

Syllabus

Course description

Course title	Thesis and report writing skills
Course code	31008
Scientific sector	-
Degree	Master in Tourism Management
Semester and academic year	1st Semester 2024/2025
Year	2nd study year
Credits	2
Modular	No

Total lecturing hours	12 (ONLINE)
Total lab hours	-
Total exercise hours	-
Attendance	Strongly suggested, but not required
Prerequisites	Not foreseen to attend the course. The passing of the course is necessary, to enroll for the final exam of the study program.
Course page	https://www.unibz.it/en/faculties/economics-management/master-tourism-management/course-offering

Specific educational objectives	The course is designed to acquire academic and professional skills and knowledge with regards to reporting empirical research.
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Lecturer	Dr. Adrianus Jan Gijsbert Silvius, adrianusjangijsbert.silvius2@unibz.it , Campus Bruneck/Brunico, 1 st Floor, Office 1.09, Faculty of Economics and Management
Scientific sector of the lecturer	Business and Management
Teaching language	English
Office hours	https://www.unibz.it/en/timetable/?department=26&degree=13009%2C13134
Lecturing assistant	-
Teaching assistant	-
Office hours	-
List of topics covered	<p>Theses and reports</p> <ul style="list-style-type: none"> - Purpose and importance of the structure - The 5- (and 6-) chapter structures of empirical research reports - The function of literature in research <p>Academic writing styles</p> <ul style="list-style-type: none"> - Academic writing etiquette

	<ul style="list-style-type: none"> - Developing a narrative - Appropriate language - Referencing <p>Common flaws in master theses and how to prevent them</p>
Teaching format	<p>The entire lectures and office hours will be held online.</p> <p>Frontal lectures, exercises, discussions</p>

Learning outcomes	<p>Upon completion of this module, the student will:</p> <ul style="list-style-type: none"> • Know how to structure an empirical research report. • Know what content is expected in the different sections of the report, based on the 5-chapter structure. • Understand the function of a literature review in a research report. • Understand how to structure the master’s thesis. • Assess the quality of literature sources. • Be able to develop a comprehensive literature review, as part of the masters’ thesis.
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Assessment	<p><u>For Attending Students</u> (Regular attendance will be recorded by the lecturer, at least 50% of attendance is required to qualify as attending student)</p> <p>The knowledge and the skills learned throughout the course will be assessed with an individual written essay (literature study) and an individual written exam.</p> <p>Individual written essay (weight 75%) 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 20 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 (5000 – 8000 words) and should be submitted for examination no later than one week before the scheduled exam date.</p>
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	<p>Results of this assignment are valid only for the academic year in which these activities have taken place, and results of these activities cannot be carried over beyond that time frame.</p> <p>Individual written exam (weight 25%) The final written exam will consist of 25 multiple response questions, aimed at testing the student’s understanding of the criteria, structure and process of academic writing. The exam will last up to 60 minutes.</p> <p><u>For NON-Attending Students</u> (Students who will not attend at least 50% of classes or will be unable to complete the project work) <u>In addition to the essay mentioned above</u>, the student will have to submit a second essay (individual, 2000-2500 words), based on at least five academic sources, on what defines good academic writing. For these students, the first essay will count for 60% of the assessment of the course, and the essay on academic writing for 15%. <u>For both essays, the submission deadline is one week before the scheduled exam day.</u></p> <p>Individual written exam (weight 25%) The final written exam will consist of 25 multiple response questions, aimed at testing the student’s understanding of the criteria, structure and process of academic writing. The exam will last up to 60 minutes.</p> <p>Any student discovered plagiarizing, engaging in academic dishonesty, or in any other dishonest conduct will fail the course and the regulations of the Faculty on academic misconduct will apply.</p>
<p>Assessment language</p>	<p>English</p>
<p>Evaluation criteria and criteria for awarding marks</p>	<p>Assessment criteria essay (literature study):</p> <ul style="list-style-type: none"> o Overall readability (20%) <ul style="list-style-type: none"> Structure Consistency Quality of English Professional look and feel Accessibility o Introduction (15%) <ul style="list-style-type: none"> Relevancy of the topic Development of a problem area Focus of RQ o Literature (30%) <ul style="list-style-type: none"> Search and Selection process Coverage of the concepts of the RQ

	<p>Reflection and review Compelling narrative and flow</p> <ul style="list-style-type: none"> o Reflection and Discussion (25%) Authenticity and Criticality Elaborativeness and depth o Conclusion (10%) Answering the RQ Addressing of limitations Practicality of recommendation <p>Assessment criteria essay on academic writing:</p> <ul style="list-style-type: none"> o Overall readability (20%) Quality of English Structure and Accessibility o Literature (25%) Quality of sources o Content (30%) Compelling narrative and flow Elaborativeness and depth o Conclusion (25%) Capturing the essence
<p>Required readings</p>	<p>Silvius, A.J.G. (2015), Common flaws in project management research reports. Working Paper, HU University of Applied Sciences Utrecht. Irvin L.L. (2010), What is "Academic" Writing?, in Writing spaces : readings on writing. Volume 1 / edited by Charles Lowe and Pavel Zemliansky.</p>
<p>Supplementary readings</p>	