



## COURSE DESCRIPTION

### 1. Information about the program

1.1 Higher education institution	<b>“Alexandru Ioan Cuza” University of Iași</b>
1.2 Faculty	<b>Faculty of Economics and Business Administration</b>
1.3 Department	Doctoral School of Economics and Business Administration
1.4 Field of study	Economics and Business Administration
1.5 Cycle of study	<b>Doctoral Studies</b>
1.6 Study program / Qualification	PhD

### 2. Information about the course

2.1 Course title		<b>Academic Writing and Publishing</b>					
2.2 Course coordinator		Associate professor, Adrian – Vasile HORODNIC, PhD					
2.3 Seminar coordinator		Associate professor, Adrian – Vasile HORODNIC, PhD					
2.4 Year of study	1	2.5 Semester	1	2.6 Type of evaluation*	*VP	2.7 Course status**	O

\* ONGOING ASSESSMENT

### 3. Estimated time allocation (hours per semester and teaching activities)

3.1 Number of hours per week	1.08	out of which: 3.2 course	0.42	3.3 seminar / laboratory	0.64
3.4 Total number of hours per semester	30	out of which: 3.5 course	12	3.6 seminar / laboratory	18
Time allocation					h
Study based on course book, course materials, bibliography and other					50
Supplementary study in the library, on electronic platforms and on the field					30
Preparing seminars/laboratories, assignments, papers, portfolios and essays					50
Tutorship					-
Examination					15
Other activities: Field study					5
3.7 Total hours of individual study					150
3.8 Total hours per semester					180
3.9 Number of credits					6

### 4. Prerequisites (if applicable)

4.1 Referring to curriculum	<b>Quantitative research methods Qualitative research methods Scientific Research Methodology</b>
4.2 Referring to competences	<b>Not necessary</b>

### 5. Conditions (if applicable)

5.1 For the course	<b>Modules (preferably)</b>
5.2 For the seminar / laboratory	-

### 6. Learning results



**Knowledge:** The graduate of this discipline in the doctoral program has advanced knowledge regarding the epistemological and methodological foundations of the field, understands complex economic and social phenomena and is able to critically evaluate existing theories, identifying the limits of knowledge and opportunities for the development of new research directions.

**Skills:** The graduate is able to design and conduct independent research, use complex and interdisciplinary methodologies, formulate original research problems, develop new theories, models or methodologies and communicate the results through academic writing, publication and participation in dissemination in national and international scientific communities.

**Autonomy and responsibility:** The graduate manifests intellectual autonomy and scientific responsibility by assuming the direction of their own research, managing complex projects, respecting the principles of ethics and academic integrity and capitalizing on research results through innovation, knowledge transfer and contributions with social and economic impact.

### 6'. Specific competences accumulated from the learning results

<b>Professional competencies</b>	<p><b>C1</b> To know the concepts and methods used to obtain scientific information; To know the assessment standards used in scientific research;</p> <p><b>C2</b> Presentation of the techniques, methods and principles used in academic writing; Hypothesis/ research problem setting; Analysing and interpretation of own research results;</p> <p><b>C3</b> Knowing the types of research methods, techniques and research instruments;</p> <p><b>C4</b> Monitoring and ongoing adjustment of the research process;</p> <p><b>C5</b> Identifying the most suitable techniques used for data analyzing and interpreting; Identifying the limits of the own research and finding solutions for improvement.</p>
<b>Transversal competencies</b>	<p><b>CT1</b> Personal development and doctoral research activities management</p> <p><b>CT3</b> Ethics and professional deontology in doctoral research</p>

### 7. Course objectives (based on specific competencies accumulated)

<b>7.1 General objective</b>	<ul style="list-style-type: none"> <li>- to familiarize students with the basics elements of the general structure of scientific work;</li> <li>- to prepare students to progress with all stages of information literacy;</li> <li>- to know the most common styles used in academic writing.</li> </ul>
<b>7.2 Specific objectives</b>	<p>After successfully finalizing this course, students will be able to:</p> <ul style="list-style-type: none"> <li>▪ Explain the main concepts used in academic writing;</li> <li>▪ Describe each component of a scientific paper;</li> <li>▪ Use different styles of writing and references;</li> <li>▪ Develop case studies according to research methodology and academic writing techniques;</li> <li>▪ Develop skills to recognize and avoid plagiarism;</li> <li>▪ Develop peer-review skills;</li> <li>▪ Summarize the main rules to be respected in academic writing;</li> </ul>

### 8. Content

8.1	Course	Teaching methods	Observations (time and bibliography)
1.	What is academic writing? Basic elements of scientific texts.	Interactive course, heuristic conversation, problem solving method	1 hours



2.	Literature review and information literacy.	Interactive course, heuristic conversation, problem solving method	0.5 hours
3.	Documentation: Styles of academic writing.	Individual study based on course book, course materials, bibliography and other	4 hours
4.	Documentation: Reference styles. Academic integrity and plagiarism.	Individual study based on course book, course materials, bibliography and other	4 hours
5.	How to write a scientific paper? Structuring a scientific paper.	Interactive course, heuristic conversation, problem solving method	1 hours
6.	Writing and revising. Incorporating feedback.	Interactive course, heuristic conversation, problem solving method	0.5 hours

