

Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Wissenschaftliches Schreiben und Berichten
Code der Lehrveranstaltung	31008
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich- disziplinärer Bereich	NN
Sprache	Englisch
Studiengang	Master in Tourismusmanagement
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	Prof. Claudia Cozzio, Claudia.Cozzio@unibz.it https://www.unibz.it/en/faculties/economics- management/academic-staff/person/42530
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Erstes Semester
Studienjahr/e	2
KP	2
Vorlesungsstunden	12
Laboratoriumsstunden	-
Stunden für individuelles Studium	-
Vorgesehene Sprechzeiten	6
Inhaltsangabe	 The course has the following focus: Learn how to structure and write a thesis/ a research report using the 5-chapter model, including the role of each section. Understand academic writing style, appropriate language, and citation etiquette to produce clear and professional contents. Develop a strong literature review and evaluate the quality of sources critically.

	• Identify and avoid common mistakes in thesis writing through hands-on exercises and guided discussions.
Themen der	Theses and reports
Lehrveranstaltung	- Purpose and importance of the structure
	- The 5- (and 6-) chapter structures of empirical
	research reports
	- The function of literature in research
	Academic writing styles
	- Academic writing etiquette
	- Developing a narrative
	- Appropriate language
	- Referencing
Stichwörter	academic writing, report writing, referencing
Empfohlene	not foreseen
Voraussetzungen	
Propädeutische	
Lehrveranstaltungen	
Unterrichtsform	Frontal lectures, exercises, discussions
Anwesenheitspflicht	-
Spezifische Bildungsziele	Knowledge and understanding
und erwartete	The student/trainee acquires specific competences and skills to
Lernergebnisse	deal with management issues from the perspective of the
	management of tourism enterprises, the development and
	promotion of tourism destinations and the planning and
	management of integrated tourism systems and individual services
	in strategic, organisational and administrative terms with an
	international and intercultural perspective.
	The student acquires the competence to apply knowledge and
	understanding about the role of tourism in the economic
	development of communities, regions and nations.
	The student acquires the competence to understand and
	quantitatively analyse tourism phenomena in order to support
	business decision-making processes.
	The student acquires advanced competences on the legal
	specificities surrounding the operation of tourism companies as
	well as associations, consortia and non-profits, typical of the
	tourism system.

Ability to apply knowledge and understanding

The student/undergraduate acquires the ability to understand and analyse the problems characterising the tourism sector through the application of theories and models and the adoption of appropriate tools for the management of tourism enterprises.

The student/undergraduate acquires the ability to use models for the analysis of the tourism market.

The student/undergraduate also acquires the ability to read and understand economic analyses.

The student acquires the ability to interpret and use synthetic indicators of interest for the economic and market development policies of tourist destinations as well as individual enterprises in the sector.

The student understands and uses statistical-quantitative methodologies for the description, monitoring and evaluation of problems characterising the tourism system.

The student acquires the ability to orientate himself/herself with sufficient mastery in the legal system concerning business activities and acts, with particular reference to the specificities of tourism companies, intermediation contracts and transport law.

Autonomy of judgement

acquire the ability to select data and use appropriate information to describe a problem concerning the management of tourism businesses as well as tourism associations and destinations acquire the ability to relate models and empirical evidence in the study of tourism enterprises, associations, consortia and tourist destinations

Communication skills

The Master's degree graduate will be able to communicate effectively in oral and written form the specialised content of the individual disciplines, using different registers depending on the recipients and the communicative and didactic purposes, and to evaluate the formative effects of his/her communication. Written and oral communication skills are particularly developed in the training activities carried out for the preparation of the Master's thesis, in the discussion of business cases and in interactive lectures involving group discussions and the comparison of

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accessibility of the text. The introduction (15%) concerns the relevance of the topic, the clarity in developing the problem area, and the focus of the research question. The literature section		main criteria. Overall readability (20%) refers to the structure,
relevance of the topic, the clarity in developing the problem area, and the focus of the research question. The literature section		consistency, quality of English, professional presentation, and
and the focus of the research question. The literature section		accessibility of the text. The introduction (15%) concerns the
and the focus of the research question. The literature section		
·		and the focus of the research question. The literature section
		(30%) considers the quality of the search and selection process,
the coverage of key concepts, the reflection and critical review,		the coverage of key concepts, the reflection and critical review,

	and the coherence of the narrative. Reflection and discussion (25%) are evaluated in terms of authenticity, critical insight, and depth of analysis. The conclusion (10%) focuses on the clarity with which the research question is addressed, the acknowledgement of limitations, and the practicality of the recommendations.
Pflichtliteratur	Irvin L.L. (2010), What is "Academic" Writing?, in Writing spaces: readings on writing. Volume 1 / edited by Charles Lowe and Pavel Zemliansky.
Weiterführende Literatur	
Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	Weniger Ungleichheiten, Hochwertige Bildung