

Welcome to Academic Skills!

LCLM4001 Academic Skills

Week 3





Remembering last week

- Let's go to VEVOX
- What is one reading skill you remember from last week?

Remembering last week

- Last week we learned 3 useful reading skills.
- Prediction: using the title and pictures to guess the topic.
- Skimming: reading quickly to find the main idea.
- Scanning: looking for key words, numbers, or names.
- These skills help us understand business texts faster.

What today is about

Practise identifying the main idea in short business texts

Identify evidence that supports the main idea

Use simple note-taking to record key information

Work in groups to **discuss notes and built understanding**

Use reading skills to support basic business decisions

Reading and Analysing





Discuss

How can reading information (like reports or data) help a business succeed?

- Discuss with a partner
- Try to consider **specific examples**

How reading supports business decisions

- Data can show what is really happening in a business
- It helps managers/businesses make decisions using facts, not guesses
- Businesses can choose better actions (costs, staff, products)
- This means fewer failures and more efficient use of time and money

Example:

A delivery company uses customer feedback and industry reports to discover that they have severe delays during peak hours and therefore increases drivers and warehouse staff at those times.

Reading, Analysing, and Note-taking

- Good note-taking starts with good reading.
- When you read a text, you:
 - *find the main idea
 - *identify the key details which support that main idea
 - *notice useful evidence and examples
- Then you turn that information into short, organised notes in order to be able to remember it and understand it.
- You are not copying the text! You are choosing what **matters**.

Read → Understand → Choose → Note

Note-taking Techniques

- Write short phrases, not full sentences
- Focus on key words and important information only
- Use bullet points to organise ideas clearly
- Group information into categories (e.g. reasons, data, future plans)
- Highlight or underline numbers, facts, and key terms
- Colour code your notes if you are a visual learner (e.g. pink for main ideas, yellow for key details, orange for examples)
- Do not try to write everything! Only write what is important
- Find the way which works best for YOU.



Discuss

Discuss with a partner a few reasons note-taking skills might be helpful in business.

Try and use specific examples to support your ideas.

Take note of your ideas/examples.



Note-Taking: Why Does This Skill Matter Outside of University?

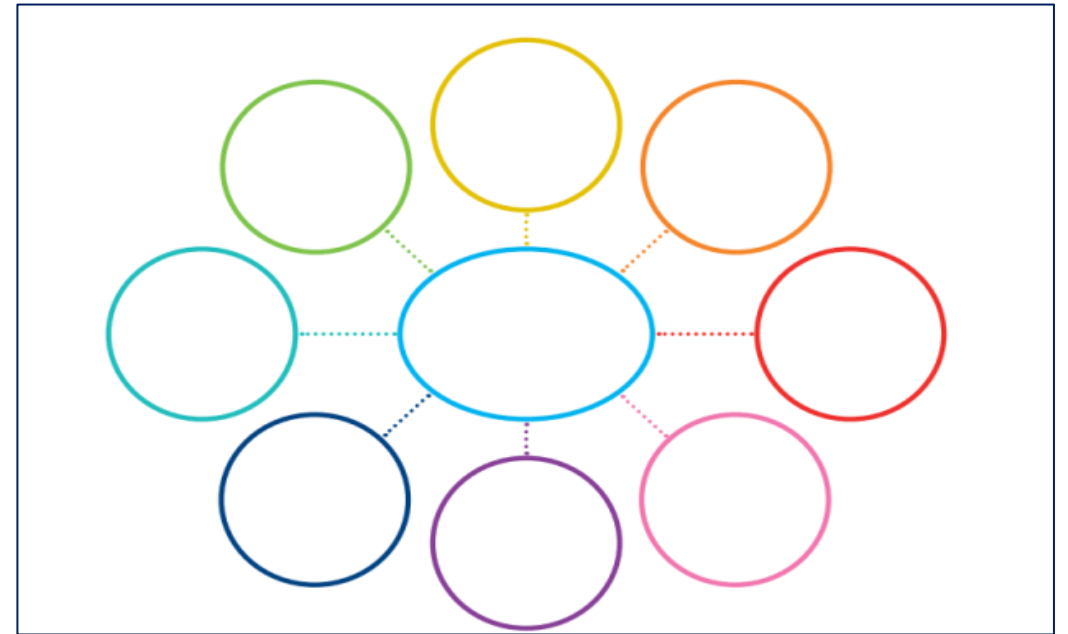
In business, note-taking is used to capture important information quickly so nothing gets missed during busy or complex situations.

