

## Earth Science / 地球科学

Environmental Sciences 环境科学  
Introduction to Geology 地质学概论

## Sociology / 社会学

Culture Studies 文化研究  
Research Methods 研究方法论  
Classical Sociology 古典社会学  
Sociological Theories 社会学理论

## Physics / 物理

Mechanics 机械物理  
Motion 力学  
Electromagnetism/Electricity and Magnetism 电磁学  
Optics 光学  
Particle Physics/Atomic Physics 原子物理学  
Thermodynamics/Thermal Physics 热力学  
Wave, Motion and Sound 声波、振动学

## ESL

Academic English: Humanities and the Social Sciences 文科学术英语  
Academic English: STEM 理科学术英语  
Business and Professional English 商务英语  
ESL: Culture and Language 文化和语言  
ESL: Reading and Writing Fundamentals ESL 阅读和写作

## Psychology / 心理学

Behavioral Psychology 行为心理学  
Cognitive Psychology 认知心理学  
Developmental Psychology 发展心理学  
Research Methods 研究方法论  
Social Psychology 社会心理学

## Business Management / 商业管理

Introduction to Entrepreneurship 创业概论  
Leadership & Organizational Behavior 领导与组织行为  
International Business 国际商务  
Business Strategy and Management 商业策略与管理  
Business Communications 商务沟通  
Business Environment 商务环境  
Business Analytics 商务分析  
Business Operations 商业运营  
Business Organization 商业机构  
Marketing 市场学

## Biology / 生物

Cell Biology 细胞生物学  
Diversity of Life 生物的多样性  
Ecology 生态学  
Evolutionary Biology 进化生物学  
Genetics 基因学  
Human Physiology 人体生理学  
Microbiology 微生物学

## Accounting / 会计

Financial Accounting 财务会计  
Management Accounting 管理会计  
Accounting for Business 商业会计  
Accounting and Financial Management 会计和金融管理

## Communication / 传媒

Culture & Communication 跨文化交流  
Public Speaking 公共演讲  
Media Studies 媒体研究  
Journalism 新闻学  
Digital Media Studies 数字媒体研究

## Finance / 金融

Corporate Finance 公司财务  
Financial Modeling 金融模型  
International Finance 国际金融  
Finance for Business 商业金融  
Ethical and Professional Standards 道德操守  
Portfolio Management 投资组合管理

## Mathematics / 数学

Differential Equations 微分方程  
Discrete Mathematics 离散数学  
Geometry 几何学  
Algebra 代数  
Calculus 微积分

## Computer Science / 计算机科学

C语言  
C++语言  
CSS层叠样式表  
HTML超文本标记语言  
Java语言  
JavaScript语言  
Python语言

## Chemistry / 化学

Physical Chemistry 物理化学  
Biochemistry 生物化学  
General Chemistry 普通化学  
Inorganic Chemistry 无机化学  
Organic Chemistry 有机化学

## Engineering / 工程

Electrical Engineering 电气工程  
Mechanical Engineering 机械工程

## Philosophy / 哲学

Ethics/Moral Philosophy 伦理学/道德哲学  
Introduction to Logic 逻辑学入门

## Economics / 经济学

Economics for Business 商业经济学  
Econometrics with R 使用R的计量经济学  
Microeconomics (Intro) 微观经济学(入门)  
Macroeconomics (Intro) 宏观经济学(入门)

01

# 学生的难题 论文

论文是国内、国外大学学术能力主要考核标准之一。一门课程的论文可以直接反映出学生对于课题价值的理解程度、学术水平、思维逻辑、表达能力等等的学术能力。不同的专业以及科目当中都会有论文形式的考核，且分数占比较大。换句话说，如果论文分数低也代表这门课挂科的概率大。

