

Welcome to Academic Skills!

LCLM4001 Academic Skills

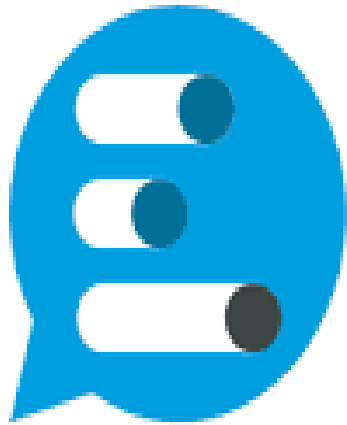
Week 4





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

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



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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



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.



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

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?

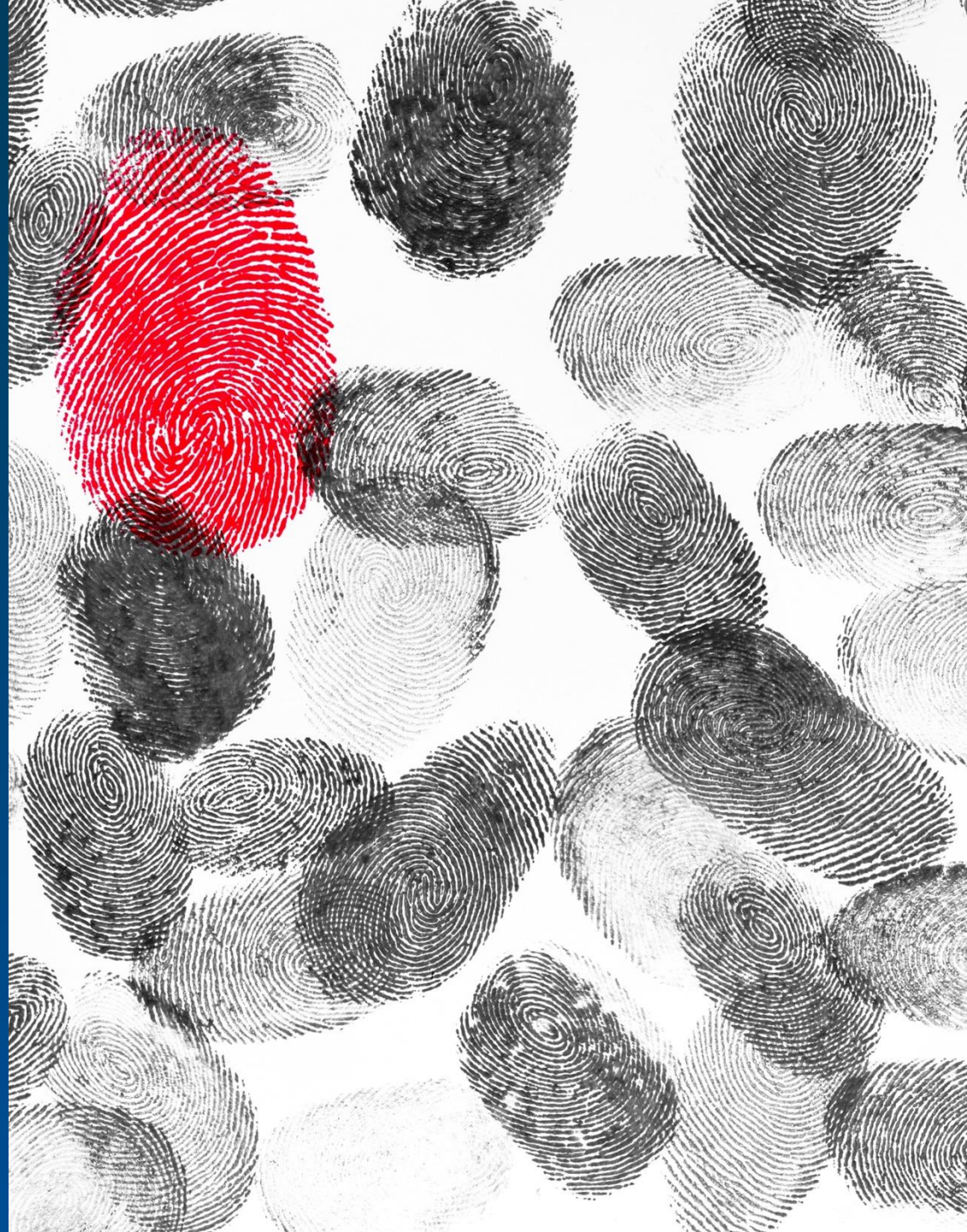
- Using your own words
- Keeping the same meaning
- Making the idea clearer for you
- Providing a reference to show where you got the information or idea from

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).

