Syllabus

Descrizione corso

Titolo insegnamento	Scrittura Accademica e per l'Industria
Codice insegnamento	31008
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	NN
Lingua	Inglese
Corso di Studio	Corso di laurea magistrale in Management del Turismo
Altri Corsi di Studio (mutuati)	
Docenti	prof. Claudia Cozzio, Claudia.Cozzio@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/42530
Assistente	
Semestre	Primo semestre
Anno/i di corso	2
CFU	2
Ore didattica frontale	12
Ore di laboratorio	-
Ore di studio individuale	-
Ore di ricevimento previste	6
Sintesi contenuti	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.

Argomenti dell'insegnamento	Theses and reports - 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
Parole chiave	academic writing, report writing, referencing
Prerequisiti	not foreseen
Insegnamenti propedeutici	
Modalità di insegnamento	Frontal lectures, exercises, discussions
Obbligo di frequenza	-
Obiettivi formativi specifici e risultati di apprendimento attesi	INTENDED LEARNING OUTCOMES (ILO) ILO 1: KNOWLEDGE AND UDNERSTANDING ILO 1.1 The student/trainee acquires specific competences and skills to 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. ILO 1.2 The student acquires the competence to apply knowledge and understanding about the role of tourism in the economic development of communities, regions and nations. ILO 2: ABILITY TO APPLY KNOWLEDGE AND UNDERSTANDING ILO 2.1 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. ILO 3: AUTONOMY OF JUDGEMENT

	ILO 3.1 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 ILO 3.2 Acquire the ability to relate models and empirical evidence in the study of tourism enterprises, associations, consortia and tourist destinations ILO 4: COMMUNICATION SKILLS ILO 4.1 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 individual analyses. ILO 5. LEARNING SKILLS ILO 5.1 To identify thematic connections and to establish relationships between different cases and contexts of analysis ILO 5.2 To frame a new problem systematically and generate appropriate taxonomies. ILO 5.3 To develop general models from the phenomena studied.
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	
Modalità di esame	For both Attending Students and Non-attending students: Individual written essay (weight 80%) In this essay, the student should report a literature review on a relevant research question within the field of Tourism Management. The choice of topic is free, however, its relevance needs to appear in the study. The study should be based on a minimum of 15 relevant and high-quality (academic) sources, that provide relevant insights into the concepts mentioned in the research question. The student should add an overall reflection on the practical

	implications of the findings in the literature. This can be a reflection based upon personal experiences. No empirical work is required. The study should be reported in an academically styled written essay (3000 – 6000 words) and should be submitted for examination no later than one week before the scheduled exam date. (ILO1, ILO2, ILO3, ILO4) Final written exam (weight 20%): n. 10 multiple choice questions and n. 1 open question on academic and thesis writing (ILO1, ILO2, ILO5)
Criteri di valutazione	The assessment of the essay (literature study) is based on five main criteria. Overall readability (20%) refers to the structure, consistency, quality of English, professional presentation, and 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 (30%) considers the quality of the search and selection process, 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.
Bibliografia obbligatoria	Irvin L.L. (2010), What is “Academic” Writing?, in Writing spaces : readings on writing. Volume 1 / edited by Charles Lowe and Pavel Zemliansky.
Bibliografia facoltativa	
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Ridurre le disuguaglianze, Istruzione di qualità