Assessment type:	Essay
Word Length:	3000 words
Percentage weighting of Assignment:	70%
Submission window OPENS:	Wednesday 8th March 2023, 12:00 pm
Submission window CLOSES:	Wednesday 22nd March 2023, 12:00 pm
Assignment Mark and Feedback Date:	15th University working day after submission (unless otherwise advised).
Assignment preparation week:	-
Coversheet:	<a href="#">Cover Sheet</a> ↓
For marking criteria, information on extensions, plagiarism etc. please see the <a href="#">Programme Hub</a> .	
Please note that all assignments should be submitted before 12:00:00 on the date when the submission window closes (i.e. 12:00:01 will be recorded as late).	
Assessment type:	Essay and Presentation
Word Length:	4000-word report and 10-minute presentation
Percentage weighting of Assignment:	50%
Submission window OPENS:	Tuesday 6th December 2022, 12:00 pm
Submission window CLOSES:	Tuesday 13th December 2022, 12:00 pm
Assignment Mark and Feedback Date:	15th University working day after submission (unless otherwise advised).
Assignment preparation week:	-
Coversheet:	<a href="#">Cover Sheet</a> ↓
For marking criteria, information on extensions, plagiarism etc. please see the <a href="#">Programme Hub</a> .	
Please note that all assignments should be submitted 12:00:00 on the date when the submission window closes (i.e. 12:00:01 will be recorded as late).	

论文成绩占总成绩的 70%

论文成绩占总成绩的 50%

主要学科考核方式写作占比

传媒类	80-100%	翻译类	80-100%	金融类	50-70%
教育学	80-100%	社科类	80-100%	理工类	40-60%
法学类	80-100%	商务类	60-70%	艺术类	40-60%

比如以下同学踩过的一些

## 01

### 前期审题不当

### ▶ 导致跑题，面临挂科

#### 学生问题示例：

BBS36Sg FT OM Individual Report  
(Continuous Assessment 2) - Due 6th July  
2022

G+

#### Overall Feedback

You need to choose a service company, Bosideng is a product company. Please refer to the study guide.

It was reminded numerous times during the lessons to choose a service company or penalty will apply.

Thus, you have been penalised in the grading because supply chain, capacity management, lean operations (7 wastes and 5S) are all different between product and service company.

Supply chain management need to be more specifically written based on supply side and demand side. You have not written in academic format as guided during the lessons.

Seasonality of demand need to written based on, climatic, testive, social, behavioural, political and financial.

Reconciling capacity and demand is totally wrong, you need to write based on absorb demand, adjust output to match demand and change demand.

7 wastes and 5S is TOTALLY WRONG.

You did not write based on overproduction, transport, motion, overprocessing, waiting time, inventory and defects wastes.

5S are Sort, straiten etc.

