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Welcome to Academic Skills!

LCLM4001 Academic Skills

Week 4

Remembering earlier lessons

- Let’s go to VEVOX

vevox

Remembering last week

- We learnt:
    - How to spot evidence
    - Using note-taking
    - Using reading skills to make simple business decisions

What today is about

- What referencing is and why it is important in study and in business
- What plagiarism means and how to avoid it
- How to make a simple in-text citation
- How to create a basic reference list entry
- Why good referencing helps businesses make better decisions

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Homework Recap

Before We Move On: Quick Homework Recap

- Last week you worked on InfoSkills:
  - Basics of referencing

- What is one **advantage** of using news reports for information?
- Why is it important to choose the right type of information for your research?

The value of Integrity

What is Integrity?

Integrity means:

- Being honest
- Doing the right thing
- Taking responsibility for your work

Why it matters in business:

- Builds trust with customers
- Shows your company is reliable
- Helps you make fair and strong decisions

Why it matters in academic work

- Including which sources you used shows that your ideas and arguments are well supported
- Your work is only valuable if it's honest and can be believed.
- Integrity keeps academic work fair for everyone.
- Referencing is the foundation of academic integrity

What Happens When Integrity Fails

FCA FINANCIAL CONDUCT AUTHORITY

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MBL fined £13m for serious control failures that allowed trader to conceal over 400 fictitious trades

Press Releases | First published: 26/11/2024 | Last updated: 26/11/2024

Financial Conduct Authority (2024) MBL fined £13m for serious control failures that allowed trader to conceal over 400 fictitious trades, 26 November. Available at: https://www.fca.org.uk/news/press-releases/mbl-fined-serious-control-failures-allowed-trader-conceal-over-400-fictitious-trades (Accessed: 27 February 2026)

What Is Lack of Integrity in Your Studies?

Lack of integrity means:

- Not being honest in your work
- Using ideas or words without saying where they came from
- Copying from websites or AI without a reference
- Letting someone else do your work or using AI where it’s not allowed
- Hiding where information came from

Why it matters

- It breaks trust
- It is considered academic misconduct and has serious consequences
- It stops you from learning the real skills you need in business

Why Do We Reference?

We reference because:

- We give credit to the original author
- We show evidence for our ideas
- We avoid plagiarism
- We build trust in our academic and business writing

Referencing shows honesty and good practice.

Giving Credit

Giving credit means:

- Showing the reader the source of your information
- Making your work more trustworthy

According to the latest "Future of Fintech in APAC", Money20/20's annual trends report, almost 23 per cent of the senior fintech leaders surveyed identified Southeast Asia as their primary growth target.

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Paraphrase vs. Copy

Paraphrase vs Copy

What is copying?

- Using the same words as the original text
- Not changing the order or structure
- This is called **quoting** and must always be in “”
- Quotes are there for **IMPACT.** Use your own words most of the time

What is paraphrasing?

- Using your own words
- Keeping the same meaning
- Making the idea clearer for you
- Providing a reference to show where you got the information or idea from

Example

Original from article: “Tesla had a difficult year for several reasons. Some customers did not like the new car models.”

- **Copied directly without source or “” (NOT OK!):** Tesla had a difficult year for several reasons. Some customers did not like the new car models.
- **Paraphrased (OK!)**: Tesla struggled this year because people were unhappy with the new designs (Practice With News, 2026).
- **Direct Citation** (copied WITH source) **(OK!)**: " “~~Tesla had~~ a difficult year for several reasons. Some customers did not like ~~the new car models~~" (Practice With News, 2026).