Good notes help people:

- follow key points from meetings, even when decisions are being made quickly
- extract important data from reports, emails, or presentations without rereading everything
- track actions, deadlines, and responsibilities so tasks are completed correctly
- compare information from different sources when making decisions
- avoid errors caused by misunderstanding or forgetting details

Mindmaps

- A mind map is a way of organising information visually.
- It starts with one main idea in the centre and branches out into related ideas.
- In business, mind maps are used to plan ideas, organise research, and support decision-making.



Mind maps help you:

- Organise information clearly
- see connections between ideas
- remember key points more easily
- structure notes in a simple way



Let's Try

Let's try to read a text and create a mind map together.

As we read, we will discuss how to identify:

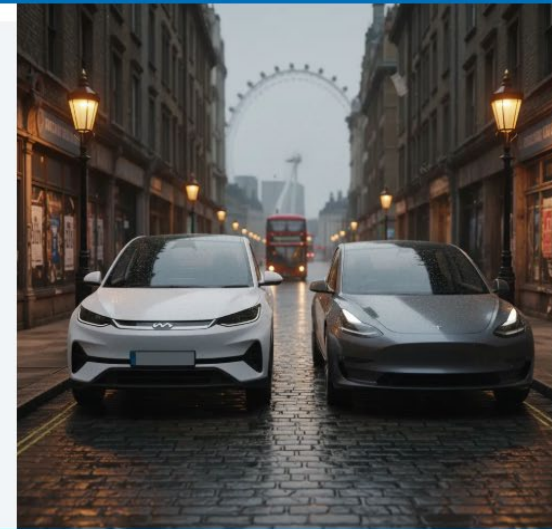
- The main idea of a text
- Key details which support the main idea
- Evidence/Examples
- Specific numbers/names/facts/places which demonstrate the evidence and examples

We will create a mind map together as we go.

You will work in partners and we will also work together as a class.

Reading for ideas, not every word

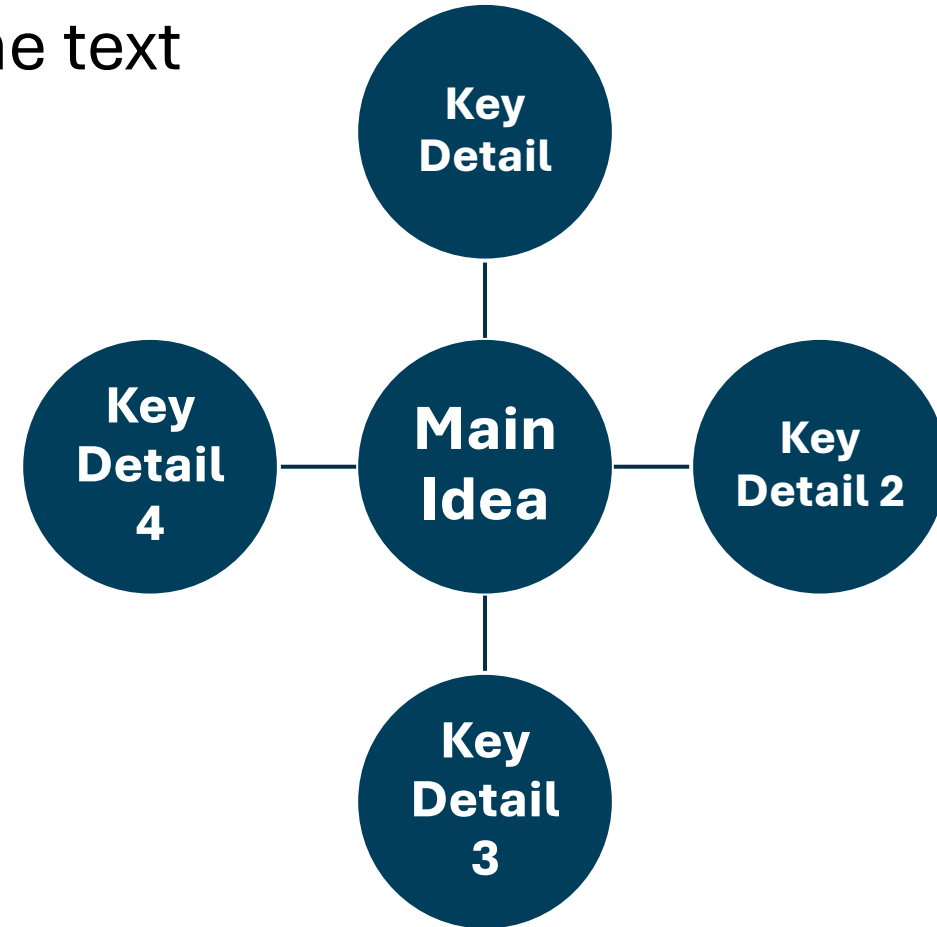
- You learnt this last week when we practised **skimming**
- Look for the big message
- Use titles to help
- Skip words that are not important
- Helps you understand business information quickly