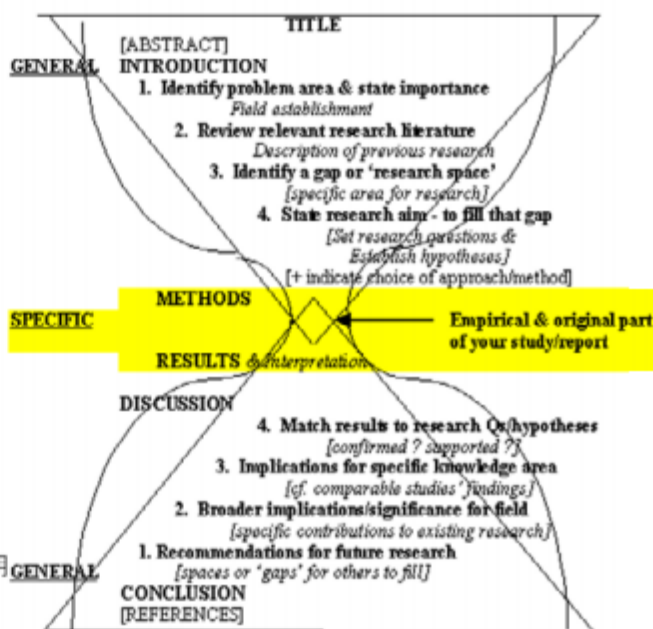
审题不当，分析对象选择错误

未按题目要求写作导致最后挂科

#### 指导示例：帮助学生梳理逻辑确定选题

#### 确定选题

- 找到key words (绿地+心理健康)
- 深入讨论关键词
  - 绿地：
    - Access to green space
    - Residential and green space
    - Work and green space
      - Area/design/biodiversity
  - Mental health
    - Age: children/senior
    - Occupation: workers/residents/wfh
  - 关键词之间的联系
    - 有关联：数据分析结果支持+以后怎么用
    - 无关联：数据结果不支持+为什么



根据论文要求，确定核心关键词 + 整体逻辑，最终定题

## 02

### 语言 表达能力不足

## 使用 AI(人工智能)辅助工具、翻译软件写论文， 导致开听证会进行成绩审核

\* 听证会：为“学术不端听证会”，指学生在学术成果中，疑似违反了学术行为规范而开启的审查听证会。一旦被认定学术不端后果可是非常严重的，轻则挂科重则退学。

### 学生问题示例：

Hello,

Your Academic English report has been identified as containing passages in which Turnitin has detected possible use of Artificial Intelligence (AI). Before your grade can be released you will need to have a consultation with your teacher to discuss how you wrote your report.

Please make an appointment to have a consultation with your teacher. You can find your teacher's consultation times and contact details on the Course Staff page of Blackboard.

Regards,

Gabe

教授反馈学生论文存在使用 AI 工具，  
需开听证会

### 指导示例：专业导师指导高端学术表达

June 27,

#### Background:

In the process of urban design, there are always clear land use types for each piece of land, such as residence, commerce, office, school, hospital, green space, etc. In the meantime, for some of the urban parks, there are target population that the parks are originally designed for, such as park for children, park for the elderly, park for patients, etc. However, **take children's park for example**, sometimes it might be hard to attract all age groups of children to the parks, especially middle-aged children. Based on the education background in China, children in middle schools have a lot of pressure of schoolwork. They are overwhelmed by tons of homework, classes, and exams, and they need to spend more than 12 hours studying every day. As a result, they do not have time in other places for other **activities**, and **of course they do not want to go to "boring" parks**. According to the literature review, "the study confirms that many middle-school children make little use of parks. This is primarily explained by their own lack of interest in the existing park activities and their households' lack of time and concerns about safety" (Loukaitou, 2009). Therefore, more park features that designed for this specific age group is necessary to include all age group children in the children's park.

In this research, there are two urban children's parks in Zhengzhou chosen, one has fewer middle-aged children (Park A), and one has more middle-aged children (Park B). In the two parks, although there are many children of different ages, based on **my** on-site observation, **I** noticed that most of the children are under 12 years old and above 15 years old, and there is a lack of numbers of middle-aged children in Park A. Thus, these situations of the two children's parks **interested me** to investigate on the reasons why Park B brings in relatively more middle-aged children and how could children's parks attract more middle-aged children specifically. By comparing the two different urban design forms of the children's park, I am going to re-examine the park characteristics, collecting from the literature review and overseas case studies, that bring middle-aged children to the parks. The research findings and results will have important values for city staff and park planners as well, and the last section of the paper is about the guideline and recommendations for better further children's park design.

**Key words:** middle-aged children, urban parks, park characteristics, facilities

#### • Thesis structure :

- Introduction: 400-600 words (+-200)
- 1. 直接说this study focus on middle-aged children and their daily activity
- 2. Of course they do not want to..比较主观, 要换成citation: XX (2021) finds that less middle-age students..
- 3. 不要用my, I, me, 一律用this study/this paper
- 4. Young teenager XX(2021) 12-14; XX(2013) 10-14 years. **This study focus on teenager 12-15 years. This age range middle school in ZhengZhou, china.**

