Course description
This course consists of two main parts – academic writing and publishing. The first part provides general guidelines for improving the writing technique and practical applications. Specifically, the course gives advice for writing single sentences (e.g., active voice, positive wording, and short sentences) and provides techniques to link sentences and create flow. Moreover, it discusses the challenges of writing specific chapters of a research paper/article/thesis, with a focus on structure, content, and specific vocabulary that can be helpful for each chapter.

The second part deals with publishing in sport journals, particularly in the field of sport management and sports economics. It starts with an overview of differences between the sport industry and other industries. Afterwards, it offers a comparison of underlying logics between sport journals and journals in general management or (business) economics. The course also gives examples for common mistakes that scholars make when submitting their work to sport journals.

The course design allows that both native and non-native speakers benefit from attendance and participation. Its content relies on a combination of academic literature (e.g., Glasman-Deal, 2010; Stern, 2011) and own experiences of PD Dr. Wicker stemming from several years of writing/publishing academic papers, handling submissions as editor, reviewing journal articles, and supervising students. Each session combines lecturer input with interactive elements.

Type of examination: Short essay
Each student will write a short research paper on a sport topic to demonstrate successful application of the skills and knowledge provided in the course: 10-15 pages (12-point font, double-spaced text), including references and tables (single-spaced). The choice of topic is at the discretion of each student, including the type of sport data. For students without access to sport data, a dataset will be provided for the empirical analysis.
**Target group**
The target group for this course includes PhD students and advanced Master's students. Students should be interested in sport and sports data as well as in sport-related research and publishing. Initial experiences in academic research, working with sport data, and academic writing and publishing are welcome, but not mandatory.

**Expectations**
Students are expected to regularly attend classes and to actively participate and contribute to the interactive elements in class. Mobile phones and social media should not be used during the course and e-mails and any other messages should not be checked.

**Itinerary**

<table>
<thead>
<tr>
<th>Session no.</th>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mon, 22 Oct 2018: Academic writing I (Basic and advanced advice)</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>9:00-9:45</td>
<td>Introduction</td>
</tr>
<tr>
<td>2</td>
<td>10:00-10:45</td>
<td>Writing and linking sentences</td>
</tr>
<tr>
<td>3</td>
<td>14:00-14:45</td>
<td>Writing chapters</td>
</tr>
<tr>
<td></td>
<td>15:00-15:45</td>
<td>Writing task</td>
</tr>
<tr>
<td></td>
<td>16:00-16:45</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tue, 23 Oct 2018: Academic writing II (Preparing the publication)</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>9:00-9:45</td>
<td>The uniqueness of the sport sector</td>
</tr>
<tr>
<td>5</td>
<td>11:00-11:45</td>
<td>Collecting, accessing, and analyzing data</td>
</tr>
<tr>
<td>6</td>
<td>15:00-15:45</td>
<td>Contribution, theory, and literature</td>
</tr>
<tr>
<td></td>
<td>16:00-16:45</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wed, 24 Oct 2018: Academic publishing (Getting published)</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>9:00-9:45</td>
<td>The author’s perspective</td>
</tr>
<tr>
<td>8</td>
<td>11:00-11:45</td>
<td>The editor’s perspective</td>
</tr>
<tr>
<td>9</td>
<td>15:00-15:45</td>
<td>The reviewer’s perspective</td>
</tr>
<tr>
<td></td>
<td>16:00-16:45</td>
<td></td>
</tr>
<tr>
<td></td>
<td>21 Dec 2018</td>
<td>Submission of short essay (one pdf via email)</td>
</tr>
</tbody>
</table>
Literature
(Pdf copies of papers are provided)

Sessions 1-3:

Session 3:

Session 4:

Session 5:

FIFA World Cup data:

UEFA European Championship, transfermarkt, and social media data:
Football Bundesliga data:

MLS data:

NCAA data:

Olympic Games data:

GSOEP and Statistical Office data:

Eurobarometer and Eurostat data:

Election and voting data:
Primary (survey) data:

Session 6:

Some useful management or economic theory papers…

Uncertainty of outcome (hypothesis):

Human capital theory:

Superstars:

Economic household theory:

Consumption capital:

Leadership succession:
Group diversity and group performance:
and group performance: An integrative model and research agenda. Journal of Applied
Psychology, 89, 1008-1022.
40 years of research. In B. Staw & R. Sutton (Eds.), Research in organizational
behavior (pp. 77–140). Greenwich, CT: JAI Press.

Session 7:
Trail, G. T., & James, J. D. (2016). Seven deadly sins of manuscript writing: Reflections of
two experienced reviewers. Journal of Global Sport Management, 1(3-4), 142-156.

Sessions 8-9: