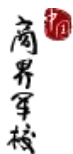




PHBS

北京大学汇丰商学院



Course Code Course Name Module, Academic Year

Course Information

Instructor:

Office: PHBS Building, Room

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Office Hour: Mon, Thur, 13:30-15:20

Teaching Assistant: Yan Yang

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Classes:

Lectures: 27 Apr., Time: 8:30-21:30

Venue: PHBS Building, Room

Course Website:

If any.

1. Course Description

1.1 Context

Course overview:

This course is designed to help students to be able to further improve their logic, writing and oral presentation after completing the first draft of their Master of Journalism and Communication thesis. Teachers focus on sections including, but not limited to, thesis structure, written and oral presentation, literature review, research methodology, and discussion of conclusions in order to meet the relevant Ministry of Education requirements for Master's education.

Prerequisites:

Communication Theory, Social Research Methods, and required courses from MJC program.

1.2 Textbooks and Reading Materials

Eco, U., Farina, M. C., & Farina, G. (2015). How to Write a Thesis (The MIT Press) (Translation ed.). The MIT Press.

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment (YES with details or NO)
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1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	Yes. Students are required to finalize their thesis.
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Yes. Students are required to defend their thesis.
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	No.
	2.2. Students will be able to apply leadership theories and related skills.	Yes. Students are required to finish their thesis alone.
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	Yes. Students are required to finish their thesis.
	3.2. Our students will practice ethics in the duration of the program.	Yes. Students are required to finish their thesis according to academic ethics.
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	No.
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Yes. Students are required to finish their thesis according to academic criteria.
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	No.
	5.3. Our students will demonstrate competency in critical thinking.	Yes. Students are required to finish their thesis according to academic criteria.

2.2 Course specific objectives

- The thesis requires adherence to academic standards, logical clarity, structural integrity, concise and accurate writing.
- Students will be able to report accurately to the Academic Board on the structural framework and main findings of the thesis.
- The following criteria need to be met for an outstanding dissertation: a good research question, an appropriate approach to answering the question, a complete structure, accurate writing, a fluent narrative, and some scholarly contribution.

2.3 Assessment/Grading Details

Subject	Percent of Grade
Student present draft of thesis independently	60%
Student could reply to the professors' questions properly	20%
Student understand how to modify his/her thesis after discussion	20%

2.4 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

3. Topics, Teaching and Assessment Schedule

This course consists of 12 teaching hours. Each session takes up 2 hours. In each session, the instructor will follow the framework of each chapter of Eco's book (2015). Relevant theories, papers, and cases will be introduced and discussed in the class. Students need to present their draft of thesis and discuss with the professor for further modification. Here are the 6 sessions of this course.

Session 1: Introduction to thesis writing (Chapter 1, 2). This session will introduce the basic concept, the development, and cases about thesis writing. Students will also get an overview of the following questions:

- What Is a Thesis, and Why Is It Required?
- Four Obvious Rules for Choosing a Thesis Topic
- Monograph or Survey?/ Historical or Theoretical?/ "Scientific" or Political?

Session 2: Conducting research (Chapter 3). In this session, we will take a close look of the research structure. Students will also get an overview of the following questions:

- What Are the Sources of a Scientific Work?
- What is Literature Review? What Should You Read?
- Direct and Indirect Sources

Session 3: The work plan and the methodology (Chapter 4). Students should be able to understand what could methodology help to answer research question. Students will also get an overview of the following questions:

- The Table of Contents as a Working Hypothesis
- How to choose proper methodology to answer my research question?

Session 4: Writing the thesis (Chapter 5, 6). Students should be able to understand how to write the thesis. Students will also get an overview of the following questions:

- How to Write, thesis structure
- When and How to Quote: 10 Rules

- Margins and Spaces/ Underlining and Capitalizing/ Quotation Marks and Other Signs
- The Table of Contents

Session 5: Oral presentation. Students should be able to understand how to conduct a good oral presentation in the final defence. Students will also get an overview of the following questions:

- What is a good academic story telling?
- What and how to show your key findings to the committee members?

Session 6: Individual students Q&A. The professor will give one-to-one guidance to students on specific issues for each thesis and make suggestions for revision.

4. Miscellaneous