讲解学术表达规则，指导写作



# 03

## 学术规范 意识不强

### 引用不当，不会引用导致分数低

#### 学生问题示例：

Grade	Comments and Assessments
C-	<p><b>Overall Feedback</b></p> <p>There seem to be a little delink between the issues, impacts and the recommendations.</p> <p>Citations are missing in some parts, thus making your report not credible and score lower marks.</p> <p>The three operations management issues need to be analysed in much more detailed in operations management sense.</p> <p>The 3 issues need to be adequately referenced. This seriously lacking</p> <p>The impact of these OM issues is explained in a very simplistic manner, in depth application is required. As explained, you need to use proper recommendations based on a built-up literature, theories and concepts. This part is also serious lacking in an academic piece of work. Recommendations must be very specifically on the operation management context.</p> <p>Need to research relevant theoretical concepts in apply directly to the issues describe. This part is weak.</p> <p>Could have used more academic referencing in order to score higher marks.</p>

最后成绩为 C-

未按照正确格式引用，  
使得整片报告缺乏可信度，  
以及分数低

#### 指导示例：针对性收集文献 + 引用方式全程指导

##### 分类总结文献数据支撑

##### 对比总结文献论点

##### 引用格式提前准备

Park Characteristics	Measurements	Key Findings	Citations
Amenities	<p>1. Diversity of active facilities: "The diversity of active facilities was assessed as the sum of types of activity areas used for sports games or active recreation."</p> <p>2. Quality of the facilities: "The quality of supporting amenities was assessed as the sum of condition (0 = 'only about half or few are in good condition' or 1 = 'all or most are in good condition') and usability (0 = 'only about half or few are usable' or 1 = 'all or most are usable') of supporting amenities (e.g., drinking fountains and restrooms)."</p>	<p>1. "Overall, the most significant factors attracting children to parks include active recreation facilities and sport programs."</p> <p>2. "Children's park-based PA was positively associated with the quality of supporting amenities."</p>	<p>Zhang, R. et al. (2022) 'Park and neighbourhood environmental characteristics associated with park-based physical activity among children in a high-density city', <i>Urban Forestry &amp; Urban Greening</i>, 68, p. 127479. doi:10.1016/j.ufug.2022.127479.</p> <p>Loukaitou-Sideris, A. and Sideris, A. (2009) 'What brings children to the park? analysis and measurement of the variables affecting children's use of Parks', <i>Journal of the American Planning Association</i>, 76(1), pp. 89-107. doi:10.1080/01944360903418338.</p>

Level1: 总结/和分类/别人工作 (table) Zhang (2022) claims that the most significant factors attracting children to the park is recreation facilities...Loukaitou-Sideris also finds that....

Level2: 比较别人做的工作 A finds that factors work well, but B find that factor no significant impacts

Level 3: 这些人做的有什么冲突/遗漏/改进 However, current literature paid little attention to middle-aged children; though all factors focus on all age children, but no specific research done to explore the middle-aged children and their preferences...

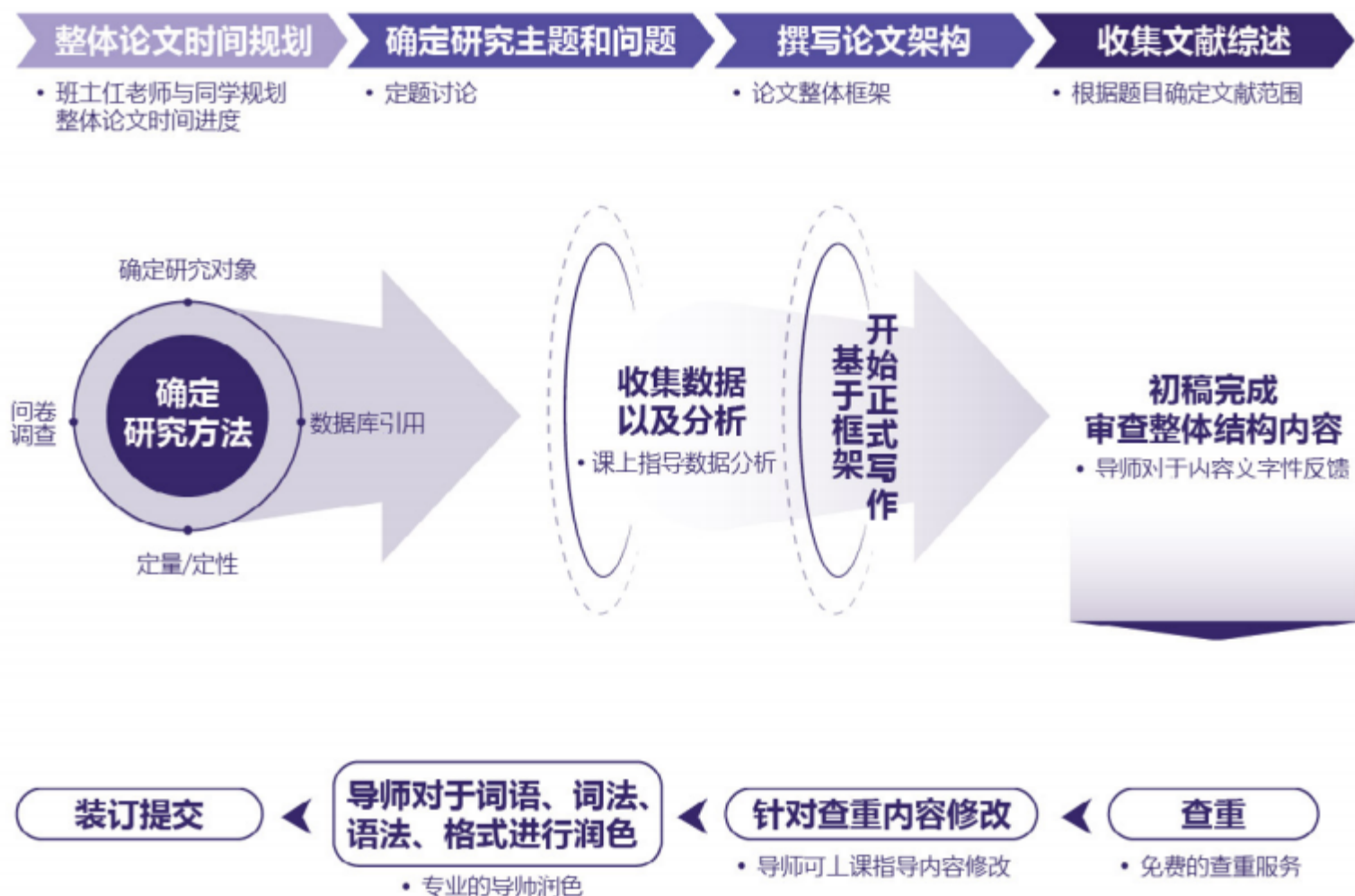
Education department suggest exercise time 2hour/ park to meet their needs

从收集文献方法，到最后文献引用全程指导

由于中外论文要求和评分体系差异极大，很多同学因无法迅速适应，导致了低分、挂科，甚至无法毕业的严重后果。

# 02 英领计划同步指导 - 论文服务

- ▶ 导师为留学生提供的中英双语学术指导服务，基于在校课程和学习需求，讲解论文写作要素和西方学术规范、指导课业知识点、科学规划路径、更好地巩固学习内容，帮助学生养成良好的学习习惯，从而适应西方学术环境，在学业上更进一步。
- ▶ 在论文服务中，根据论文结构制定了详细完整的论文指导流程，在论文写作各节点助力学子，将难点、卡点逐个击破。