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

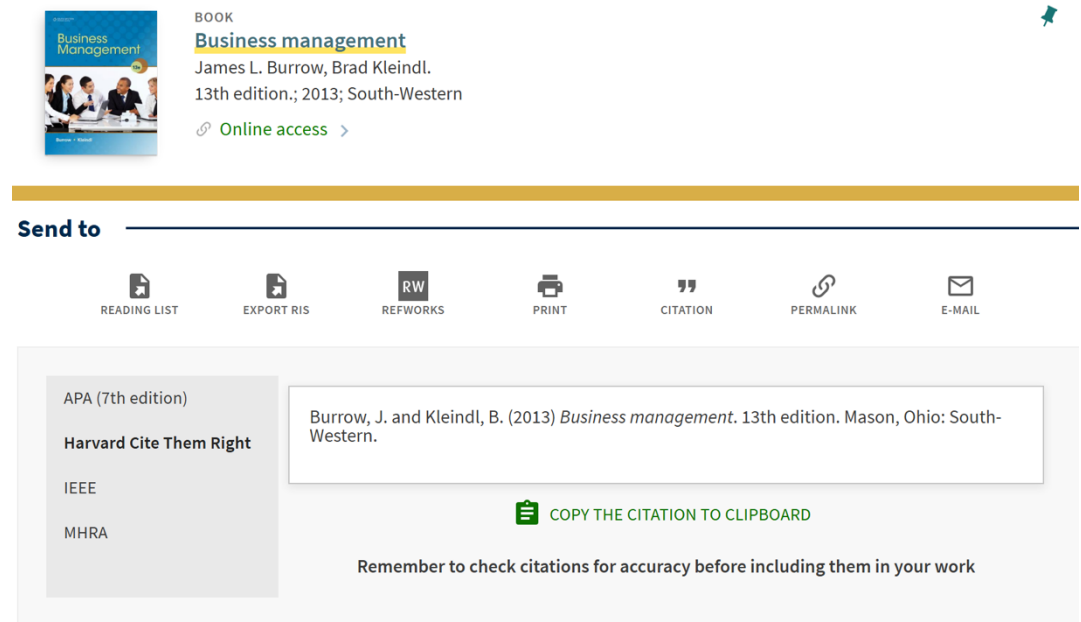
- A full list of all sources you used
- Goes at the end of your work
- Includes full details
- Lets the reader find the source again

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.



The screenshot displays the UWTSD Library Citation Creator interface. At the top, a book cover for 'Business Management' is shown next to the title 'Business management' and authors 'James L. Burrow, Brad Kleindl.' The interface includes a 'Send to' section with icons for 'READING LIST', 'EXPORT RIS', 'REFWORKS', 'PRINT', 'CITATION', 'PERMALINK', and 'E-MAIL'. Below this, a list of citation styles is provided: 'APA (7th edition)', 'Harvard Cite Them Right', 'IEEE', and 'MHRA'. The 'APA (7th edition)' style is selected, and the resulting citation is displayed in a box: 'Burrow, J. and Kleindl, B. (2013) *Business management*. 13th edition. Mason, Ohio: South-Western.' A green button labeled 'COPY THE CITATION TO CLIPBOARD' is visible, along with a reminder to check citations for accuracy before including them in work.

BOOK
Business management
James L. Burrow, Brad Kleindl.
13th edition.; 2013; South-Western
[Online access >](#)

Send to

READING LIST EXPORT RIS REFWORKS PRINT CITATION PERMALINK E-MAIL

APA (7th edition)
Harvard Cite Them Right
IEEE
MHRA

Burrow, J. and Kleindl, B. (2013) *Business management*. 13th edition. Mason, Ohio: South-Western.

[COPY THE CITATION TO CLIPBOARD](#)

Remember to check citations for accuracy before including them in your work

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

 Copilot ⓘ

Here is the correct Harvard-style reference for the FCA press release you provided:

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/mb1-fined-serious-control-failures-allowed-trader-conceal-over-400-fictitious-trades> (Accessed: 27 February 2026). 

Sources  >

     ...

Tools for Reference Lists: Cite-them-right

- Cite Them Right is a widely used online guide that helps students understand referencing and how to avoid plagiarism.
- To use it, you simply select the type of source you want to reference. Remember to choose Harvard referencing style.
- [Cite Them Right - Home](#)

Break time!

See you in 10 minutes 😊

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)...”

In-text citations – More examples

- **One Author**

Effective leadership is essential for driving organisational change (Johnson, 2023).

Johnson (2023) argues that effective leadership is essential for driving organisational change.

- **Direct quote (short quote)**

Kotter (2012, p. 23) states that "transformation is a process, not an event."

- **Two authors**

Marketing strategies must adapt to digital consumer behaviour (Smith and Patel, 2022).

- **Three or more authors**

Organisational culture strongly influences employee performance (Brown *et al.*, 2021).

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)

10:00



Reference List – Examples

- **Online article (website, with author):**

- Johnson, A. (2023) *The role of leadership in organisational change*. Available at: <https://www.businessreview.com/leadership-change> (Accessed: 16 August 2026).

- **Book:**

Kotter, J. (2012) *Leading change*. Boston: Harvard Business Review Press.

- **Website (no identifiable author):**

American Psychological Association (2024) *Misinformation and disinformation*. Available at: <https://www-apa-org.uwtsd.idm.oclc.org/topics/journalism-facts/misinformationdisinformation> (Accessed: 1 June 2024).