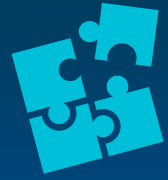


China's BYD beats Tesla, becomes world's top EV seller

Main idea vs key details

- **Main idea:** the most important point of the text
- **Key Details:** important information that explains/supports the main idea.
- Together, they help us understand a text



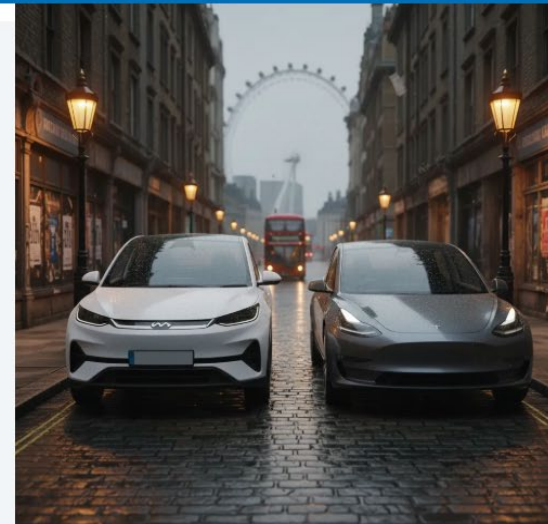


Let's try it out!

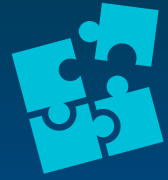
Now let's try to find the main ideas of a new text **without** questions to guide you.

Step 1: Use the title as a clue (PREDICT)

- The title shows the topic
- Ask yourself: “What will this be about?”
- You do not need every word
- This helps prepare your brain



China's BYD beats Tesla, becomes world's top EV seller



Let's try it out!

Now read the text and look for repeated information and write down the main idea in your notes. You will have 3 minutes and you just need to write down ONE main idea.

The main idea of this article is:



China's BYD beats Tesla, becomes world's top EV seller

Main Idea: Check the first sentence

- Many articles begin with the main idea
 - Read slowly
 - Ask: “What is the big message?”
 - Don’t worry about small words
- The Chinese company BYD is now the **world leader** in electric vehicle (EV) sales.

Main Idea: How do we know?

Repeated ideas give clues!

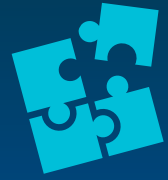
- Important ideas appear again
 - Look for similar words
 - Repetition = key idea
 - Helps confirm the main point
- The Chinese company BYD is now the world leader in electric vehicle (EV) sales. It has **sold more cars** than the American company Tesla for the first time in one year. In 2025, Tesla sold **1.64** million cars. This was a 9% drop from the year before. At the same time, BYD **sales grew** by 28% to more than **2.25** million cars.

Main idea is...

BYD is now the world's biggest electric-vehicle seller, taking first place over Tesla.



China's BYD beats Tesla, becomes world's top EV seller



Let's try it out! Mind Map Step 1

Work in pairs.