## 整体论文时间规划

班主任老师与同学规划  
整体论文时间进度

## 确定研究主题和问题

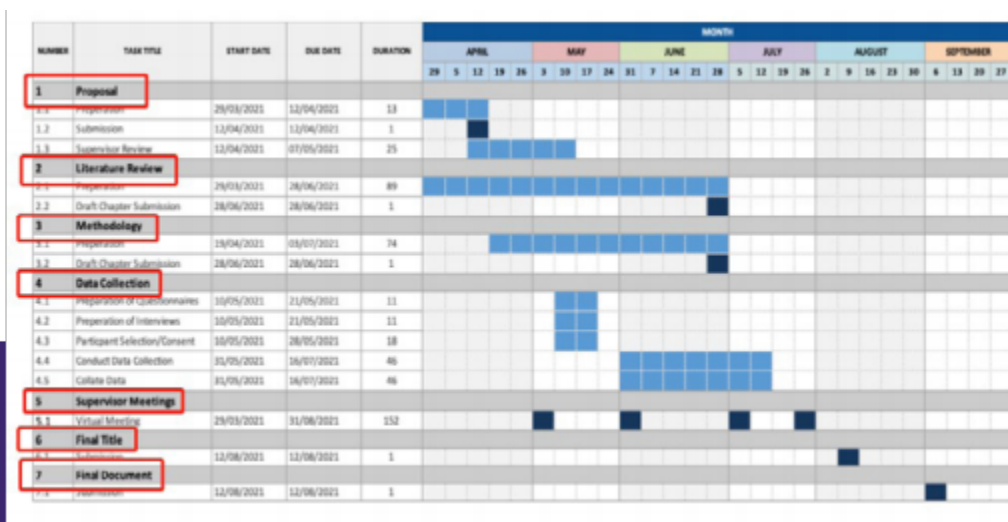
· 定题讨论

## 撰写论文架构

· 论文整体框架

## 收集文献综述

· 根据题目确定文献范围



根据论文进度，合理规划论文各部分完成时间。避免论文无规划错过截止日期

## 整体论文时间规划

班主任老师与同学规划  
整体论文时间进度

## 确定研究主题和问题

· 定题讨论

## 撰写论文架构

· 论文整体框架

## 收集文献综述

· 根据题目确定文献范围

### 审题谋篇布局

#### 1. 审题

· 论点应该包含问题中所有核心条件

#### Text 3

With the advancement of technology, should athletes work with sports research labs to harness it for performance enhancement? Give reasons for your answer.

athletes work with sports lab

performance enhancement

Propositional link between two objects

SVO

SOV

- 一定要有明确的观点
- 思考题目的话题是什么 context
- 立场应该是一个主流观点

## 审题谋篇布局

## 详细讲解如何审题

初期可与导师一起头脑风暴定题，亦可定题后让导师指导后续框架搭建以及写作范围，和跑题说拜拜。

## 整体论文时间规划

- 班主任老师与同学规划整体论文时间进度

## 确定研究主题和问题

- 定题讨论

## 撰写论文架构

- 论文整体框架

## 收集文献综述

- 根据题目确定文献范围

一份研究报告大致的逻辑



宏观大框架搭建，每一部分字数拿捏精准，字字表达中心思想

## 整体论文时间规划

- 班主任老师与同学规划整体论文时间进度

## 确定研究主题和问题

- 定题讨论

## 撰写论文架构

- 论文整体框架

## 收集文献综述

- 根据题目确定文献范围

### Introduction

#### 1) Establishing a research territory

- a. Showing that the general research area is important/interesting
- b. Introducing and reviewing items of previous research in the area

#### 2) Establishing a niche (生态位)

- a. Indicating a gap in the previous research, raising a question about it.

