of a research-based paper</li> <li>• requirements of the structural units (sections) of the typical research-based papers</li> </ul> |                  |  |
| <b>Suggested textbooks:</b> <ul style="list-style-type: none"> <li>• Jensen, E.A., Laurie. C. (2016). Doing Real Research. London: SAGE: part V</li> <li>• Bryman, A., Bell, E. (2015, 4<sup>th</sup> edn.). Business Research Methods. Oxford: Oxford University Press: chapter 29</li> </ul>  |                  |  |
| <b>Student's role:</b><br>Throughout the semester students need to prepare and submit assignments related to conference proposal, conference poster, and the structural units (sections) of the typical research-based papers. These assignments will be presented and discussed in the classroom.  |                  |  |

