

# Capital University of Economics and Business

## Overseas Chinese College

### Course Syllabus

<b>Year and Semester</b>	2026 Spring					
<b>Course Name</b>	Academic Writing and Research Methodology 1					
<b>Course Code</b>	GE 101					
<b>Course Type</b>	<input type="checkbox"/> General Education (Required)		<input type="checkbox"/> General Education (Elective)			
	<input type="checkbox"/> Basic Disciplinary Course		<input type="checkbox"/> Professional Course (Required)			
	<input checked="" type="checkbox"/> Professional Course (Elective)		<input type="checkbox"/> Professional Course (Expanded)			
	<input type="checkbox"/> Professional Course (Advanced)					
<b>Course Credits</b>	1					
<b>Course Hours</b>	Total Class Hours	16	Lecture Hours	16	Experiment (Computer) Hours	0
<b>Applicable object</b>	<input checked="" type="checkbox"/> Freshman <input type="checkbox"/> Sophomore <input type="checkbox"/> Junior <input type="checkbox"/> Senior					
	<input checked="" type="checkbox"/> Business Administration (Accounting)					
	<input checked="" type="checkbox"/> Information Management and Information Systems (Data Governance)					
<b>Prerequisites</b>	None					
<b>Instructor</b>	Yiran Song (Emily Song);					
<b>Contact Information</b>	Office: C204					
	Tele: (010)83951085					
	Email: songyiran@cueb.edu.cn;					
<b>Office Hour</b>	Mon:8:45-9:35 Wed: 9:55-12:20 Th:11:35-12:20 Fri:11:35-12:20					
<b>Learning Centre</b>	Th:9:55-11:30 Tu:18:00-20:00(online)					
<b>Grade/Section</b>	2025 级工商管理, 2025 级信息管理与信息系统					
<b>Course Time/Place</b>	1-8 周: Wed: 8:00-9:35 A105, Th: 9:55-11:30 A102, Fri: 8:00-9:35 A104, Fri: 9:55-11:30 A 101 9-16 周: Mon: 1:30-3:05 A203, Th: 8:00-9:35 A202					
<b>Textbook</b>	大学商科写作训练 兰君主编 首都经济贸易大学出版社 ISBN 978-7-5638-3888-2					

#### Reference Book

1. 博格, J. van den., 罗伯茨, E., & 黄智颖. 商业案例实战训练指南, 上海: 复旦大学出版社, 2011. ISBN:

978-7-309-08136-7

2. 刘军强. 写作是门手艺. 广西师范大学出版社,2020. ISBN: 978-7-5598-3004-3

### **Course Description**

This course is a foundational module in business writing and analytical training for undergraduate students. As the starting point of the academic writing sequence, it bridges everyday observation with structured business analysis and lays the groundwork for advanced professional and research writing.

Guided by Xi Jinping Thought on the Economy, particularly the principles of high-quality development and innovation-driven growth, the course encourages students to analyze business cases within the broader context of China's economic transformation and modernization. Students are trained to look beyond efficiency and profitability, examining how enterprises pursue industrial upgrading, digital transformation, green development, and effective risk management while creating long-term value and fulfilling social responsibility.

The course emphasizes problem identification, logical reasoning, and evidence-based argumentation. Through progressively structured case exercises, students learn to identify core issues, apply the “claim–reason–evidence” framework, and propose feasible and forward-looking recommendations. Academic integrity and proper citation practices are also reinforced to cultivate responsible and rigorous writing habits.

By the end of the course, students will master the fundamental techniques of case analysis and writing, develop structured analytical thinking, and gain the ability to evaluate business issues from the perspectives of efficiency, innovation, and sustainability, thereby building a solid foundation for future academic study and professional development.

