

**Syllabus**  
SIC 5101 Scientific writing and Literature research  
**Hanno Beck**  
**Summer Semester 2023**

<b>Level</b>	Master	
<b>Credits</b>	1	
<b>Student Contact Hours</b>	15	
<b>Workload</b>	30 hours	
<b>Prerequisites</b>	None	
<b>Time</b>	March, 9th, 14:30 – 19:30; March 10th, 9:00 – 19:00	
<b>Room</b>	W4.1.06	
<b>Start Date</b>	March, 9th	
<b>Lecturer(s)</b>	<b>Name</b>	Hanno Beck
	<b>Office</b>	W4.01.5
	<b>Virtual Office</b>	<a href="#">Internet-Office Beck</a>
	<b>Office Hours</b>	Monday, 9:45 – 11:15
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## Summary

### Overview (catalog description):

Topic of this course is scientific writing.

### Prerequisites:

You should have knowledge of basic economic ideas; **please if possible bring your laptop with you.**

### Learning Objectives:

By the end of the course students

- are able to write a paper that meets requirements for a scientific paper, a thesis or a term paper
- are able to search and find important scientific sources for their research
- Know how to break down a complex topic into a well-arranged structure

### Course Topics:

- Literature research: strategies, sources
- Software: Citavi
- Mindmapping
- Metaplan analysis
- Rules for writing and citation
- plagiarism

### Literature and Course Materials

Pforzheim Business School (URL): **The Business School Guidelines for Preparation of Business and Legal Academic Papers**; ([http://www.hs-pforzheim.de/De-de/Wirtschaft-und-Recht/Studienuebergreifende-Fachgebiete/Volkswirtschaftslehre/Studium/Wissenschaftliches\\_Arbeiten/Documents/FormaleGestaltungEndfassungEnglisch3.pdf](http://www.hs-pforzheim.de/De-de/Wirtschaft-und-Recht/Studienuebergreifende-Fachgebiete/Volkswirtschaftslehre/Studium/Wissenschaftliches_Arbeiten/Documents/FormaleGestaltungEndfassungEnglisch3.pdf))

American Psychological Association: **Publication Manual of the American Psychological Association**. 5th ed., APA, Washington 2006 (<http://www.lib.monash.edu.au/tutorials/citing/apa-a4.pdf>)

### Teaching and learning approach:

The goal of the academic paper is the advancement of knowledge. Students shall be enabled to write an academic paper that presents current knowledge on its topic documented through the use of properly cited existing scholarly works from which further developments can be derived.

## Outline of the Course

### Tentative Schedule

Time	Subject, exercises
<b>9.03.2023</b>	
14.30 – 16.00	<b>Getting started:</b> What is science; search techniques, sources for Economists
16.15 – 17.15	<b>Exercises:</b> searching economic data and literature; searching literature for an assigned topic
17.30 – 19.00	<b>Exercises:</b> Presentations and discussion
<b>10.03.2023</b>	
09.00 – 10.15	<b>How to structure a paper:</b> guidelines; argument maps; metaplan analysis
10.30 – 11.30	<b>Exercises:</b> <i>crafting a structure for your assigned topic; search further literature, using citavi</i>
11.30 – 12.30	Lunch break
12.30 – 14.45	Exercises: Presentations
15.00 – 16.30	<b>From the outline to the paper:</b> table of contents; some rules for writing, how to cite; rules for citing in scientific papers; plagiarism, presentation techniques
16.45 – 17.30	<i>Exercise:</i> preparing a table of contents and a references section for your topic
17.45 – 19.00	Final presentations

## Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Goal	Learning Objectives	Course Contributions to Goal	Assessment
<b>1 Responsible leadership in organizational contexts</b>	1.1 Knowledge of leadership concepts and principles 1.2 Application of leadership concepts and principles 1.3 Critical reflection of leadership concepts and principles		
<b>2 Creative problem solving skills in a complex business environment</b>	2.1 Ability to identify, differentiate and classify problems 2.2 Ability to analyze problems 2.3 Ability to derive creative solutions 2.4 Ability to present and explain problems and solutions	Learning to structure complex topics, Metaplan technique, presentation skills, writing skills, research techniques	class discussion, presentation
<b>3 Research Skills</b>	3.1 Knowledge of relevant research methods 3.2 Application of relevant research methods 3.3 Ability to generate innovative results with relevant research methods	research techniques	class discussion, presentation
<b>4 Management of Innovation</b>	4.1 Fundamental knowledge of operational innovation processes 4.2 Ability to assess a company's innovation potential 4.3 Ability to develop complex technological strategies		
<b>5 Management of the challenges of global sustainability and awareness for social and corporate responsibilities</b>	5.1 Fundamental knowledge of sustainability issues 5.2 Ability to identify and analyze sustainability issues and its causes 5.3 Development of sustainability strategies		