

University of Applied Science Fresenius

International Business School

Cologne

## **Academic Writing**

### **Crash Course**

A Guide for My Students

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### **Abstract**

Students must produce written content like presentations, term papers, project reports, and dissertations. Creating such content requires extensive knowledge. This course aims to contribute to this by introducing resources and tools that will enable students to study efficiently and complete the relevant tasks with relative ease. I will also share my experiences to help develop an understanding of what is important in academic work and writing.

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### 1 Links

- My personal website: [hubchev.github.io](https://hubchev.github.io)
- Huber (2025): [My Five Cents on How to Write a Thesis](#)
- [SS 2025 | Research Methodology | Lafleur \(MIM 1\)](#)
- [M-IBS 7 Research Methodology \(self-study guide\)](#)
- [Mandatory Online Self-Test on Plagiarism](#)
- Hildebrandt and Nelke (2019): [Handbook of Academic Writing](#)  
(User: *hs-fresenius* – Password: *fsE65lsK8e*)

Pollock and Bono (2013)

#### 1.1 Slide 2: APA Standards

- Developed by the American Psychological Association
- Guidelines cover formatting, citations, and references
- Promotes transparency and standardization in research

#### 1.2 Components of an Academic Paper

##### 1.2.1 The “Abstract”

Briefly articulates the contribution of the paper.

##### 1.2.2 The “Introduction”

The introduction is a crucial. It sets the context and guides the reader by articulating the purpose and significance of the paper. I believe good introductions should contain these components:

- (1) the problem statement,
- (2) the contribution of the paper, and
- (3) the explanation of the further procedure.

Hildebrandt, J., & Nelke, M. (Eds.). (2019). *Handbook of academic writing*. VNR Verlag für die Deutsche Wirtschaft.

Huber, S. (2025). *My five cents on how to write a thesis: A guide for my students*.

<https://hubchev.github.io/fivecents/fivecents.pdf>

Pollock, T. G., & Bono, J. E. (2013). Being scheherazade: The importance of storytelling in academic writing. *Academy of Management Journal*, 56(3), 629–634.