- Draw a circle in the middle of your A4 sheet of paper. Make sure the sheet is horizontal, like this



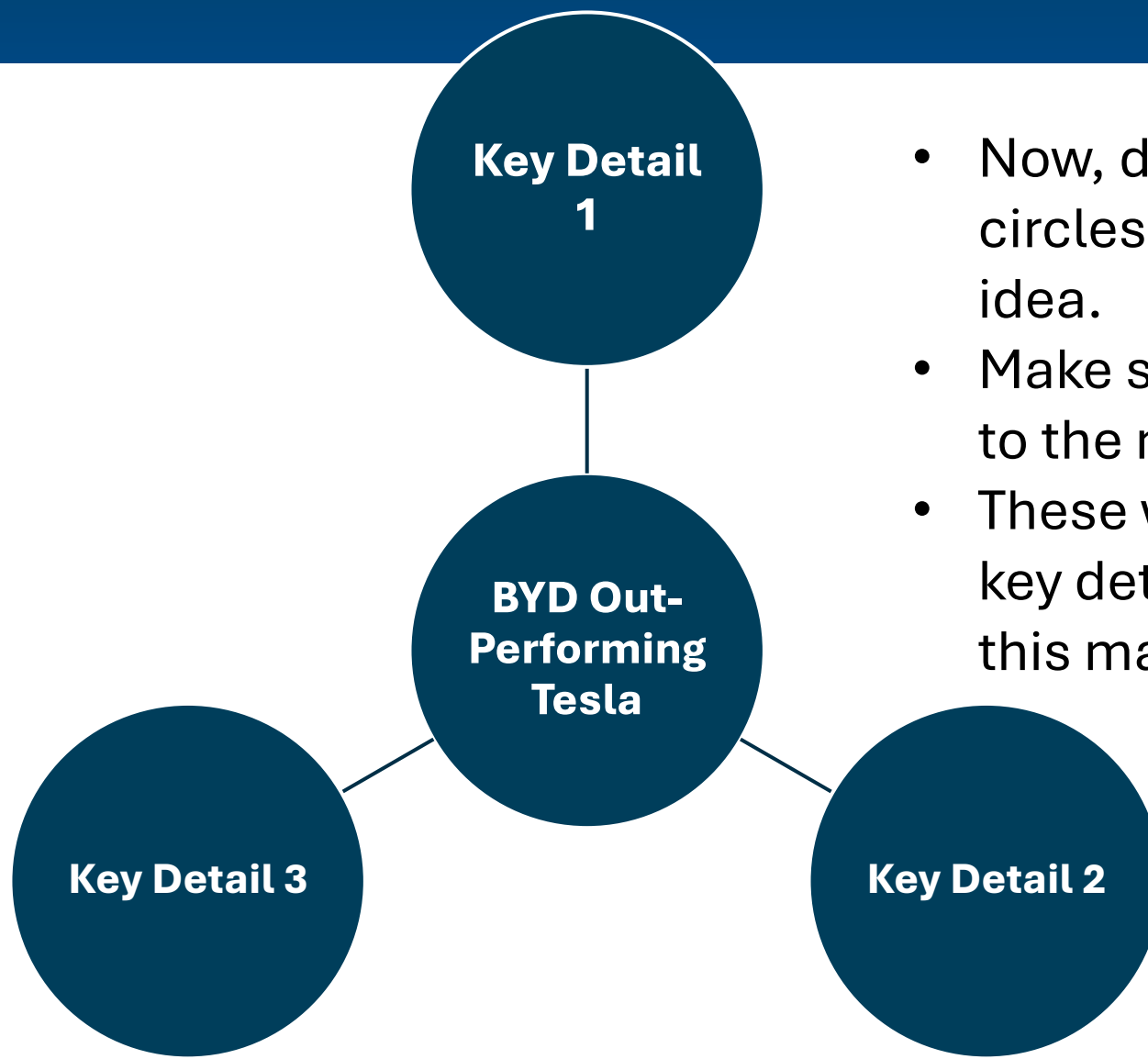
- In the middle of the circle write:

BYD outperforming Tesla in EV market

- This is a paraphrased version of our main idea for the text



Let's try it out! Mind Map Step 2



- Now, draw three well spaced circles around your main idea.
- Make sure to connect them to the main idea with a line.
- These will represent three key details which support this main idea



Key supporting details

Key supporting details are pieces of information that support the main idea, such as reasons, numbers, or facts.

