Ad hoc course announcement

Microsoft Teams

Title: **Strategic Orientation for STEM Research & Writing**

Lecturer: **Ms Chie Shin Fraser**

Visiting Lecturer - Ontario - Canada
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CV: Chie Shin Fraser returns as visiting lecturer to UNISANNIO DING and UNINA ITEE. Educator, linguist-writer, Ms Fraser has wide experience in management, supply chain management (SCM), international trade, professional education, and health care, having previously worked at the Association representing Ontario's Community Health Centres. Subsequently, as chief executive of the leading SCM Association in Ontario, Canada, she oversaw key strategic initiatives including rebranding and organisational restructuring, while playing a significant role in development and implementation of Canada's most comprehensive strategic SCM education programme leading to the highly acknowledged Certified Supply Chain Management Professional (CSCMP) designation.

She currently provides educational content development, writing, and communications services in specialty domains such as: science-technology, innovation-entrepreneurship; intellectual property (patents, trade marks), medical/pharmaceutical, business/finance/economics, law and contracts. Her professional qualifications include Certified Association Executive (CAE, Canada), MBA (Finance, Strategy & Economics), BSc (Microbiology).

Overview

The course covers the following topics:

In a professional environment where the effective public communication and dissemination of research findings are deemed at least as important as the research itself, researchers, academics, and experts especially in the STEM domains are increasingly expected to perform to and live by the oft-repeated motto "*publish or perish!*" This course instills participants with a broad strategic perspective as a prerequisite for sharpening research focus/skills, and helps develop core competencies, including creative thinking and effective expert/professional communication and writing, particularly with a view to getting published.

Final assessments will be based on various learning elements including team project work and presentation.

Schedule

Lecture	Date	Time	Topics	
1	15 June 2021	14.30-17.30	**Introduction**: STEM Research - Communication: Approach and Philosophy Strategic Framework and Value Orientation Creative Thinking Team Formation, Project Intro/Discussion	
2	17 June 2021	14.30-17.30	**Expert/Academic Writing**: Expert/Academic Writing: What is it? Purpose, Process, Audiences (Readers) Generating and Conveying Value Know Your Readers… Know Your Community(ies)	
3	22 June 2021	14.30-17.30	**Fundamentals of Effective Writing:** Fundamentals of Effective Expert/Academic Writing General Principles & Characteristics: Accuracy, Clarity, Conciseness, Coherence, Appropriateness From the Reader's Perspective: Reading Process and Reader Expectations… Grammar/Composition-related Issues Structure/Construction: Clause, Phrase, Sentence, Paragraph…	
4	29 June 2021	14.30-17.30	**Scientific Writing & Publication** Professional Expert Communication: Written/Oral (Presentation, Conferences, etc) Research Article/Paper (IMRaD): Writing & Publishing Scientific Literature & Literature Review Dissertation	
5	6 July 2021	14.30-17.30	**Scientific Writing & Publication - continued:** Publishing Process: Submission, Peer Review, Acceptance & Publication (or Rejection - Rewrite) Style & Citation: MLA, APA, Harvard style… Journals and Publications Avoiding Plagiarism	
6	29 July, 2021	14.30-17.30	**Course-End Final Team Presentations:** Recap/Debrief Team Project Presentations: Report + PPT Discussion, Q&A	
			Performance Assessments	

Notes

This course is not intended to be a refresher/remedial course in English or general writing. As such participants are expected to have a reasonable level of fluency and proficiency with regard to fundamental linguistic aspects including grammar, usage, etc.

Group Work: Participants will work in teams to complete related activities/exercises and prepare a team research project. Interdisciplinary work is especially encouraged.

<u>Final Team Deliverables (due at course end)</u>: Course-end session will feature conference-style team presentations of **Team Research Project (PPT) +** submission of final **Written Report** (2-3 pages, executive summary or article-style).

Link teams:

https://teams.microsoft.com/l/team/19%3adpBgr3Ux_lfAn9qQKCrGsUiIdJbC0K5I61gi-teXJoA1%40thread.tacv2/conversations?groupId=d01b37ca-5e5e-4062-804f-864a001a2f64&tenantId=2fcfe26a-bb62-46b0-b1e3-28f9da0c45fd

Teams Code: **0q2boc7**

Credits: 4

Important Note:

Due to the limited maximum enrollment spaces available, to ensure your participation in the course, registration is required by 9 June, by sending an email to Ms Fraser at fraserc23@gmail.com

For information: Prof. Chie Shin Fraser: *fraserc23@gmail.com*
Adriana D'Auria: iteephd@unina.it (ITEE-DIETI, UniNA) (*organizer)*