



**Assessment Brief -**  
**B124 Academic Writing & Research Methods**  
2025

## Part I: General Information

Module	B124 Academic Writing & Research Methods
Term	2025
Primary Assignment Title	Mini Research Paper – 50% Group Presentations –20%
Weighting	70% Primary task, 15 Online Assessments, 15 Participation
Distributed on:	May 2025
To be submitted on:	Friday July 4 <sup>th</sup> , 18:00 CET
Submission Method	<p>The Research Paper must be submitted electronically to the submission folder indicated on Canvas.</p> <p>The presentations will be recorded, and the Presentations should be uploaded to Canvas as a PDF on the day of the presentations</p>
Length	The submitted essay should have 3,000 words with +/- 10%
Additional Assessment Components	<p>GISMA University reward a) in class participation and b) engagement with asynchronous content together at a rate of 30% per module.</p> <p>a) At Gisma University of Applied Sciences, in-class participation and engagement with asynchronous content contribute 30% of the total module grade.</p> <p>Students who actively participate in their scheduled synchronous classes, according to their designated mode of delivery, will earn up to 15% of their final module mark. The awarded percentage is proportional to their participation rate.</p> <p>Students who successfully engage with asynchronous materials and complete all required summative assessments will earn an additional 15% of their final module mark. Asynchronous tasks must be completed by the specific deadlines set by the tutors. All assigned tasks must be submitted by the final deadline associated with the principal assessment.</p> <p>Students who do not actively participate in synchronous sessions will still be allowed to submit their assessments. However, their final module mark will be reduced by up to 15%. Likewise, failing to engage with asynchronous materials and complete the required short summative assessments will result in a deduction of up to 15% from the final module mark.</p> <p>b) Students successfully completing all summative assessments in the asynchronous environment (Online Quizzes Week 3 –5</p>

	<p>Week 8), can additionally gain up to 15% towards their final module mark.</p> <p>The online quizzes must be completed by the end of each week (for each week until Sundays 11:59 pm). Do note that all tasks must be completed by the indicated deadline to count into the final grade.</p> <p>Each student has five attempts to complete each quiz. The average grade of the attempts taken will count into the overall module grade with a weight of 15%.</p>
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## Part II: Assessment Details

Assessment Topic	<p>Students need to submit an <b>Academic Paper</b>. Submissions may be formatted in single or double spacing, preferably in Times New Roman size 12 font.</p> <p>To be accepted as an <b>Academic Paper</b> in the module B124, it must have the characteristics of a full <b>Academic Paper</b>:</p> <ul style="list-style-type: none"> <li>• Its starting point is a question or theory or idea that is condensed into a proper Research Question</li> <li>• It contains a research concept which describes variables and their links as well as hypotheses</li> <li>• It is based on a literature review that, given the scope of the <b>Academic Paper</b>, will not be extensive but must contain at least 6-8 sources</li> <li>• The paper finishes with a conclusion,</li> <li>• Followed by a reference list</li> </ul> <p><b>And should contain the following sections (Once creating the assessment, students are required to adhere to the following format):</b></p> <ul style="list-style-type: none"> <li>• <b>Gisma Submission Form</b></li> <li>• <b>Table of contents</b></li> <li>• <b>ABSTRACT</b> -should be factual and precise and equal or less than 100 words. It should consist of the following elements: Background; Objectives; Method/Approach; Results/Findings; and Conclusion:</li> </ul>
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	<ul style="list-style-type: none"> <li> <b>Section 1. Introduction</b>  The introduction chapter should clearly highlight the research topic, background, rationale, problem statement, research questions, objectives and hypothesis of your research, Conceptual framework. </li> <li> <b>Section 2. Literature review</b>  The literature review chapter should clearly highlight the past research on the research topic to help you develop a conceptual model for your research. </li> <li> <b>Section 3. Methodology</b>  The methodology chapter should clearly highlight the research approach and the research method that is relevant for answering your research questions. It should contain a comprehensive plan for data collection and data analysis. </li> <li> <b>Section 4. Results and Discussion</b>  -This section should be clear and concise. Details of the analyses and results must be included in the paper itself. Results should be presented clearly and analysed appropriately. Conclusions should adequately tie together the other elements of the paper. Author should provide a brief discussion. The research question should be answered. Results should clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership. Attention has to be paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc. </li> <li> <b>Section 5; Conclusions</b>  -Authors should note the limitations of the study. The conclusion should be based on answering research questions and/or should include results of hypothesis investigation. Further research directions should be proposed. </li> <li> <b>REFERENCES</b>  -On a separate page, include a section labeled References which provides the full publication information for all the sources you used in your paper  -You should have a MINIMUM of 6-8 sources for your paper  -Not meeting this minimum requirement of 6-8 sources will lead to a lower evaluation of your paper </li> </ul>
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	-Use Harvard format for documenting your sources
Assessment Guidelines	<p>Students should draw from the knowledge gain in the lectures and content from the module and other <i>academic sources</i> (in EBSCO, Google Scholar etc.) and your own research from the internet to prepare the mini research paper.</p> <p>Use Harvard reference system to cite and reference your work. This should be an original piece of work and ensure that you do not plagiarise other's work.</p>
Links to module intended learning outcomes	<p>The assignment relates to the following intended learning outcomes for the module:</p> <ol style="list-style-type: none"> <li>1. Use appropriate structure and observe the fundamental principles of academic writing</li> <li>2. Explore theoretical perspectives informing research design;</li> <li>3. Demonstrate skills in gathering, analysing and managing qualitative and quantitative data, from computer-driven to discourse analysis</li> <li>4. Devise an appropriate design and methodology, informed by relevant scientific research, designed to address specific research questions, taking account of relevant practical, methodological, and ethical issues;</li> <li>5. Analyse qualitative and quantitative data using a variety of different analytical techniques</li> <li>6. Demonstrate practical skills with at least one data analysis software programme.</li> </ol>
Special Instructions	<p>The timely and consistent participation throughout this module with the asynchronous and synchronous tasks is essential for the successful completion of this module, due to the project-driven approach to teaching and learning in this module ("flipped classroom").</p> <p>Submission Guide:</p> <ul style="list-style-type: none"> <li>• Your assessment should be submitted as a single Word (MS Word) or PDF file. For more information, please see the GISMA assignment guide.</li> <li>• You must ensure that the submitted assignment is your own work and that all sources used are correctly attributed.</li> <li>• Submit your work on the GISMA portal within the submission deadline.</li> </ul> <p>Your work will not be graded and you will receive a zero grade if</p>

