

BUSINESS MANAGEMENT TRAINING COLLEGE

SOUTH AFRICA'S MOST PRESTIGIOUS DISTANCE EDUCATION BUSINESS COLLEGE

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BMT COLLEGE REFERENCING GUIDE

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Introduction

As part of your studies you are required to know how to reference sources to prevent plagiarism. Academic writing requires that you acknowledge others by citing and referencing your sources of information. **Citing** is the practice of quoting sources in the text of your work (assignment or essay) or the listing of the full details of all publications (books, articles etc.) that you have used so that the reader can track down the original sources.

The purpose of referencing is:

- To help readers to identify and find the original source of information;
- It serves as evidence that your topic was well-researched; and
- You give credit to the original author about the concept they developed in your work.

BMT College would like to make you aware of what is acceptable and what is not acceptable.

ACCEPTABLE

- You must use your own words when completing your assignment;
- Anything you write that is not your original idea or concept must be cited in the text and referenced at the back of your assignment in the form of a reference list;
- If you quote directly from a source, this must also be cited and referenced accordingly.

NOT ACCEPTABLE

- Any form of copying is not accepted! Whether it is from another student or from any kind of source (book, journal article, internet sources etc.).



The BMT College Reference Guide is based on the Augmented Harvard Method of referencing. In this guide we will provide you with:

- specific examples of **what** to reference;
- explain **when** to reference;
- show you **how** to reference ; and
- give **examples** of different forms of referencing

For the duration of your studies at BMT College, please adhere to the format in this guide

General information

What is an ABSTRACT?

An abstract is a short, objective description of an intellectual resource, usually a written document. There are many different forms of abstracts, but since you will mostly write abstracts for already published works during your studies at BMT College, this guide will mainly focus on one type: the indicative abstract.

The indicative abstract is generally made up of three parts:

The scope: should state the main focus of the document that you are writing the abstract for.

The arguments: should include all the main arguments presented in the document.

The conclusion: should state the main closing argument or main findings of the document.

Remember the ABC of writing abstracts:

- How **accurate** is your abstract? Is it consistent with the original document that you are writing the abstract for?
- How **brief** is your abstract? Is the abstract short, only including the main ideas of the original document?
- How **clear** is your abstract? Can a non-professional person easily read and understand the abstract?

Note: In some instances you may be required to write an executive summary instead of an abstract, but you will still follow the same basic guidelines as stipulated above.

How to write an ESSAY?

All essays should follow the same basic structure:

Title: What is the essay about?

Table of contents: This is a list of all the major headings included in your essay with page numbers which refer to parts that can be found in your essay. It is not always necessary to include a table of contents (depending on the length of the essay), unless it is specifically asked for.

Introduction: The introduction is the most important part of any academic writing. This is the first part of your work the reader or assessor will see and if it is not written properly you may lose marks. Your introduction should indicate how you approach the question and include the scope and direction of what is included in the essay. In other words; what can the reader or assessor expect from reading the rest of your essay?

Content: In this part of the essay you will discuss the topic in detail making use of paragraphs under clear headings and sub-headings.

Conclusion: The conclusion is the second most important part of your essay and goes hand-in-hand with the introduction. The introduction and conclusion will demonstrate to the assessor whether you have insight into the topic and whether you completely understand the subject. Your conclusion should tie everything in the content of your essay together and demonstrate the relationship between different issues discussed. Any future recommendation should also be given here.

Reference list: All the sources that you used in the body of your essay should be listed here according to the guidelines that we provide in this document.

What sources should be referenced?

A range of sources should be cited and referenced, for example:

- Books written by a single author or edited by a single editor.
- Books written by multiple authors.
- Journal articles
- Dissertations and theses.
- Publications of corporate bodies.
- Conference proceedings and conference papers.
- Reference material (dictionaries)
- Unpublished material.
- Government publications.
- Publications of international organisations.
- Videos, DVDs and films.
- Radio and television broadcasts.
- Newspaper articles.
- Personal communications.
- Internet sources.
- Mail base /list serve e-mail lists and Weblogs (Blogs)
- Personal electronic communication (e-mail).
- CD-ROMs (as works in their own right, but not on the bibliographic databases)
- Full-text sources from library resources including electronic journals (online and CD-ROM) and electronic books.
- Secondary referencing, i.e. citing a piece of work that has been cited in the text by the author of the book, article etc. For example, the author of a book you are studying makes reference to Bloom s Taxonomy.
- Power-point slide presentations.
- Published case studies and online dictionaries.

You will notice that any information that has been written, recorded, filmed or presented can be used and should be cited and referenced in your document. However, when considering which sources to use, it is important to choose academically reliable sources of information.

When to cite and reference a source?