### **Student Learning Objectives**

On successful completion of this exam, candidates should be able to:

Knowledge	<ul style="list-style-type: none"> <li>◆ Define the nature, purpose, and practical value of business case analysis.</li> <li>◆ Identify the basic structure and key components of a case analysis report.</li> <li>◆ Understand the analytical framework of “claim–reason–evidence” and its application in business writing.</li> <li>◆ Recognize the importance of high-quality development, innovation, and sustainable growth as analytical dimensions in business cases.</li> <li>◆ Understand the principles of academic integrity, ethical information use, and proper citation practices.</li> </ul>
Capability	<ul style="list-style-type: none"> <li>◆ Identify core problems in real-world business situations and distinguish between surface phenomena and structural issues.</li> <li>◆ Construct clear and logically organized arguments supported by relevant evidence and data.</li> <li>◆ Formulate feasible and forward-looking recommendations based on systematic analysis.</li> <li>◆ Transform complex business scenarios into structured, coherent, and persuasive written reports.</li> <li>◆ Collect and use supporting materials responsibly, including appropriate and ethical use of AI tools in case analysis</li> </ul>
Mindset	<ul style="list-style-type: none"> <li>◆ Develop structured and critical thinking abilities in analyzing economic and</li> </ul>

	business issues. <ul style="list-style-type: none"> <li>◆ Cultivate an innovation-oriented and problem-solving approach aligned with the demands of high-quality economic development.</li> <li>◆ Strengthen awareness of social responsibility in business decision-making and value creation.</li> <li>◆ Uphold academic honesty, rigor, and ethical responsibility in writing and analysis.</li> </ul>
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### Website Source

1. <https://www.htcases.com.cn/>
2. <https://www.hbsp.harvard.edu>

### Teaching Methods

This course combines case explanation, case analysis, and case presentation through a progressive learning approach.

**Case Explanation:** Each topic begins with theoretical introduction and analysis of exemplary cases, helping students understand core concepts and effective writing structures.

**Case Analysis:** Students practice analysis through a carefully designed sequence of cases that progress from everyday life situations to complex business scenarios, and from single-factor identification to multi-dimensional strategic analysis. Exercises are conducted both individually and in groups.

**Case Presentation:** Students transform their written analyses into oral presentations, learning to articulate arguments clearly, defend their reasoning, and engage in constructive peer feedback.

Throughout the course, in-class workshops, discussions, and writing exercises ensure continuous practice and skill development.

### Grade Criterion 考核标准

Component 构成	Weight 占比	Description 描述
Attendance	10%	Refer to attendance policy listed below.
Participation	10%	Students are required to actively participate in discussions, including presentation and group discussion.
Group Case Analysis	10%	Students may form groups freely based on their preferences, with each group consisting of 1 to 4 members. Each group is required to select a case study covered during the teaching process and present a complete demonstration of their case analysis process.
Homework	30%	Students are required to complete assignments on time and submit them promptly; late submissions will affect assignment scores.
Final Report	40%	The final report serves as the culminating project for this course, requiring students to demonstrate their mastery of case analysis and writing skills acquired throughout the semester. Each student will produce a complete case analysis report based on a self-selected business case. The selected case must be approved by the instructor and should reflect the progressive complexity emphasized in the course — moving from simple observation to multi-dimensional

		analysis.
Total 总计	100%	

### **Assessment of Student Performance**

#### ***☞ Self-Study***

Instructor will give out the chapters or the reference books to read and use class hours to have discussion; students should be able to show a proactive attitude and ability for self-study and reading. Knowledge and oral English will be elements of homework or presentation score.

#### ***☞ Assignment***

Students should finish their assignment by themselves. Copying from others will be treated as cheating and the homework scores will be lowered. Students should hand in all assignments on time. Late assignments will be accepted at the discretion of the instructor (i.e., when the student was ill or had an excused absence).

#### ***☞ Attendance***

Because the course covers a great deal of material, attending every class session is very important for performing well.

- ◆ Being late for 15 minutes or more is considered an absence.
- ◆ Five hours or above of unexcused absences will result in the lower level of the final grade by one grade band (e.g. from C – to D +). Any excused absence must be discussed directly with the teacher.
- ◆ Absence which is more than 1/3 of the total teaching hours will cause an F (a failing grade) directly. but students are welcome to continue attending classes.
- ◆ An incomplete grade (I) will be considered in case of medical or family emergencies.