#### Occupying the niche

- a. Outlining purposes or stating the nature of the present research
- b. Announcing principal findings/indicating

我们来看一个例子  
我们来看一个例子

#### The Position of Sentence Connectors in Academic English C. B. Feak and J. M. Swales

Many commentators have noted that sentence connectors (e.g., however) are an important and useful element in expository and argumentative writing. Frequency studies of their occurrence in academic English extend at least as far back as Huddleston (1971). Academic writing textbooks have for many years regularly

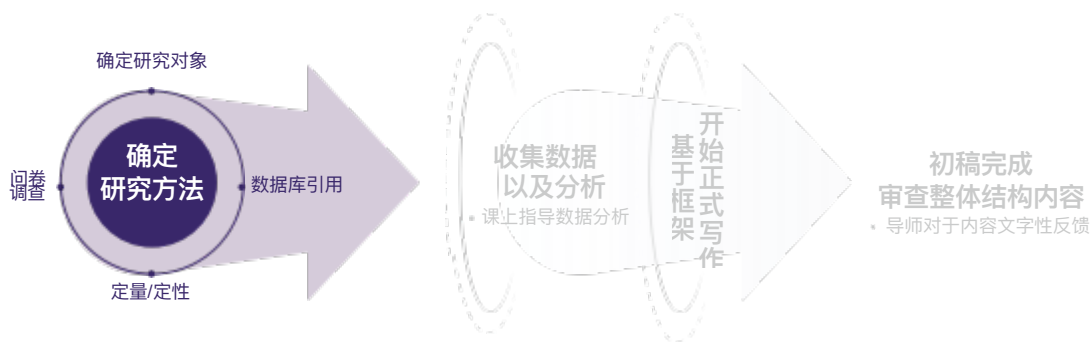
先证明为什么自己的研究领域是重要的

证明为什么自己的研究是重要的 (Lit Review)  
然后提出研究问题

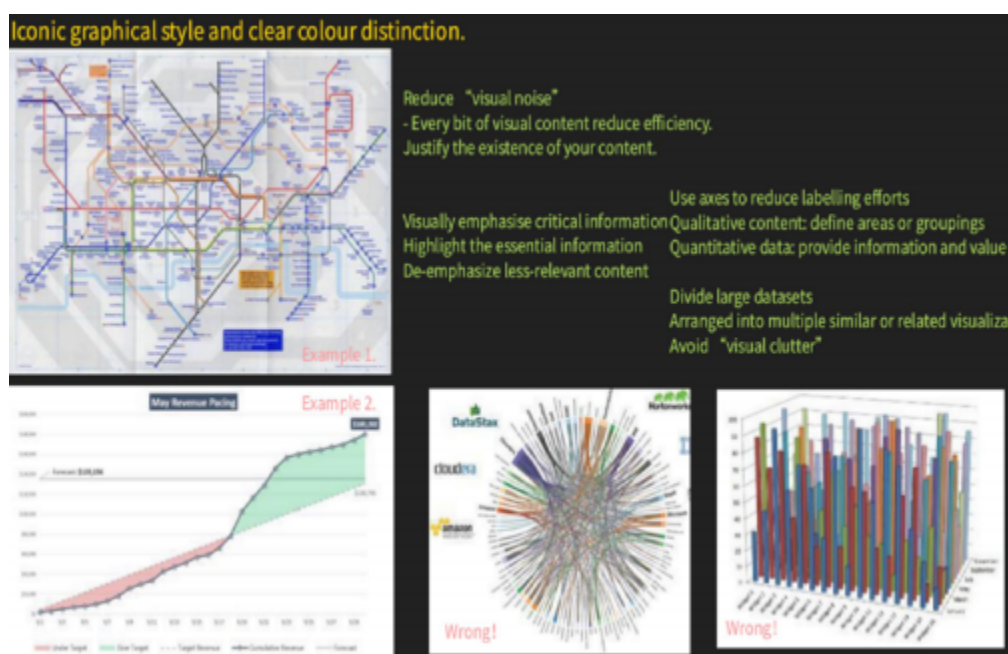
最后向读者简单阐述研究的主要发现，以及报告的主要结构和目的等

定题后，导师指导论文文献范围，及论文各部分所需文献，让“引用”成为点睛之笔。





确定研究范围、研究对象以及分析方法，让论文“有理有据”



将数据结果在导师的指导下可视化，让论文“有血有肉”

