

Capital University of Economics and Business

Overseas Chinese College

Course Syllabus

Year and Semester	2026 Fall					
Course Name	Academic Writing and Research Methodology					
Course Code	GE401					
Course Type	☐ General Education (Required) ☐ General Education (Elective) ☐ Basic Disciplinary Course ☐ Professional Course (Required) ☐ Professional Course (Elective) ☐ Professional Course (Expanded) ☒ Professional Course (Advanced)					
Course Credits	2					
Course Hours	Total Class Hours	32	Lecture Hours	32	Experiment (Computer) Hours	0
Applicable object	☐ Freshman ☐ Sophomore ☐ Junior ☒ Senior					
	☒ Business Administration (Accounting)					
	☒ Information Management and Information Systems (Finance)					
Prerequisites	None					
Instructor	Jingning Li					
Contact Information	Office: C217 Tele: (010)83951082 Email: lijingning@cueb.edu.cn					
Office Hour	T: 08:00-09:35; W: 15:25-17:00; F: 15:25-17:00					
Learning Centre	TH: 13:30-15:05; T: 18:00-20:00 (online)					
Grade/Section	2023级IT					
Course Time/Place	T: 09:55-12:20 / A202					
Textbook	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. Anthony C. Winkler, Jo Ray McCuen-Metherell. Writing the Research Paper: A Handbook. Beijing: Peking University Press, 2017.
2. Xiaotian, Feng. Social Research Method, 2022. Beijing: China Renmin University Press, 2022.

Course Description

This course represents a crucial initial step in the academic research journey for seniors while equipping them with essential writing skills necessary for future advanced studies or professional endeavors. It encompasses all facets of the writing process, from generating research questions and conducting comprehensive literature reviews to designing scientific research methodologies and crafting thesis writing. Through theoretical insights and extensive writing exercises, students will learn how to select an appropriate research topic, construct logical research framework, and employ academic expression. Meanwhile, instructions on principles of academic integrity and standardized citation practices will lay a solid foundation for students to develop rigorous academic attitudes. Here, students will not only master writing techniques but also deepen their understanding of academic research, enhancing their logical thinking and critical thinking skills.

Student Learning Objectives

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

Knowledge	◆ Define what is research and the purposes of research. ◆ Identify different research methodologies and its applications. ◆ Describe the components of a thesis paper.
Capability	◆ Collect and synthesize literatures and make comments. ◆ Develop a scientific research design. ◆ Be able to write a research proposal. ◆ Apply basic academic writing skills. ◆ Use the appropriate thesis format as required. ◆ Use AI to facilitate academic writing in a right way.
Mindset	◆ Develop logical thinking and critical thinking skills. ◆ Adhere to academic norms and maintain academic morals.

Website Source

1. <https://writingproject.fas.harvard.edu/pages/senior-thesis-writing-guides>
2. <https://www.phrasebank.manchester.ac.uk/>

Teaching Methods

This course contains online and offline lectures, class discussions, assignments, presentation and writing exercises. Theoretical explanation and examples will be introduced first. Then writing exercises will be delivered to students as a way to test their understanding of the knowledge and their ability to prepare researches. This will require individual or group assignment in or after class. This course will guide students in the proper use of AI for academic writing.

Grade Criterion 考核标准

Component 构成	Weight 占比	Description 描述
选题陈述 (Topic Statement)	10%	学生需提交一份简要的选题陈述（附 AI 反思报告），说明 1. 为什么对这个题目感兴趣 2 题目与工商管理专业的相关度 3. 证明自己有能力开展研究。Students are required to submit a concise research proposal (accompanied by an AI reflection report), which should articulate their interest in the chosen topic, establish its relevance to the field of Business Administration, and demonstrate their capability to undertake the proposed research.
研究问题与目标 (Research Questions & Objectives)	10%	学生需要对研究问题及研究目标呈现学术化的表达（附 AI 反思报告） Students are expected to present their research questions and objective (AI reflection report attached).
文献综述 (Literature Review)	10%	学生需提交文献综述，展示检索、归纳与评述文献的能力。（附 AI 使用说明）Students will write a literature review to demonstrate their ability to search, synthesize, and critically evaluate academic sources. (AI User Guide)
开题汇报 (Topic Presentation)	20%	学生需进行一次关于研究选题思路的课堂展示，说明研究问题、理论背景及选题可行性。Students are required to deliver a presentation on their research topic, highlighting its rationale, significance, and feasibility.
研究方法与设计 (Research Method & Design)	10%	学生需提交研究方法与设计部分构思，包含问卷设计、访谈提纲或数据收集方法。Students are expected to produce a draft research design, including questionnaire, interview outline or collection methods.
论文汇报 (Proposal Presentation)	20%	学生需进行论文整体思路汇报，涵盖研究问题、方法设计、预期贡献等。Students will deliver a proposal presentation, covering research questions, methodology, and expected contributions.
出勤(Attendance)	10%	按时出勤。Refer to attendance policy listed below.
课堂参与 (Participation)	10%	学生需积极参与线下课程讨论；需按时完成线上课程的学习任务，包括观看视频、完成阅读与自测。Students are required to actively participate in offline course discussions. Students are required to complete online learning tasks on time, including video lectures, assigned readings, and self-assessments.
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 (8.31-9.4)	Offline	● Course introduction ◆ Syllabus ◆ Schedule for graduation dissertation ● Find a research topic ◆ Main sources of research problems ◆ Key features of a good research problem (中文串讲)	Classroom	1 Topic statement (Reflection Report on AI)
	Online	● What is academic writing? ◆ Basic concepts ◆ Significance ◆ Warnings to academic misconduct ● How to find and read literatures? ◆ Database ◆ Journals	Xuexitong	——

2 (9.7-9.11)	Offline	● Assessment for homework ● Formulate the research problem ● Identify the research problem ● List the research objectives (中文串讲)	Classroom	2 Formulate Research problem and objective (Reflection Report on AI)
	Online	● How to finish an introduction? ◆ Components ◆ Examples	Xuexitong	
3 (9.14-9.18)	Offline	● Assessment for homework ● Prepare literature review ◆ The importance of reading literature ◆ How to read and manage the literature ◆ How to prepare the literature review (中文串讲)	Classroom	3. Write a literature review (AI User Guide)
	Online	● What is literature review? ● How to do literature review? ◆ Methods ◆ Examples	Xuexitong	
4 (9.21-9.25)	Offline	● Topic Presentation	Classroom	—
	Online	● Writing exercise and tutoring	Xuexitong	
5 (9.28-10.2)	Offline	● Prepare the questionnaire - Prepare the interview outline (中文串讲)	Classroom	4. Formulate a questionnaire or interview outline
	Online	● What are research methodologies? ◆ Quantitative research ◆ Qualitative research ◆ Construct a research framework (<i>i.e. technical route</i>)	Xuexitong	
6 (10.5-10.9)		National Holiday		—
7 (10.12-10.16)	Offline	● Guidelines to write a research proposal ● Basic format ● Examples	Classroom	—
	Online	● Citation norms for research papers ● Guidelines for the preparation of proposal defense	Tencent Meeting	
8 (10.19-10.23)	Offline	● Proposal Presentation	Xuexitong	5. Draft a research Proposal
	Online	● Proposal Presentation	Classroom	

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 recorded in the students' participation.



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- ◆ 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 notes. **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: Jingning Li

Department Head: Jingning Li