Key supporting details

- In the BYD Text, there are 3 key details to support the main idea.
- I will give you the first, which is:

Tesla's Difficult Year

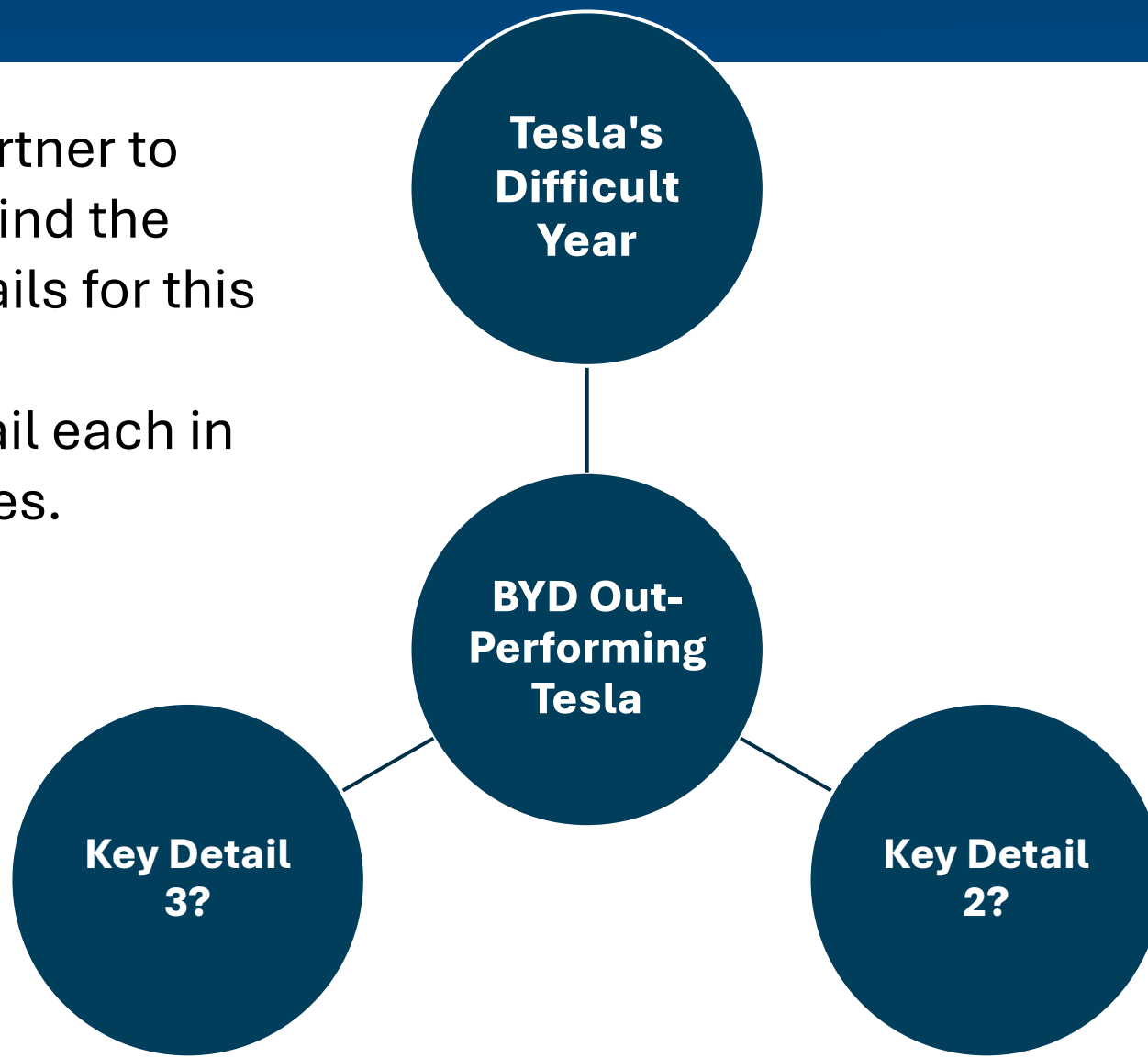
- The first sentence of a paragraph is often called the **topic sentence**.