## 免费的查重服务

## 确定研究范围、研究对象以及分析方法，让论文“有理有据”

## 专业的导师润色

## 示例 02

📌 **Dong Zheng**  
 分公司的員工上數目課。人類不是在工廠裏忙於生產嗎？  
 分公司的員工，在忙什麼？

📌 **Dong Zheng**  
 生產/製造 production 課目詞。新圖不應該是 improve 萬能語彙！ increase

📌 **Dong Zheng 2022 年十一月 13 日**  
 分公司的員工上數目課。👉 沒有新圖。2. 英文沒有新圖，不可以使用 Number

📌 **Dong Zheng**  
 這類的 end-range 不難講。"我試着最少講到" 這意思才試過。👉

📌 **Dong Zheng**  
 分公司的管理課程，事情是這樣和系的。所謂"強大的外務" 圖解是什麼呢？

📌 **Dong Zheng**  
 這套字詞：👉

**ABSTRACT:** Herein, a new study introduces an excellent catalyst,  $\text{RuCl}_2(\text{DMSO})_2$ , for the electrocatalytic reduction to serve for acetylene hydrochlorination, in which DMSO, in the system, can effectively coordinate to the catalyst, and provides an environment in which the reduction of the RuCl<sub>2</sub> to be stable. The interaction between catalyst species and reactants such as the acetylene and the chlorine is investigated. The DFT calculation results show that the addition of DMSO can significantly reduce the energy barrier of the additional mechanism, mainly electrophilic addition and electrophilic addition, as demonstrated. The further investigation on energy profiles shows that the system is more likely to undergo electrophilic addition under room temperature. Thus, usage and catalyst is a promising application in the hydrochlorination industry.

## INTRODUCTION

atom), and is an expensive catalyst. It is environmentally and safe for the production of polyvinyl chloride (PVC), which is one of the most common plastics. The use of  $\text{Cu}^{\text{II}}$  as a catalyst is very cheap. Each year, over 40 million tons of VCM are produced worldwide.<sup>1</sup> Various researchers have reported that  $\text{Cu}^{\text{II}}$  is a more efficient source for producing VCM reaction is dominated under the increasing use of fixed-bed, which is a highly efficient chlorinator (HCCl) catalyst has been used as a catalyst for the reaction VCM-VCM, forming Grafting the high chlorine, the low but the  $\text{Cu}^{\text{II}}$  catalyst is not suitable for the

Drang Drang	Check with your tutor >
Drang Drang	This essay needed to be sent on...
Drang Drang	16/07/2016
Drang Drang	Is it useful as common sense?
Drang Drang	maxima might be better
Drang Drang	Discontinuous or studied?
Drang Drang	Let's discuss
Drang Drang	Is it a bit too wild? This seems odd
Drang Drang	Heute 22:17:28 28.07.2016 - 1/3
Drang Drang	It seems accurate time please send it
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Drang Drang	Specific of detailed number can be >
Drang Drang	> a number would be better >

The development and implementation of school choice policy have been widely studied and discussed in the literature. School education policy only represents education policy, but also an important *link* in social redistribution (Connell, 2012). As a core policy affecting the educational opportunities and quality, *there has been a longstanding controversy over whether school choice policies break the class segregation caused by previous policies or promote new inequality* (Argas, 2013). This paper argues that the *practical results of school choice policies generally show that this policy has caused a new social inequality*. In the following sections, the paper will first identify and explain several core ideas that will frequently *appear in the text*: neoliberalism, the marketable education market under school choice policy, and the consumer identity of parents and students in the education market. *Then*, this article will deeply discuss the advantages and disadvantages of school choice policy from the perspective of *both supporters and opponents*. *After that*, this paper will analyze the practical effect of school choice policies in Australia and the Netherlands, and *provide a critical comparative study of the two cases*.

交稿前，导师就语法、语病、词汇使用、格式等问题纠错并提出润色建议。



学术项目推广管理中心