



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

200
1822 - 2022

Business Skills:

Part 1: Getting Started
with Research and
Referencing

Part 2: Graphs and
Charts – How to!

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales

www.uwtsd.ac.uk



Week 2: How did it go?

Recap - Week 1 Learning Outcome:

- Upon completion of this session, you will have developed an understanding of reflective practice and why it is important for personal and professional development.

UWTSD Careers Service

During today's session and over the coming weeks you will be provided with a link to a variety of short courses.

Let's take some time to sign in using your student email and password.

- Please ensure you have signed in otherwise you will not be able to complete the courses.
- You should only be required to sign in once. However, if you do need to sign in again, there is a UWTSD Careers Service user guide available within ***our Module Information Tab on our Business Skills Moodle page.***

Week 2: Learning Outcomes

Upon completion of this session, you should have developed an understanding of:

- the importance of scholarly research for academic writing

Coming up:

- What is Referencing
- Graphs and Charts – How to!

Working your way through! Independent Learning

InfoSkills

1. Online modules – *Identifying Information*
2. Online modules – *Academic Integrity & Plagiarism*
3. *Online Module - Referencing: The Basics*

The links to Moodle are all hosted on the [Infoskills page](#) on the library webpage. From there just click on the following 2 sections:

[Finding & Using Information:](#)

[Referencing](#)

Overview: Referencing, Paraphrasing and Plagiarism



What is Referencing

When producing an academic assignment, you will be expected to acknowledge other people's work by referencing them in a recognised and consistent format. You will also need to provide details of the resources you have read for your assignment. There are a number of reasons why this is necessary:

- To demonstrate the breadth of research you have undertaken.
- To add academic credibility to your arguments.
- To enable readers to find the sources you have used in your work.
- To acknowledge the work of others and avoid accidental plagiarism.

Top Tip Time!

Make notes:

- Keep a record of the sources you read as you go along. This will make it easier to collate your references when writing your assignments.



Top Tip Time!

Referencing will get easier providing you practice, practice, practice!

Resources:

The Harvard Referencing Handbook

The [Cite Them Right](#) website provided free by the UWTSD Library (*login to library using your usual login first*) will now help you enormously - both now and all through your time at university.

If in doubt...ask! 😊



The Art of Paraphrasing!

- Paraphrasing is the art of putting something that you have read or learnt into your own words.
- Paraphrasing effectively and respectfully is an important part of good academic practice.
- The best way to paraphrase is to develop an understanding of what has been written first.

What is the difference between paraphrasing and plagiarism?

- **Paraphrasing** means taking somebody's words or ideas and putting them into your own words. It is important to paraphrase any information you wish to include, rather than to insert it word for word into your own work.
- **Plagiarism** refers to using somebody else's work and passing it off as your own, whether intentionally or otherwise. It is a serious academic offence, which could ultimately lead to you being asked to leave university.

Knowledge Check!

Discussion Time...

➤ What is Academic Misconduct?

More Information...

Please refer to the
Academic Misconduct
Policy handbook within
the assessment tab on
our Business Skills
Moodle page.



Getting Started with Research...

Part of your assessment portfolio is to demonstrate your knowledge and understanding of Health and Safety **or** Food safety by taking part in the mini-exhibition.

Before we look at top tips for scholarly research – in groups let's see what we can find out about the topics – you may wish to “Google” or check out the university's library.

How did it go?

- Coming up – How to! Top tips for scholarly research



Evaluating Information...

Using a search engine like Google is very easy and will return a lot of hits but you need to be aware there is no quality control – anyone can publish content on the internet, so its up to you to determine if the content you have found is accurate and reliable.

When you search for information, you are going to find a lot of it. What you must consider is whether it is trustworthy accurate and suitable for your assignment.

The CRAAP Test

Ask yourself the following. Is the information:

- **Currency:** is it up to date? Does it reflect any changes that might have occurred?
- **Relevancy:** who is the intended audience?
- **Authority:** what are the author's credentials?
- **Accuracy:** can the information be verified?
- **Purpose** - Is the information objective? Are they trying to persuade you to see a particular perspective?

Evaluation Information - The CRAAP Test

The use of information in our society is widespread, but how do we know what is good information?

Currently, misinformation and 'fake news' are frequently discussed in society, so being able to identify credible sources of information is becoming increasingly important.

The Library

- The library is full of credible resources and can be accessed via Moodle or Quick Links
- You will be provided with '**how to**' information during your Finding and Using Information Workshop with **Academic Liaison Librarian** Lisa Ellis



Academic Liaison Librarians

They are able to help you with more specialist enquiries, such as:

- Finding, using, and evaluating information sources
- Referencing
- Locating accessible resources.

They also provide a wider [Academic and InfoSkills](#) programme focusing on transferable employability skills and academic skills.

Support is available via email or Microsoft Teams.

Finding Help – General Enquiries

If you need further assistance, the library staff will be happy to help!

Email

You can contact the library via email at library@uwtsd.ac.uk

Social media

You can message the Library on Facebook, Twitter, or Instagram (@UWTSDLib).