#### ***☞ Participation***

- ◆ Students should participate in classes actively. Half of participation grade is determined by their presentation in class. They are encouraged to ask questions relevant to the subject and express their own opinions. Every student should respect the ideas, opinions, and questions of their classmates.
- ◆ Students should also use office hours to ask questions or talk with the instructor for good communication and effective learning.
- ◆ Students are required to complete online learning tasks on time, including video lectures, assigned readings, and self-assessments.
- ◆ Frequent visiting the instructor and chatting in English during office hours is highly recommended.
- ◆ Any misbehavior and non-class related activities in class will result in the lower level of the participation grade, including ringing cell phones.
- ◆ All above behaviors will be solely evaluated by the instructor for scoring.

### **Topical Course Outline**

Week	Date	Topics	Platform	Assignments
1	1 hour	<ul style="list-style-type: none"> <li>● Course introduction               <ul style="list-style-type: none"> <li>◆ Syllabus</li> <li>◆ Group Arrangement</li> </ul> </li> <li>● The necessity of case writing Writing and Academic &amp; Writing Example &amp; case 中文串讲</li> </ul>	Classroom	Case dismantling and discussion
	1 hour	<ul style="list-style-type: none"> <li>● Three steps to case writing</li> <li>● Group discussion – Can life decisions constitute a “case study”?</li> <li>● Example-"The Rebirth of Japan Airlines"</li> <li>● (教材中文案例部分中文串讲)</li> </ul>		
2	1 hour	<ul style="list-style-type: none"> <li>● How to read the case? “5W”method</li> <li>● How to talk to the case? (教材中文案例部分中文串讲)</li> </ul>	Classroom	Analysis and suggestions for Japan Airlines case.
	1 hour	<ul style="list-style-type: none"> <li>● Practice</li> </ul>		
3	1 hour	<ul style="list-style-type: none"> <li>● Assessment for homework</li> <li>● How to give the analysis and suggestions</li> </ul>	Classroom	Case 1
	1 hour	<ul style="list-style-type: none"> <li>● Case 1 Discussion &amp; Presentation</li> </ul>		
4	1 hour	<ul style="list-style-type: none"> <li>● Case 1 Assessments</li> </ul>	Classroom	Case 2
	1 hour	<ul style="list-style-type: none"> <li>● Case 2 Discussion &amp; Presentation</li> </ul>		
5	Sports meeting			—
6	1 hour	<ul style="list-style-type: none"> <li>● Case 2 Assessments</li> </ul>	Classroom	Case 3
	1 hour	<ul style="list-style-type: none"> <li>● Case 3 Discussion &amp; Presentation</li> </ul>		
7	1 hour	<ul style="list-style-type: none"> <li>● Case 3 Assessments</li> </ul>	Classroom	
	1 hour	<ul style="list-style-type: none"> <li>● Select the final case</li> </ul>		
8	1 hour	<ul style="list-style-type: none"> <li>● Individual Presentation</li> </ul>	Classroom	Final Report
	Online	<ul style="list-style-type: none"> <li>● Individual Presentation</li> </ul>		

### **Teacher's Office Hour**

◆The lecturer's office hour is shown in the front of the office door.

- ♦ Students are suggested to use the lecturer's office hour and learning center to ask questions or talk with the lecturer once at least once for good communication and effective learning, which may be recorded in the students' participation.
- ♦ The time can be scheduled by lecturers or students, or both.

### **Cheating and Plagiarism**

Cheating is not tolerated. Any student caught cheating on a quiz; test or exam will be given a mark of zero (0) for the particular work. At the beginning of the semester the definition of plagiarism will be carefully explained, when any thoughts or writings of another person are used, they must be clearly identified (usually one uses quotation marks) and the source noted. **If any student is caught cheating on any homework assignment, the highest score the student can earn in that course is a "C".**

### **Important Dates**

Final Exam	Refer to the notice of the Academic Affairs Office
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*Note: This syllabus is tentative and may be changed or modified throughout the semester. All students will be notified and a new syllabus will be given.*

**Instructor:** \_\_\_\_\_

**Department Head:** \_\_\_\_\_