- A topic sentence often gives us a clue about the main point of that paragraph, which usually supports the **overall main idea** of a text
- This can help us identify key details for our mind map.
- Please note: the key detail is **not always** in the first sentence, so we still need to read the paragraph to check.



Let's try it out! Mind Map Step 3

- Work with your partner to read the text and find the **two** other key details for this text.
- Write one key detail each in your last two circles.



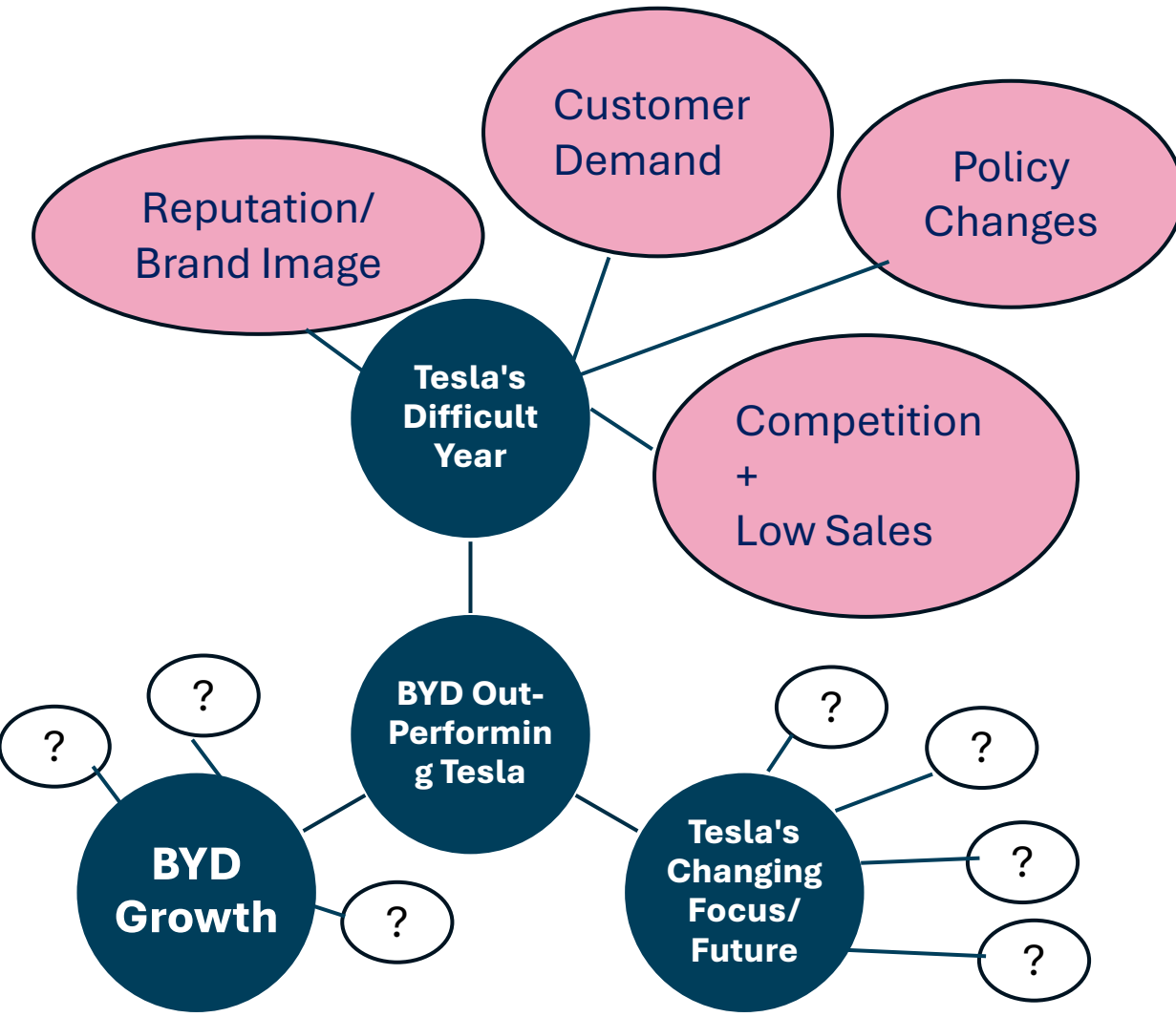
Key Details and Evidence + Examples

- Evidence = facts that support key details and the main idea
- Key details need evidence like numbers, facts, or examples to support them
- Evidence helps us understand what is really happening
- We use evidence to make stronger business decisions and to demonstrate understanding of a text
- Good evidence is clear, specific, and easy to find



