Module Description, available in: EN

Academic Writing and Presenting

General Information

Number of ECTS Credits

3

Module code

CM_AcWritPre

Valid for academic year

2026-27

Last modification

2021-02-04

Coordinator of the module

Hanspeter Schmid (FHNW, hanspeter.schmid@fhnw.ch)

Explanations regarding the language definitions for each location:

- Instruction is given in the language specified for each location and module execution.
- Documentation is available in the language(s) listed for each location and module execution. If the documentation is in multiple languages, the percentage distributed is indicated (100% = all documentation provided).
- The examination, including both questions and answers, is provided entirely (100%) in the language(s) specified for each location and module execution. The exams are on-site.

	Lausanne			Lugano	Zurich		
Instruction	**X** E 100%				**X** E 100%		
Documentation	**X** E 100%				**X** E 100%		
Examination	**X** E 100%				**X** E 100%		

Module Category

CM Context module

Profile Recommendations

This module is recommended for the following profiles:

	Lausanne	Zurich
Profile	CE, CS, DS, ICS	EIE, ICS, Pho

Lessons

2 lecture periods and 1 tutorial period per week

Entry level competences

Prerequisites, previous knowledge

English level B2 (CEFR)

Brief course description of module objectives and content

The goal of this module is to help students to further develop their knowledge and skills in academic writing and presenting through the medium of English. Students will learn what it means to write academic texts and to present to an audience in an accurate, appropriate, and convincing manner. The module is divided into a writing and a presenting part.
The writing part of the module focuses on key document types students are expected to master in their academic and professional careers. Using examples and engaging students in practical exercises, the writing part particularly highlights the importance of the academic argument, analysing its structure, components and styles. It looks at how arguments can be built into bigger text blocks that form part of academic text types such as abstracts, introductions, analyses, and others.

The presenting part of the module focuses on how to prepare and deliver academic presentations. How much detail is necessary? Which sources should be referenced? What information should be included in the presentation slides? How do I create interest in the topic? In this second part of the module, the emphasis will be placed on argumentation techniques but also highlight appearance, self-confidence, clarity and orientation to the audience.
Students are encouraged to work on real writing and presentation projects in English as part of the course.

Aims, content, methods

Learning objectives and competencies to be acquired

At the end of the module, students are able

- to produce academic texts in writing and speaking, paying attention to accuracy, argumentation and the intended target audience;
- to reflect critically on the quality of academic texts, both in speaking and writing;
- to assess writing and presentation abilities, using appropriate instruments for self- and peer-assessment;
- to gain some understanding for possible future development in the area of academic writing and presenting.

Module content with weighting of different components

Academic writing

- Academic writing style (vocabulary, sentence formation, linking, etc.)
- Academic text types and their structure
- Academic publishing
- Academic argumentation
- Reader orientation in writing
- Writing as a process in applied research

Academic presenting

- Presenting as telling a story
- Visual and textual aids during presentation
- Rhetorical clarity
- Presenting in a convincing and enthusiastic manner
- Handling stage fright

Teaching and learning methods

- Blended learning, plenary lectures
- Self-study project
- Work in small groups

Literature

A reader will be provided at the start of the semester.

Assessment

Additional performance assessment during the semester

The module contains additional performance assessment(s) during the semester. The achieved mark of the additional performance assessment(s) applies to both the regular and the resit exam.

Description of additional performance assessment during the semester

Within the semester, three quizzes and/or individual work assignments (writing and presenting) contribute a total of 30% to the final mark as detailed in the syllabus handed out at the start of the term. The final exam then contributes the remaining 70% to the final mark.

Basic principle for exams

As a rule, all standard final exams are conducted in written form. For resit exams, lecturers will communicate the exam format (written/oral) together with the exam schedule.

Standard final exam for a module and written resit exam

Kind of exam

Written exam

Duration of exam

120 minutes

Permissible aids

Aids permitted as specified below:

Permissible electronic aids

Open Internet.
ChatGTP can be used, but must be referenced. If an answer was given using ChatGTP, the text must be marked with "..." [ChatGTP output] or "..." [edited ChatGTP ouput].
The same has to be done for any other text production or editing tool.

Other permissible aids

Open book, open Internet, as described above.

Exception: In case of an electronic Moodle exam, adjustments to the permissible aids may occur. Lecturers will announce the final permissible aids prior to the exam session.

Special case: Resit exam as oral exam

Kind of exam

Oral exam

Duration of exam

30 minutes

Permissible aids

Aids permitted as specified below:

Permissible electronic aids

PDF version of the slide lessons and/or written personal summaries.

No other material or information search is allowed (PC in flight mode, no connection available)

Other permissible aids

Open book. Printed documents (all lectures) and/or written personal summaries