

TISHK INTERNATIONAL UNIVERSITY
FACULTY OF ADMINISTRATIVE SCIENCES AND ECONOMICS
Department of BUSINESS AND MANAGEMENT,
2025-2026 Fall

Course Information for BUS 353 ACADEMIC RESEARCH AND WRITING

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|---|---|------------------|---|------------------|----------------|-------------|
| Course Name: ACADEMIC RESEARCH AND WRITING | | | | | | |
| Code | Regular Semester | | Theoretical | Practical | Credits | ECTS |
| BUS 353 | 5 | | 2 | - | 2 | 3 |
| Name of Lecturer(s): | Asst. Lec. Omer Farouk | | | | | |
| Teaching Assistant: | Mr. Nyaz Abdullah | | | | | |
| Course Language: | English | | | | | |
| Course Type: | Main | | | | | |
| Office Hours | Sunday – Thursday 9:00 am to 5:00 pm | | | | | |
| Contact Email: | omer.farouk@tiu.edu.iq Tel:07859860750 | | | | | |
| Teacher's academic profile: | LLM in Corporate Law (Northern University of Malaysia)/ PhD Candidate in Technology and Business Law (Northern University of Malaysia) | | | | | |
| Course Objectives: | The overarching aim of this course is to enhance students' proficiency in academic research and writing. We strive to equip students with the necessary skills to effectively navigate the intricacies of thesis composition, source material acquisition, and rigorous academic research. | | | | | |
| Course Description (Course overview): | Academic & Research Writing is devised for enabling the students for developing and refining their Academic and Professional writing skills in English. It is also aimed at enhancing divergent skills like describing, analyzing and persuading their points of view or argumentation. The primary End of this course is to build up efficient communication, sufficient vocabulary, and proficient and prolific writing. The course may pave the way for sharpening the writing skills like Assignment, Term paper, Dissertation etc. | | | | | |
| COURSE CONTENT | | | | | | |
| Week | Hour | Date | Topic | | | |
| 1 | 2 | 05-09/10/2025 | Registration week. | | | |
| 2 | 2 | 12-16/10/2025 | Introduction: Academic thinking and writing | | | |
| 3 | 2 | 19-23/10/2025 | Essay Writing Process: Understanding Essay Types, Questions, Essay Structure, Stages of the Writing Process | | | |
| 4 | 2 | 26-30/10/2025 | Steps in the Research Process: Topic, Problem Statement, Problem/Questions, Objectives, etc.. | | | |
| 5 | 2 | 02-06/11/2025 | Literature Review: What is it and How to Write it? | | | |
| 6 | 2 | 09-13/11/2025 | Revision | | | |
| 7 | 2 | 16-20/11/2025 | Midterm Exam | | | |
| 8 | 2 | 23-27/11/2025 | Summarizing and Paraphrasing Source | | | |
| 9 | 2 | 30/11-04/12/2025 | Critical Reading and Critique | | | |
| 10 | 2 | 07-11/12/2025 | Synthesis: Definition & Types: Explanatory and Argument | | | |
| 11 | 2 | 14-18/12/2025 | Analysis: Meaning and Use of Analytical Tools | | | |
| 12 | 2 | 21-25/12/2025 | Referencing: In-text Citation, References/Bibliography | | | |
| 13 | 2 | 28/12-01/01/2026 | Revision | | | |
| 14 | 2 | 04-08/01/2026 | Revision | | | |
| 15 | 2 | 11-15/01/2026 | Final Exam | | | |

COURSE/STUDENT LEARNING OUTCOMES

- 1 Master the art of analytical thinking and critical assessment.
- 2 Acquire proficiency in essay writing, encompassing: • Comprehension of essay questions • Understanding and employing appropriate essay structures • Effective content formulation • Skillful research and sourcing • Proper citation and referencing of external works
- 3 Develop aptitude in crafting appropriate problem statement and research gap.
- 4 Cultivate advanced critical reading abilities.
- 5 Gain expertise in conducting comprehensive literature reviews.

COURSE'S CONTRIBUTION TO PROGRAM OUTCOMES

(Blank : no contribution, I: Introduction, P: Proficient, A: Advanced)

Program Learning Outcomes

Cont.

- 1 Design and implement innovative products and services that align with evolving local and global market needs to achieve organizational objectives
- 2 Apply industry-specific knowledge and problem-solving skills to real-world business challenges through case studies, simulations, and live projects A
- 3 Apply financial decision-making processes that adhere to ethical practices, ensuring effectiveness and operational standards in local and global businesses I
- 4 Analyze data, use predictive modeling, and apply insights to recommend strategies that support effective management decisions
- 5 Examine business challenges within diverse cultural contexts and propose ethical, compliant, and effective solutions I
- 6 Conduct research to address issues faced by organizations which can enhance and demonstrate critical problem-solving skills A
- 7 Develop, implement, and evaluate a comprehensive business plan that aligns with both local and global organizational goals I
- 8 Assess the feasibility of marketing products and services in global and domestic markets through market research and analysis A
- 9 Critically evaluate leadership theories and their application in driving organizational change and maintaining team performance A
- 10 Assess strategies for recruiting, retaining, and developing human capital to support local and global business growth I

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| Prerequisites (Course Reading List and References): | None |
| Student's obligation (Special Requirements): | 1-Plagiarism is strictly forbidden—all works must be produced by the student. The lecturer reserves the right to fail any work that has been plagiarism (anything over a maximum of 25% as read by Turnitin), or any work that has not been adequately referenced, with a mark of zero (0). Repeated plagiarised works will be reported to the appropriate committee of the University for further action. 2- Students should not use mobile phones in the lecture room. 3- Any student who is late for more than 10 minutes will be marked as absent. 4- Students must not engage in any activity in the lecture-room that distracts other students or is seen as an inconvenience for others and is considered inappropriate. 5- Disrespecting the above rules would result in loss of marks as deemed appropriate by the lecturer. |
| Course Book/Textbook: | Laurence Behrens, Leonard Rosen - A Sequence for Academic Writing (7th Edition) |
| Other Course Materials/References: | Sky Marsen - Professional Writing-Red Globe Press (2019) |
| Teaching Methods (Forms of Teaching): | Lectures, Presentation, Assignments, Discussion , , |

COURSE EVALUATION CRITERIA

| Method | Quantity | Percentage (%) |
|-----------------------|-----------------|-----------------------|
| Quiz | 1 | 10 |
| Midterm Exam | 1 | 20 |
| Presentation | 1 | 10 |
| Individual assignment | 1 | 20 |
| Final Exam | 1 | 40 |
| Total | | 100 |

Examinations: Essay Questions, Fill in the Blanks, Multiple Choices, ,

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Extra Notes:

| ECTS (ALLOCATED BASED ON STUDENT) WORKLOAD | | | |
|---|-----------------|---------------------------------------|-----------------------|
| Activities | Quantity | Workload Hours for 1 quantity* | Total Workload |
| Theoretical Hours | 15 | 2 | 30 |
| Practical Hours | 15 | 0 | 0 |
| Final Exam | 1 | 12 | 12 |
| Quiz | 1 | 5 | 5 |
| Midterm Exam | 1 | 6 | 6 |
| Presentation | 1 | 6 | 6 |
| Individual assignment | 1 | 7 | 7 |
| Total Workload | | | 66 |
| ECTS Credit (Total workload/25) | | | 3 |

Peer review

Signature:

Name:

Lecturer

Signature:

Name:

Head of Department

Signature:

Name:

Dean