**Table 5.2** Specification of subjects

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| **Study program:** Advanced Data Analytics in Business | | | | |
| **Name of the subject: Academic writing** | | | | |
| **Teacher(s):** Marija Džunić | | | | |
| **Status of the subject:** Elective | | | | |
| **Number of ECTS credits: 7** | | | | |
| **Conditions:** | | | | |
| **Subject goal**  To develop and strengthen academic and professional writing skills of students. To improve reading, critical reasoning and research skills. To enable students to write academic and professional articles with confidence and skill. To introduce fundamental concepts of academic writing, text analysis and critical reasoning. | | | | |
| **Outcome of the subject**  Students will be able to:   * compose individual essays, based on evidence, sources and appropriate writing strategies to support topic statements; * demonstrate critical thinking and reading skills; * enhance the ability of text summarization and analysis; * evaluate and use academic sources, avoid plagiarism and cite accurately. | | | | |
| **Subject content**  *Theory*  Strategies and skills of academic reading; The writing process: topic selection, developing ideas and focus; Paper structure; Drafting and revising; Text analysis; Academic and professional sources; Literature review; Avoiding plagiarism; Clarity and exactness; Critical presentation.  *Practical learning*  Research assignment: research proposal, outline, draft; paragraph form and substance; citation practice and plagiarism; source evaluation; research analysis. Critical review - critical reading, analysis and writing evaluation of a scientific text. | | | | |
| **Literature**   1. Harvard College Writing Program (2022) Harvard Guide to Using Sources: A Publication of the Harvard College Writing Program. One Bow Street: Cambridge. 2. Barnet, S., Stubbs, M. and Bellanca, P. (2018) *A Short Guide to College Writing*, 5th edition. Vancouver, B.C.: Langara College | | | | |
| **Number of active teaching classes** | **Theoretical teaching:** 30 | | **Practical teaching:** 45 | |
| **Method of carrying out the teaching**  Discussion, mini projects, reading strategy practice, writing assignments, presentations | | | | |
| **Evaluation of knowledge (maximum number of points 100)** | | | | |
| **Pre-exam obligations** | points | **Final exam** | | Points |
| Participation in lecturing classes | 10 | Written exam | | 50 |
| Participation in practical course work | 10 |  | |  |
| Reading assignments | 10 |  | |  |
| Writing assignment (essay) | 20 | **Total** | | **100** |