WARNING: Referencing

- Many students just dump a list of URLs in their reference lists without completing the other necessary information-DON'T BE THAT STUDENT!
- **Do NOT** use generic websites like dummies.com; wikipedia; blogs; coursera
- **DO** use government websites, university websites (but not blogs) reputable organisation websites, etc
- Although we use the first initial of a first name in a **reference list**, we never use the FULL first name (e.g. Brown, D. NOT Brown, Daniel)
- Writing a complete and correct reference list TAKES TIME. Do NOT leave it until the last minute.
- Keep track of your editing process. If you delete a citation in your work while editing, make sure you delete this reference from your list.

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.

05:00



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)

10:00



Cheating or not?

10:00

- 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 Referencing: Review

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





Reflection

05:00

Please answer:

- What did you understand better by the end of today's lesson?
- What part of using citations do you still find difficult or confusing?
- How could using sources make your business writing stronger or more trustworthy?
- 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.

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

Next Week: Paraphrasing





Homework for Week 5

- Complete:
- Infoskills: Academic Integrity and Avoiding Plagiarism

**Home
work**

Open Moodle

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



Let's try it out!

Use Cite Them Right to turn these references into a reference list!

1. A book with the title: Marketing management: a value creation process, published in Basingstoke by Palgrave Macmillan in 2007. The authors are Dubois, P.-L., Jolibert, A. and Mühlbacher, H.
2. A journal article by J. R. Savery and T. M. Duffy, called 'Problem based learning: an instructional model and its constructivist framework', published on pages 31 to 38 in the journal 'Educational Technology', volume 35, number 5, in 1995.
3. An online article written by Amber Rolfe in 2021 with the title 'How to: Write a CV'. The link to the article is:
<https://www.reed.co.uk/career-advice/how-to-write-a-cv/>

International Symposium
Beyond the Human:
Theatre, Robots and Social Realities

07.06.2023
on site at UNATC
online via Zoom

Watch the recording here:



TELE-ENCOUNTERS
Beyond the human

Co-funded by the
Creative Europe Programme
of the European Union



**THINKING BEYOND
THE HUMAN:**
DESIGN APPROACHES
FOR ROBOTS AND AI
IN OPERA

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(Image: Hopkins, 2026)

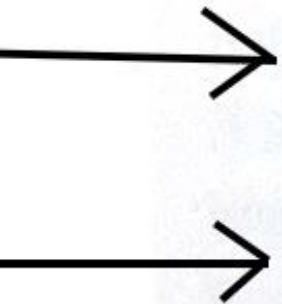
Robots on Stage

On stage, robots typically function as metaphorical humans, frequently appearing as actors in scripted plays that reprise conventional narratives and tropes from science fiction about machines that rise up against humanity to take over the world (Poulten 2014; Reilly 2019). As Louis Chude Sokei observes, the stories we tell about robots and their material instantiations have shaped our understanding and expectations around technology throughout history: “The very notion of the machine or even industry would evolve from merely material descriptions, tools, and objects into signs and metaphors of abstract social and historical processes” (Sokei 2016, 36). Robots on stage always enact two, interconnected processes: the material instantiation of a machine (a system comprised of metal, wires, silicon chip, and sensors controlled by a computer) and its metaphorical resonances (the robot as symbol of what the machine might represent at a given time) (Jochum 2013). Robots on stage are typically pre-programmed or teleoperated to create the illusion of autonomy, but from a technical standpoint they function more like puppets or automatons (Jochum and Murphey 2014). Like their automaton predecessors that toured Europe during the Enlightenment, androids and other

Robots on Stage

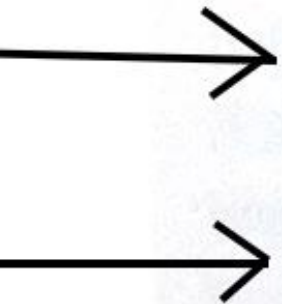
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Two of these citations in the Reference List -
always at the end of Academic articles – and your academic work!

- 
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 14. Poulten, C. (2014) "From Puppet to Robot: Technology and the Human in Japanese Theatre," in Posner, D., Orenstein, C., and Bell, J. (editors), *Routledge Companion to Puppetry and Material Performance*. Routledge, pp. 308-321.
 15. Reilly, K. (2019) "Robots and Anthropomorphism in Science Fiction Theatre: from Rebellion to Domesticity and Back Again," in Wyants, N. (editor) *Media Archaeology and Intermedial Performance Deep Time of the Theatre*. London: Palgrave Macmillan, pp. 193-210
 16. Schaeffer, S. (1999) "Enlightened Automata," in Clark, W., Golinski, J., Schaffer, S. (editors), *The Sciences in Enlightened Europe*. Chicago: Chicago University Press. pp. 126-165.
 17. Sokei, L.C. (2015) *The Sound of Culture: Diaspora and Black Technopoetics*. Wesleyan

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(Image: Hopkins, 2026)

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Full reference of this
article :
(if you want to
refer to it!)

Ficarra, E., Hopkins, T., Jochum, E., Kiefer, C., (2023) "Thinking Beyond the Human: Design Approaches for Robots and AI in Opera." *Concept I* (26), pp129-151. do:10.37130/esmtzj69.



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