**Bibliography****Main References:**

1. Avramescu, A., Căndea, V., *Introducere în documentarea științifică*, București, Ed. Academiei, 1960.
2. Chelcea, Septimiu, *Cum redactăm o lucrare de licență, o teză de doctorat, un articol științific în domeniul științelor socioumane*, București, comunicare.ro, 2007.
3. Enăchescu, Constantin, *Tratat de teoria cercetării științifice*, Iași-București, Ed. Polirom, 2005.
4. Ferréol, Gilles, Flageul, Noël, *Metode și tehnici de exprimare scrisă și orală*, Ed. Polirom, Iași, 2007.
5. Grawitz, Madeleine, *Méthodes des sciences sociales*, Paris, Ed. Dalloz, 1993.
6. Mățiș, Dumitru, Mustăță, Răzvan, *Ghidul pentru elaborarea și prezentarea referatelor de doctorat*, www.econ.ubbcluj.ro/informații...FSEGA.pdf
7. Popescu, Constantin, Ciucur, Dumitru, Răboacă, Gheorghe, Iovan, Daniela, *Metodologia cercetării științifice economice*, București, Ed. ASE, 2006.
8. Saunders, Mark, N.K., Lewis, Philip, Thornhill, Adrian, *Research Methods for Business Students*, Pearson Education Limited, 2000.
9. Șerbănescu, Andra, *Cum se scrie un text*, Ed. Polirom, Iași, 2007.
10. Rad, Ilie, *Cum se scrie un text științific*, Iași, Ed. Polirom, 2008.
11. Zaiț, Dumitru, Spalanzani, Alin, *Cercetarea în economie și management. Repere epistemologice și metodologice*, București, Ed. Economică, 2006.
12. American Psychological Association, *The Publication Manual of the American Psychological Association*, 6<sup>th</sup> ed. Washington, DC, 2009
13. Sternberg, Robert. *The Psychologist's Companion. A Guide to Scientific Writing for Students and Researchers*, 4<sup>th</sup> ed, Cambridge, Cambridge University Press, 2003
14. McCloskey, D., *Economical Writing*, Second Edition, Waveland Press, 2000/ sau McCloskey, D., *The Writing of Economics*, First Edition, Macmillan Publishing Company, 1987.
15. McMillan, K and Weyers J., *How to Write Dissertations & Project Reports, 2/E*, Pearson: Harlow, 2011
16. Swales, M. J.; Feak C.B., *Academic Writing for Graduate Students, 2/E*, The University of Michigan Press, 2009.
17. Bailey, S., *Academic writing - A handbook for international students*, Routledge, 2015

**Additional References:**

8.2	Seminar / Laboratory	Teaching methods	Observations (time and bibliography)
1	Documentation: Structural analysis of an original article/ research article. Case Study.	Individual study based on course book, course materials, bibliography and other	5 hours
2.	Preparing a research paper. Quantitative research: how to obtain and analyse quantitative data.	Interactive course, heuristic conversation, problem solving method	2 hours
3.	Preparing a research paper. Qualitative research: how to obtain and	Interactive course, heuristic conversation, problem solving	2 hours



	analyse qualitative data.	method	
4.	Paper presentations guidelines.	Interactive course, heuristic conversation, problem solving method Students` presentations	0.5 hours
5.	Documentation: Recap. Revisiting the overall process of academic writing.	Individual study based on course book, course materials, bibliography and other	4 hours
6.	Presentation: own short paper	Students` presentations	4.5 hours

**Bibliography**

1. Avramescu, A., Cândea, V., *Introducere în documentarea științifică*, București, Ed. Academiei, 1960.
2. Chelcea, Septimiu, *Cum redactăm o lucrare de licență, o teză de doctorat, un articol științific în domeniul științelor sociumane*, București, comunicare.ro, 2007.
3. Enăchescu, Constantin, *Tratat de teoria cercetării științifice*, Iași-București, Ed. Polirom, 2005.
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5. Grawitz, Madeleine, *Méthodes des sciences sociales*, Paris, Ed. Dalloz, 1993.
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9. Șerbănescu, Andra, *Cum se scrie un text*, Ed. Polirom, Iași, 2007.
10. Rad, Ilie, *Cum se scrie un text științific*, Iași, Ed. Polirom, 2008.
11. Zaiț, Dumitru, Spalanzani, Alin, *Cercetarea în economie și management. Repere epistemologice și metodologice*, București, Ed. Economică, 2006.
12. American Psychological Association, *The Publication Manual of the American Psychological Association*, 6<sup>th</sup> ed. Washington, DC, 2009
13. Sternberg, Robert. *The Psychologist's Companion. A Guide to Scientific Writing for Students and Researchers*, 4<sup>th</sup> ed, Cambridge, Cambridge University Press, 2003
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15. McMillan, K and Weyers J., *How to Write Dissertations & Project Reports, 2/E*, Pearson: Harlow, 2011
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17. Bailey, S., *Academic writing - A handbook for international students*, Routledge, 2015

**9. Bridging course content with the expectations of the community, professional associations and representative employers in the field of the program**

- The course content is correlated with doctoral students and PhD coordinators expectations by preparing the students for successfully write academic papers in accordance with the doctoral training program.
- Familiarizing with the management of the preparation, submission and evaluation on the virtual platform of a journal is to support editorial teams of the specific scientific journals

**10. Evaluation**

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Allocation to the final grade (%)
10.4 Course	Quality of analysis	VP	A structural analysis of a Short Paper: 20% (deadline January, 2026)
10.5 Seminar/ Laboratory	Quality of the paper and synthesis skills for presentation	VP	Writing a Short Paper: 50% Presenting own Short Paper: 30% (deadline early



			February, 2026)
<b>10.6 Minimal performance standard</b>			
Addressing the mandatory components, which after evaluation and weighting leads to a score of at least 5 (out of 10).			

Date  
Course and seminar coordinator  
Associate professor Adrian Vasile HORODNIC,  
PhD

Head of department  
Professor Adriana Zait, PhD