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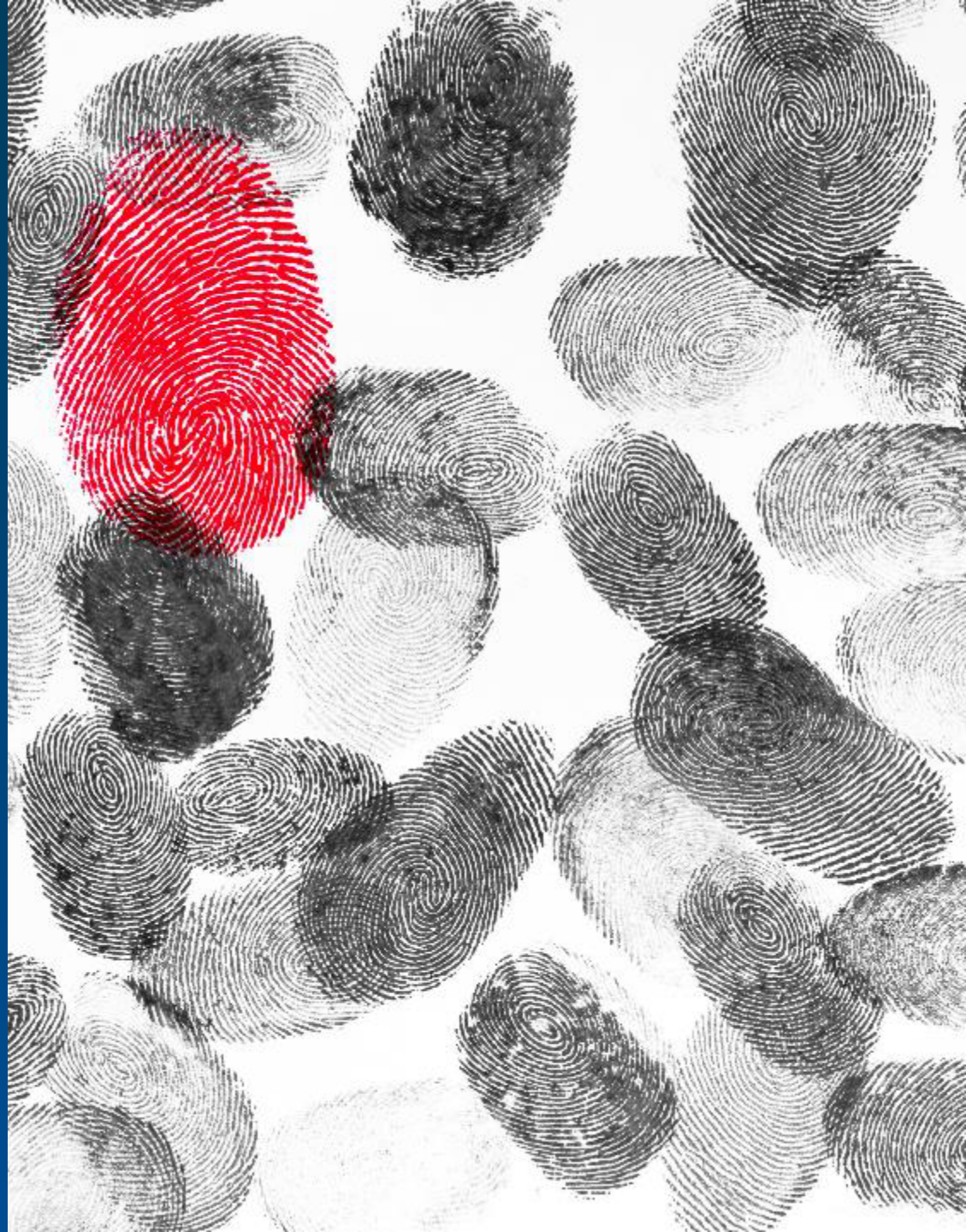
Evidence and References



Where Do We Need Evidence?

We use evidence when we want to:

- Support an idea
- Explain a point clearly
- Show that information is true
- Help people trust our writing
- Make good business decisions

Examples

- Using data from a report
- Using facts from a news article
- Using ideas from a book or website

Do we need a Reference here?

