



Course and Examination Fact Sheet: Spring Semester 2020

10,016: Pitching, Presenting and Publishing Accounting Research

ECTS credits: 4

Overview examination/s

(binding regulations see below)

Decentral - Presentation (individual) (80%)

Decentral - Active participation (20%)

Attached courses

Timetable -- Language -- Lecturer

[10,016,1.00 Pitching, Presenting and Publishing Accounting Research](#) -- Englisch -- [Dinh Tami](#) , [Möller Klaus](#)

Course information

Course prerequisites

The course requires no prerequisites.

Learning objectives

In the course, students will critically discuss and develop strategies, how one's own work can be positioned and published. In addition, we will discuss strategies how to pitch your Accounting research to diverse groups of people and develop key elements of a successful research presentation (e.g. conference presentations, PhD defense etc.). Based on lectures, discussions, and active work participants are enabled to develop an approach how to pitch, present, and publish their Accounting Research.

Course content

Whether you write a monograph or a cumulative dissertation, pitching and presenting your Accounting research are a key element of scientific discourse. In addition, publications - also derived from monographs - are the products that get cited nowadays. With the increasing pressure to measure research results, a differentiated structure of publication outlets emerged based on numerous rankings. The quality of scientific work is assessed based on these rankings of the journals in which the article was published. For the scientific community, this has a deep impact on the credo "publish or perish" in a quantitative and qualitative dimension. This may also be the case already during the period of doctoral studies, particularly when writing a cumulative dissertation.

Course structure

The seminar takes place during two meetings: The first one is a kick-off-meeting at the beginning of the term. The aim of the kick-off is to achieve a common understanding on the course objectives and administrative issues. During the second block participants will present an own research project. The focus is less on the content of the actual project but more on the previously discussed design elements related to pitching, presenting, and publishing.

Course literature

Literature is provided during the course.

Additional course information

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Examination information

Examination sub part/s

1. Examination sub part (1/2)

Examination time and form

Decentral - Presentation (individual) (80%)

Remark

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Examination-aid rule

Practical examination

No examination-aid rule is necessary for such examination types. The rules and regulations of the University of St. Gallen apply in a subsidiary fashion.

Supplementary aids

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Examination languages

Question language: English

Answer language: English

2. Examination sub part (2/2)

Examination time and form

Decentral - Active participation (20%)

Remark

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Examination-aid rule

Practical examination

No examination-aid rule is necessary for such examination types. The rules and regulations of the University of St. Gallen apply in a subsidiary fashion.

Supplementary aids

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Examination languages

Question language: English

Answer language: English

Examination content

Participants are requested to present an own research project. Active participation in the seminar is obligatory. Additionally, students are required to attend at least ONE of the regular ACA research seminars (about 2 hours).

Deliverables for the seminar

1) One-pager of your own publication project: Write a short summary about your own publication project. Indicate idea and research topic, methodology, paper style, selection of target journal, timeline, presentation of key problems and research approach.

2) Powerpoint presentation of your own research project in the final session with a special focus on pitching, presenting, and publishing.



Examination relevant literature

Literature is provided during the course.

Please note

Please note that this fact sheet alone is binding and has priority over any other information such as StudyNet (Canvas), personal databases or faculty members' websites and information provided in their lectures, etc.

Any possible references and links within the fact sheet to information provided by third parties are merely supplementary and informative in nature and are outside the University of St.Gallen's scope of responsibility and guarantee.

Documents and materials that have been submitted no later than the end of term time (CW21) are relevant to central examinations.

Binding nature of the fact sheet:

- Information about courses and examination time (central/decentral) and examination type starting from the beginning of the bidding on 23 January 2020
- Information about examinations (examination aid regulations, examination content, examination-relevant literature) for decentral examinations after the 4th semester week on 16 March 2020
- Information about examinations (examination aid regulations, examination content, examination-relevant literature) for central examinations as from the starting date for examination registration on 6 April 2020

Please consult the fact sheet again after these deadlines have expired.