

University of the Punjab, Lahore

Hailey College of Banking & Finance

Course Outline

(Core Course / Auxiliary Course /Special Course)

Program	BBA Hon's	Course Instructor	
Years/Semester		Email	
Name of the Course	Academic & Report Writing		
Course No.	BHBF405		
Credit Hours	03		
Prerequisites	N/A		
Follow Up	--		
Category	Compulsory		
Course Description	The course covers the nature of academic writing. It examines purpose and structure of academic texts: articles, thesis, books and conference papers. It provides guidance for writing the academic texts.		
Learning Objectives	Develop understanding of academic writing		
Syllabus Before Mid-Term Examinations			
WEEK 01	Introduction to course Importance of academic writing Importance of literature Language in academic writing Difference between academic and general writing		
WEEK 02	Types of academic texts Sources for academic texts Quality indicators		
WEEK 03 & 04	Understanding Composition and Purpose of writing Important components in writing The Role of Grammar and Usage		
WEEK 05	Managing literature Annotated bibliography		

WEEK 06	Types of Plagiarism Plagiarism policy of HEC
WEEK 07	Acknowledging Academic Debts Citation and referencing styles APA-6 : University's adopted style
WEEK 08	Review and Discussion
Syllabus After Mid-Term Examinations	
WEEK 09	Writing strategies Creating an Outline Fleshing Out the Outline Polishing the write up
WEEK 10	Mastering the Paragraph: Development and structure Essential and desirable qualities in paragraph
WEEK 11	Narrowing the problem space How to write problem statement, significance of study How to write research gap
WEEK 12	Critical discussion of literature Importance of construction of arguments
WEEK 13	Proof reading: Importance What are different ways of doing proof reading: effective use of software
WEEK 14 & 15	Differences in types of academic writing: structure, contents Similarities in types of academic writing How to meet demands of different academic writings
WEEK 16	Revision
Text Books	Hartley, J., (2008). <i>Academic Writing and Publishing</i> . Taylor & Francis Monippally, M. M., Pawar, S. B., (2010). <i>Academic Writing- A Guide for Management Students and Researchers</i>
Reference Material	<ul style="list-style-type: none"> Will be provided

Instructional Aids/Resources		<ul style="list-style-type: none"> • Financial Calculator • Smart Projector • Video Lectures • Online Case Study Database Access (Harvard) • Turnitin 			
Teaching strategies		<ul style="list-style-type: none"> • Class Lectures • Group Discussion • Case Studies • Field Surveys • Assignments 			
Assessment	Marks in %	Sessional	Mid	Final	Total 100%
	Criteria	25	35	40	100
Governing Rules		<ul style="list-style-type: none"> • There will be a closed-book mid-term exam (minimum duration 1 hour) and final-term exam (minimum duration 1.5 hours) in which material from lectures, assigned readings/handouts, and the textbook will be covered. The exams will test your understanding of the course material and your ability to apply the concepts learned. • Prior Preparation, Regular Attendance, and Professional Participation in all classes is expected and rewarded. Come to the Class prepared to lead the class discussion for analytical interpretations, alternative strategies, and persuasive solutions. 			
Attendance Requirements		<ul style="list-style-type: none"> • Students failing to maintain a minimum attendance of 75% will not be allowed to sit in Exams • It is strongly recommended that students attend every class session. 			
Classroom Behavior		<ul style="list-style-type: none"> • In class all cell phones must be turned off or set on "silent mode." During lectures use of mobile phone or other gadgets without the permission of instructor is not allowed 			
Honesty Policy		<ul style="list-style-type: none"> • A Participant found in cheating on any exam/ assignment/ project will receive no credit (i.e. no grade) for that exam/ assignment/ project 			