- Let’s go to VEVOX

vevox

In-text Citation vs Reference List

In-text Citation

- A short note inside your sentence
- Shows where the idea came from
- Format: (Author, Year)
- Example: (Practice With News, 2026)

Reference list

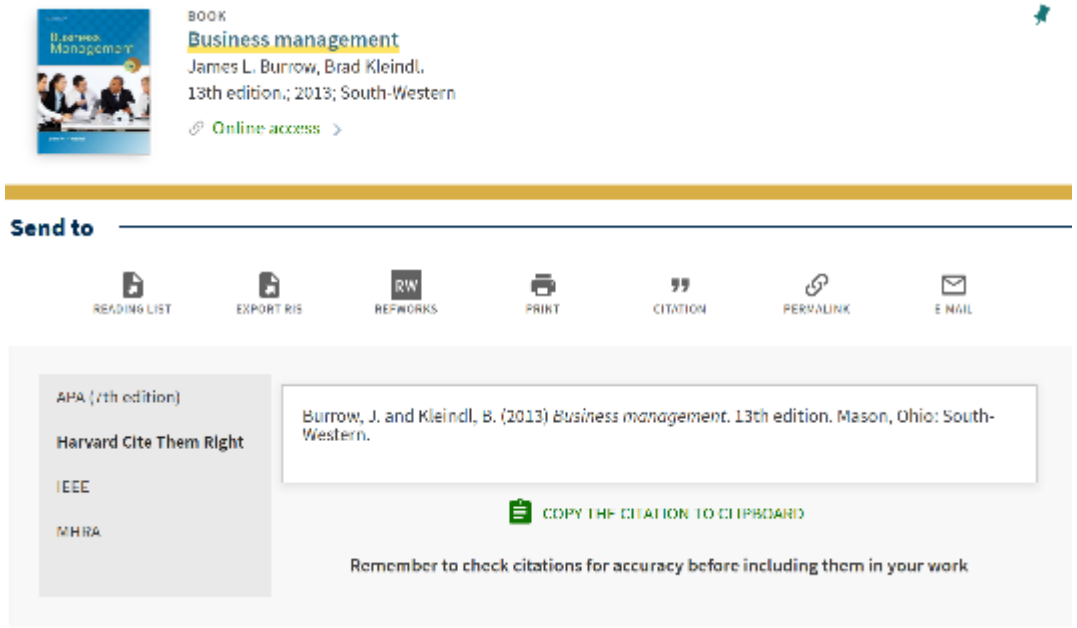
- A full list of all sources you used
- Goes at the end of your work
- Includes full details
- Lets the reader find the source again

Remember: We use the Harvard system

Tools for Referencing: Library

UWTSD Library Citation Creator

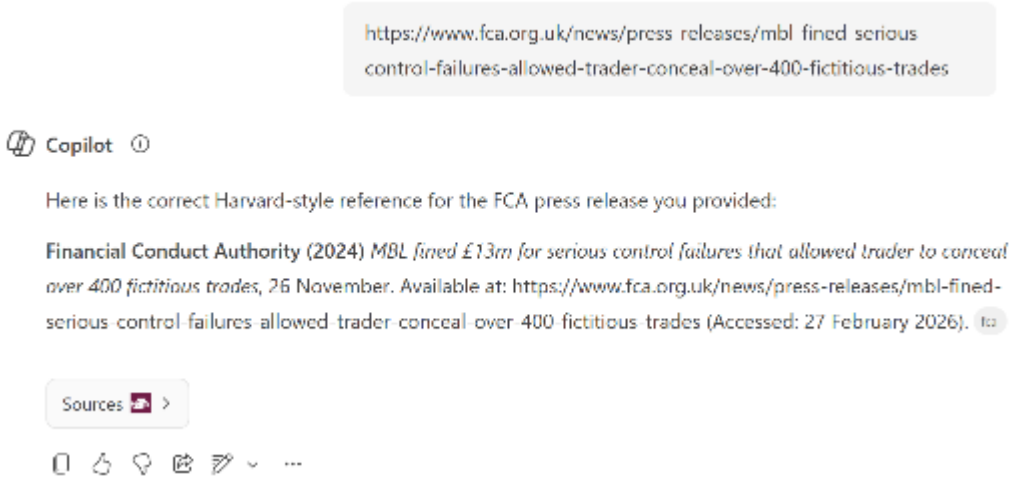
- Go to the library website
- Find the book or article
- Go to CITATION
- That is ready for your Reference List, and gives you the main information for your in-text reference.