Finding help – Academic Liaison

For in-depth research help, you should contact the Library's [Academic Liaison Librarians](#).

It's all about the Research!

During your time at university, you will be expected to evaluate and use information appropriately, which involves a significant amount of research!

However, it is important to note that research is a process of enquiry and investigation. It is not just about collecting interesting facts.

The Purpose of Research

Key Attributes:

- To review and synthesise existing knowledge
- To investigate an existing situation or problem
- To explore and analyse more general issues
- To provide solutions to a problem
- To generate new knowledge

(Saunders, Lewis and Thornhill, 2018)

Research and Academic Writing

- When writing an academic assignment for university, you need to show that you have read what other professionals in the field and established academics have found as a result of their reliable and unbiased research.
- This will allow you to develop a deeper understanding of the topic leading to effective paraphrasing - putting something that you have read or learnt into your own words.
- Paraphrasing effectively and respectfully is an important part of good academic practice. The best way to paraphrase is to develop an understanding of what has been written first.

Analytical Skills

Analytical skills and research skills go hand in hand. As you work on collating relevant information into your assignments you also need to be able to evaluate, interpret and synthesise your findings.

Analytical thinkers never assume, they will question the significance of the information by breaking the information down into smaller parts.

Examples of Analytical Skills:

- Critical Thinking
- Interpreting Qualitative and Quantitative Data

Critical Thinking

- Critical thinking gives you the tools to use scepticism and doubt constructively so that you can analyse what is before you. It helps you to make better and more informed decisions about whether something is likely to be true, effective or productive (Cottrell, 2023).
- Critical thinking skills involve trying to grasp a situation as objectively as possible: setting aside our own immediate feelings and preferences and trying to identify the relevant facts (Chatfield, 2018).

Definition - Objectively

- Trying to understand something from a more neutral perspective, rather than relying on a single opinion or first piece of information that has come to hand (Chatfield, 2018).

Definition – Scepticism

Refusing to take things at face value:

- Why should I trust this claim?
- Why does the person making this claim believe it – or want me to believe it?
- What else has been said, written or reported about this?
- Do I know enough to answer all of the above questions confidently?

➤ (Chatfield, 2018)

Interpreting Qualitative and Quantitative Data

- We can use data analysis to categorise and summarise information to enable us to make more informed decisions or conclusions. There are two types of data:



Qualitative and Quantitative Data

Qualitative data uses words or images to describe something.

Not in numerical form – For example:

- Open-ended questionnaires ‘What did you think of our service?’

Quantitative data uses numbers, or categories, that can be labelled with a number.

- This type of data can be used to construct graphs and tables of raw data.

Any Questions?

Graphs and Charts – How to!

- Let's complete the following 40-minute course developed by the UWTSD Careers Centre
- <https://uwtsd.careercentre.me/elearning/scorm.aspx?CourseId=VzKVVHrQg/VKR+Wl5GsiOg==>



Creating charts and graphs



Communication, Presentation skills

Activity: Introduction to Excel

- Let's practice inserting graphs and charts on Excel



Before we go...

Turnitin – a brief overview!

- You will submit your assessments electronically via Turnitin.
- This is an online service that enables universities and lecturers to compare their students' assignments with a range of electronic sources, including other students' work.
- The service is a valuable tool to help institutions, staff and students prevent and detect plagiarism (the taking of someone else's work or ideas and passing it off as one's own).

Turnitin

Assignments submitted to Turnitin are matched against a database of more than 15 billion documents worldwide including websites, journals, books, periodicals, as well as work created by other students.

Your Business Skills Turnitin similarity check link and final submission link can be found under the April 23 Starters Assessment tab on our Business Skills Moodle Page. Let's take a look as a group.

Also, within the assessment tab you will find some useful 'how to' guides.

Features

- Each module has its own links to Turnitin within the assessment tab on Moodle.
- You will receive a receipt via your ***student email*** when you submit work online.
- Lecturers enter student grades through Turnitin, and use the system to provide feedback on their work.

Similarity Scores

Please ensure you submit to similarity check before final submission. This will allow you to check your score and make the necessary changes. This resource is unlimited although after the third check it can take up to 24 hours for the check to be completed.

- **Always check to see where the similarities are. Asking your lecturer what score is acceptable is not best practice.**
- **It is your responsibility to ensure you have checked your score and submitted correctly – not your lecturers!**

Final Submission

- Lecturers are not permitted to mark your work from the similarity check submission. After you have checked all is well with your document, please ensure you submit to the final submission, or you risk zero marks.
- **Please be aware that final submission means final submission. “Requests by students to resubmit to the final section before the submission deadline are only allowed in exceptional cases, based on the individual circumstances.” (UWTSD, 2022 p. 20)**

Final Top Tip Time!

To excel on this course, you must continue to develop your academic writing, research, and referencing skills. Please ask your lecturer if you need support/guidance with this.

You can do this! 😊



References

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- Saunders, M.N.K., Lewis, P. and Thornhill, A. (2019) *Research methods for business students*. Eighth Edition. New York: Pearson.
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