	<p>you submit your assignment after the submission deadline, case of academic unfair practice is found or your work is not submitted in MS word or PDF file.</p> <p>Your mini research paper will be assessed based on the following criteria:</p> <ul style="list-style-type: none"><li>• <b>Clarity and coherence of writing</b></li><li>• <b>Relevance and significance of research question</b></li><li>• <b>Appropriateness of research design and methodology</b></li><li>• <b>Quality of research</b></li><li>• <b>Appropriateness of conclusions and implications</b></li></ul>
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### Part III: Marking Criteria / Assessment Criteria

Mark Weight	Fail (0 - 49%)	Sufficient (50 – 59%)	Satisfactory (60 – 74%)	Good (75-89%)	Very Good (90-100%)
100%	5,0	4,0 - 3,7	2,7-3,3	1,7-2,3	1,0-1,3
Marking Criteria	Does not fulfil the requirements of the assessment.	Demonstrates acceptable knowledge and understanding of the subject-matter and achievement of learning outcomes at low to average level of performance.	Demonstrates substantial knowledge and understanding of the subject-matter and achievement of learning outcomes at average to above average performance levels.	Demonstrates a comprehensive knowledge and understanding of the subject-matter and achievement of learning outcomes at well above average levels of performance.	Demonstrates a comprehensive knowledge and understanding of the subject-matter and achievement of learning outcomes at high (highest) levels of performance.

Assessment Criteria	<p>Your written essay will be assessed based on the following criteria:</p> <ul style="list-style-type: none"> <li>• Group Presentations (20%)</li> <li>• Depth of analysis and description of issue or problem to be researched (10%).</li> <li>• The quality of your literature review and development of the appropriate conceptual model for the research (15%)</li> <li>• Clear outline of the research approach and method relevant for answering your research questions (25%).</li> </ul>
Notes about Marking	Marking will be based on the originality of the individual work submitted

### Part IV: Tips for Successfully Engaging with this Assessment

Answer the Question	It may seem obvious, but make sure you are answering the question you have been set, not the question you would prefer to answer. If the brief has a number of tasks or parts, answer all of them. Parts that involve evaluation or analysis are usually longer and worth more marks than parts that ask for description or explanation. Keep the brief in front of you and check it regularly.
How to use Assessment Criteria	The assessment criteria document is not usually a guide to the structure of your assignment. Each section of the criteria is not a separate paragraph in your assignment, but qualities that you need to demonstrate throughout. Treat the assessment criteria as a checklist at the end not as a plan at the beginning. Also, the criteria document often tells you what to demonstrate (e.g., critical analysis) but not

	<p>necessarily how to do it. For how to do it, look back at the skills and activities you have covered in the rest of the module.</p> <p>Above all, remember this is not a test of how much you know or how much you have read about the topic. It is a test of how well you can use your knowledge to answer the specific question set.</p>
Planning and Preparation	<p>Make sure you attend the lectures where we will be ‘unpacking’ this assignment in greater detail.</p> <p>Start thinking about your assignment and prepare early. Do clarify any doubt you have with your tutor.</p> <p>We recommend that you spend approximately 40 hours researching, writing, proofing and editing this assignment.</p>
Referencing	<p>GISMA Business School requires that students use Harvard Referencing.</p>
Plagiarism and Cheating	<p>Your attention is drawn to the University’s stated position on plagiarism. THE WORK OF OTHERS THAT IS INCLUDED IN THE ASSIGNMENT MUST BE ATTRIBUTED TO ITS SOURCE (a list of references and bibliography must be submitted).</p> <p>Please note that this is intended to be an individual piece of work. Ensure that you read through your work prior to submission. Action will be taken where a student is suspected of having cheated or engaged in any dishonest practice. Students are referred to the University regulations on plagiarism and other forms of academic misconduct. Students must not copy or collude with one another or present any information that they themselves have not generated.</p> <p>For more information on Plagiarism, please see the relevant section in your Program Handbook.</p>