UNIVERSITÀ DEGLI STUDI DI NAPOLI FEDERICO II

PhD IN INFORMATION TECHNOLOGY AND ELECTRICAL ENGINEERING (ITEE)

PhD IN INFORMATION AND COMMUNICATION TECHNOLOGY FOR HEALTH (ICTH)

Module Title: Strategic Orientation for STEM Research & Writing

Lecturer: Chie Shin Fraser
[Visiting Lecturer]
Email: **fraserc23@gmail.com**

CV: Chie Shin Fraser returns as visiting lecturer to UNISANNIO DING and UNINA ICTH and 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).

ECTS Credits: 3.6

Dates and Locations (Admin: via Claudio 21, Napoli)

Date	Hours	Room	Lecturer
July 16, 2020	14:30-17:30	Microsoft Teams	Chie Shin Fraser
July 23, 2020	14:30-17:30	Microsoft Teams	Chie Shin Fraser
July 30, 2020	14:30-17:30	Microsoft Teams	Chie Shin Fraser
September 3, 2020	14:30-17:30	Microsoft Teams	Chie Shin Fraser
September 10, 2020	14:30-17:30	Microsoft Teams	Chie Shin Fraser
September 17, 2020	14:30-17:30	Microsoft Teams	Chie Shin Fraser

Microsoft Teams link

https://teams.microsoft.com/l/team/19%3ac7a8b9492b15410e8ac4558991492948%40thread.tacv2/conversations?groupId=e9ca9e12-af77-4048-aae0-e226134ee21a&tenantId=2fcfe26a-bb62-46b0-b1e3-28f9da0c45fd

Content: Strategic Orientation for STEM Research & Writing

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 strategic perspective as a prerequisite for sharpening research focus and developing the core competency of effective expert/professional writing and communication, particularly with a view to getting published.

Session I - Introduction:
STEM Research - Communication: Approach and Philosophy
Strategic Framework and Value Orientation
Creative Thinking
Team Formation, Project Intro/Discussion

Session II - Expert/Academic Writing:
Expert/Academic Writing: What is it? Purpose, Process, Audiences (Readers)
Generating and Conveying Value
Know Your Readers… Know Your Community(ies)

Session III - Fundamentals of Effective Writing:
Fundamentals of Effective Expert/Academic Writing

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FEDERICO II

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…

Session IV - Scientific Writing & Publication

Professional Expert Communication: Written/Oral (Presentation, Conferences, etc)
Research Article/Paper (IMRaD): Writing & Publishing
Scientific Literature & Literature Review
Dissertation

Session V - 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

Session VI - Course-End Final Team Presentations:
Recap/Debrief
Team Project Presentations: Poster + Report
Discussion, Q&A

Notes

In case of online delivery mode, course structure and activities will be adapted or modified accordingly.
Group Work: Participants will work in teams to complete related activities/exercises and prepare a team project.

Final Team Deliverables (due at course end): Course-end session will feature team presentations of final team **Project Report** (2-3 pages, executive summary or article-style); supported by conference style **Poster** (subject to change).

Info: **Prof. Chie Shin Fraser –** fraserc23@gmail.com