Key Details and Evidence + Examples

Let's try it out! Mind Map Step 4



- Now add the examples given to your mind map
- Then, work with your partner and find evidence/examples/further points for the other two key details

Key Details and Evidence + Examples: Be Specific!!!

- To show that you understand the text, you should also add **specific information** to offer even more support for your evidence.

This might include:

- exact numbers
- names of people or companies
- specific places

- When you start to write your **own** paragraphs and reports, including specific evidence can help support the ideas and arguments you might make.



Key Details and Evidence + Examples: BE SPECIFIC

Let's try it out! Mind Map Step 5

Now you try. With a partner look for specific:

- Examples
- Names
- Numbers
- Facts

to demonstrate your evidence. What can you add to give a fuller picture of the text?

Remember, don't copy full sentences! Pull out the most important information.



Let's try it out: Notes → Meaning Exchange Step 1

With your partner: What do you remember about the BBC text last week?



Let's try it out: Notes → Meaning Exchange Step 2

Read the full text on your own.

Consider:

- Who is mentioned?
- What are they doing?
- What changes because of social media?

Then discuss what you think the main idea of the text is with your partner. Has your understanding of the main idea changed at all from last week?



Let's try it out: Notes → Meaning Exchange Step 3

Main Idea of BBC Full Text: **Social media helps small businesses grow**

Create a mind map with your **partner** that shows:

- key information from the text
- how social media helps businesses
- examples from the article

Do not discuss/work with the other pair in your group for this step.

Please include your names and student numbers somewhere on the map

How to organise your ideas (you choose)

You can group information in a way that makes sense to you, for example:

- by business
- by what happens (impact)
- by type of social media use
- or another clear structure

As long as your map is clear, it's up to you how you group/display the ideas!
There are many correct ways to do this!



Let's try it out: Notes → Meaning Exchange Step 4

Swap and compare

- Work in your group of 4
- Swap mind maps with the other pair
- Look carefully at their work

Consider and discuss:

1. What is similar and different between your mind maps?
2. Did you organise the information in the same way or differently?
3. Is the other pair's mind map clear and easy to follow? Why / why not?

Reflect:

1. Did they include anything important that you missed?
2. What is one thing you would improve in your own mind map after seeing theirs?
3. What is one thing you did well in your own mind map?
4. Add or change ONE thing in your mind map based on what you saw



Let's try it out: Notes → Meaning Exchange Step 5

Take a photo of your work

Follow the instructions to upload your work onto Moodle. Every person should upload a picture of their work.



Reflection

Please answer:

1. What helped you understand the text more clearly today?
2. Which part of reading or making the mind map would you like more practice with?

- Write 1-3 short sentences for each question. Use simple English.
- You will post your answers on Moodle in the forum “Reflection Space – Individual”.
- Only you and the tutor can see your post.
- This is not marked.
- You do not need to share with the class.



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Recap



Today we learned...

- How to find the **main idea** of a business text
- How to identify **key details** and ignore less important information
- How to organise information into **clear categories**
- How to use a **mind map to structure ideas using keywords**
- How these skills help with **Assessment 1 and business decision-making**







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Next Week: Referencing, Integrity & Ethics





Homework for Week 4

- Complete:
- Infoskills: Referencing The Basics
- **And don't forget to work on AS1!**

Open Moodle

- Go to this module (Academic Skills)
- Click Week 3
- Select Referencing: The Basics

**Home
work**



Avoiding Misinformation

Learn how to identify
Misinformation,
disinformation, and fake
news

Open Moodle

- Go to this module
(Academic Skills)
- Click Week 3
- Select Misinformation
Training

BYD vs Tesla: Mind Map

