

MGMT90134 Writing and Publishing Reports

Credit Points:	12.50
Level:	9 (Graduate/Postgraduate)
Dates & Locations:	2012, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus.
Time Commitment:	Contact Hours: One 3-hour seminar per week Total Time Commitment: 5 hours per week self-directed study
Prerequisites:	Entry into Master of Commerce (Management) or Master of Commerce (Marketing)
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements for this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
Contact:	Graduate School of Business and Economics Level 4, 198 Berkeley Street Telephone: +61 3 8344 1670 Online Enquiries (https://nexus.unimelb.edu.au/OnlineEnquiryForm.aspx?campaigncode=CMP-01311-VZ8293&cssurl=https://nexus.unimelb.edu.au/cssfiles/gsbe.css&redirecturl=http://www.gsbe.unimelb.edu.au/contactus/nexus/gsbe.html) Web: www.gsbe.unimelb.edu.au (http://www.gsbe.unimelb.edu.au)
Subject Overview:	This subject will help students to become better and more skilled readers and writers of research in the fields of management and marketing. Students will build competencies in academic literacy that will be directed toward reading, writing, and publishing scholarly and professional research. Additionally, the subject explores the requirements of the different types of publication opportunities that early career academics and professionals will be expected to pursue. The principal factors that editors, publishers, and employers consider when evaluating journal submissions and professional reports will be discussed. Guidelines will also be provided on how to respond to constructive criticism, be it from editors, peer-reviewers, or senior professionals. These considerations and others will be explored through lectures, tutorials, workshops, and a series of 'Master Classes' conducted by senior academics, editors, and professionals.
Objectives:	On successful completion of this subject students should be able to: <ul style="list-style-type: none"> # Critically evaluate research-based publications in Management and Marketing; # Describe the writing conventions in Management and Marketing research; # Produce a critical review of the literature in a specific Management and Marketing topic; # Write a well-structured report that is acceptable a professional or academic Management and Marketing audience; # Describe the procedures undergone in submitting an article to a peer-reviewed journal in Management and Marketing;

	# Describe different kinds of publication opportunities available to early career researchers in Management and Marketing.
Assessment:	A major research-based report (3,500 words) (60%) (Due week 12) One summary and critique exercise (1 X 1,000 words) (10%) (Due week 6) Three written pieces of assessment (3 X 500 words) (10% each = 30%) (Due weeks 3, 7 and 10).
Prescribed Texts:	A resource book comprising TLU-designed Helpsheets and other material
Recommended Texts:	An optional grammar book
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<p>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"> # Critically analyse research in Management and Marketing; # Identify a research gap in a Management and Marketing topic; # Synthesise and integrate disparate information; # Write a coherent and well-argued research report; # Use an appropriate referencing and citation style (including the ability to use Endnote); # Describe the procedures in becoming published in a peer-review journal; # Identify publication opportunities appropriate to early career researchers.
Related Course(s):	<p>Master of Commerce (Management) Master of Commerce (Management) Master of Commerce (Marketing) Master of Commerce (Marketing)</p>