Tools for Reference Lists: AI for web materials

Using AI

- Ask AI to create the Harvard reference for online materials
- Always check that the reference looks correct



Break time!

See you in 10 minutes ☺

Let’s try it out!

- Last week in Digital Skills, you found books/articles from the library and from online.
- Use AI and the citation help in the Library Catalogue to create a Reference List based on the sources you found in Digital Skills last week.
- Remember to save the results in your Reading Log (Digital Skills – update the columns/information).

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In-text citations

In-text citations

An in-text citation is:

- A short note in your sentence
- Shows where the idea or information came from
- Uses the pattern: (Author, Year)

You can put it:

- At the end of the sentence (but the full stop comes AFTER the citation!)
- After the fact: “Seven million customers (Yu, 2021)...”
- After the idea from the source: “In the Cultural Dimensions Theory (Hofstede, 2001)...”
- After mentioning the author: “According to Baker (2023)...”

Common mistakes in in-text citations

- Writing the full link
- Missing the year
- Using square brackets instead of round brackets
- Forgetting the citation completely
- Mixing up the author name
- Including the author’s first name

Spot the Citation Mistakes

- Work in pairs.
- Read each sentence.
- Decide if the citation is correct or incorrect.
- If it is incorrect, write the correct version below it.
- Use the pattern:
- (Author, Year)

Let’s check our answers

Break time!

See you in 10 minutes ☺

Do We Need a Reference Here?

- In pairs
- Task: Read the paragraph
  - Decide which ideas need a reference and which ideas do not.

Mini Referencing Task

Your task

- You will work with a short paragraph about electric car sales.
- In this paragraph, 3 ideas come from real sources.

What to do

- Find the 3 ideas that need a citation
- Add simple in text citations using the pattern:
- (Author, Year)

Let’s check our answers

Cheating or not?

- Work in groups of 4
- You will get a small set of situation cards
- Each card shows a real example of student behaviour
- Your group decides if it is:
  - Cheating
  - Not Cheating

What to do

- Take turns reading each card aloud
- Talk together about your decision
- Place each card in the correct pile
- Be ready to share one example with the class

Vevox Debrief – What Did We Notice?

On Vevox, please share:

- One card your group found interesting
- Why you think it was cheating, or not cheating
- One thing a student should do in this situation

Tips

- Keep your answer short
- Use simple words

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Reflection

Please answer:

- One thing that helped me understand referencing today is…
- One thing I still want to practise with citations is…
- One thing I understand now about using sources in business writing is…

- Write 3 short sentences. 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 learnt:

- What integrity means in academic and business work
- Why we reference ideas from other people
- How to make a simple in text citation
- How to paraphrase safely using your own words
- What counts as cheating and what does not
- How to use AI and the Library tools in an honest way

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Next Week: Paraphrasing

Homework for Week 5

- Complete:
- Infoskills: Academic Integrity and Avoiding Plagiarism

Open Moodle

- Go to this module (Academic Skills)
- Click Week 4
- Select Academic Integrity and Avoiding Plagiarism

The Haunted Library

Working on creating citations through an escape game online!

Open Moodle

- Go to this module (Academic Skills)
- Click Week 4
- Select Haunted Library

Do We Need a Reference Here?

- In pairs
- Task: Read the paragraph
  - Decide which ideas need a reference and which ideas do not.

Check Your Answers

Electric car companies are growing quickly around the world.

BYD sold more cars than Tesla last year.

Many customers did not like the new Tesla models.

In my opinion, the electric car market will continue to grow.

Some people prefer electric cars because they want to help the environment.

BYD sales went above 2.25 million cars, which shows strong demand.

Vevox Referencing: Review

- Let's review some of the key concepts we looked at today