You should always cite and reference the sources you used when:

- Paraphrasing or using important including definitions.
- You use tables, photos, statistics and diagrams in your work that you derived from another source.
- You use direct quotations or definitions in your work.
- Giving emphasis to a particular idea or concept that has found a measure of agreement and support amongst commentators.
- Giving weight, credibility and support to an argument that you present in your work.
- Describing or discussing a theory, model or practice associated with a particular writer.
- To avoid plagiarism.

How to cite and reference a source?

The basic idea of referencing is to:

1. Use citations in the text; and
2. List all the references in full at the end of your essay, assignment, project etc.

Using citation

- The citation includes the last name of the author, followed by the year of publication.
- If you mention the author/s name in the text you only put the year of publication in brackets after the name. See example 1.
- If the name of the author/s is/are not included in the actual sentence that you have written, you need to put both the last name of the author/s followed by a comma and then the year of publication in brackets. See example 1.
- If you are quoting directly from the source (using the exact same words), a double point : and the page number of the source which you quoted from must follow the year of publication. See example 1 and 3.
- If you do not mention the author/s name, you may use the name of the newspaper, journal etc. the information was published in.
- Note the use of the **ampersand &** authors. See example 1 and 3.

- When citing a source with multiple authors in the text you are required to type out all the last names of the different authors for the first citation, there after you may use the abbreviation ***et al.***, See example 2.

Example 1:

Citation

Some of the important activities of the enterprise resource planning (ERP) system include accepting customer orders, maintaining work in progress inventories, servicing customers and supporting sales people (Smith, Cronje, Brevis & Vrba, 2011: 10).

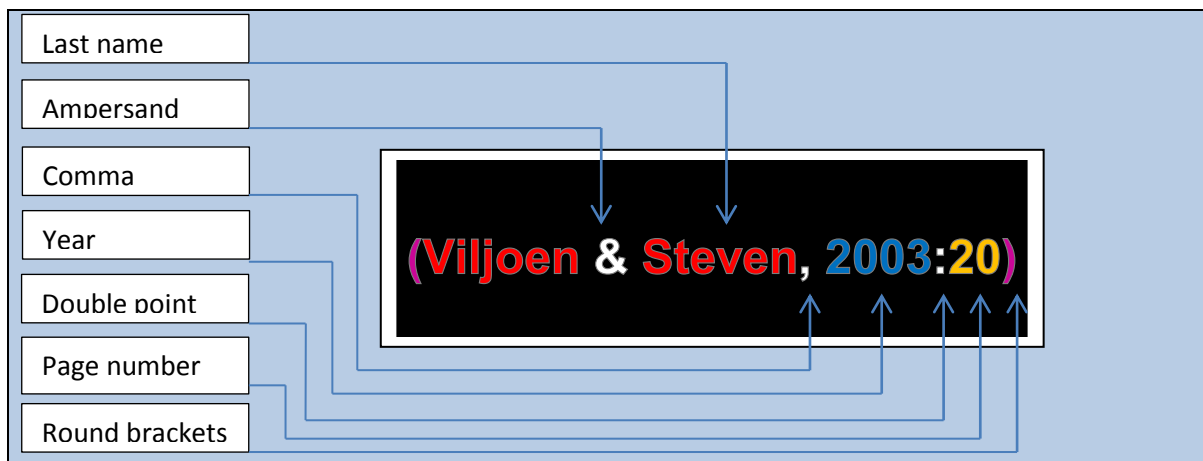
Dreher, Gaston & Martens (2010) states that globalisation can mean different things for different people.

Example 2:

Citation

Smith, *et al.*, (2011) declare that global organisations have caused several new forces influencing the world economy.

Example 3:



Referencing sources

- A REFERENCE LIST or LIST OF REFERENCES only includes the sources (books, articles etc.) that was cited or used in the body of the text or in your assignment.
- A BIBLIOGRAPHY includes all the sources you used or read in preparation for your assignment, whether or not you cited it in the text of your assignment or not. A bibliography will, therefore, normally contain sources that you have cited and also those you found to be influential, but decided not to cite.

During your studies at BMT College you will be required to use a REFERENCE LIST or LIST OF REFERENCES

A single list must be provided at the **end** of any written work with the details of all the sources (authors and year of publication) cited in the text, with the heading **Reference List or List of References**.

IMPORTANT: When you compile a reference list it is important to pay attention to the following:

- The citation order.
- Use of capital letters.
- Use of *Italics*.
- Indention or spacing.
-
- Use of round () and square [] brackets.
- Use of the ampersand &.
- The year of publication that is **not** in brackets.
- The edition which is to be included e.g. the revised or second edition onwards. It is not necessary to include the edition if it is the first edition or publication.

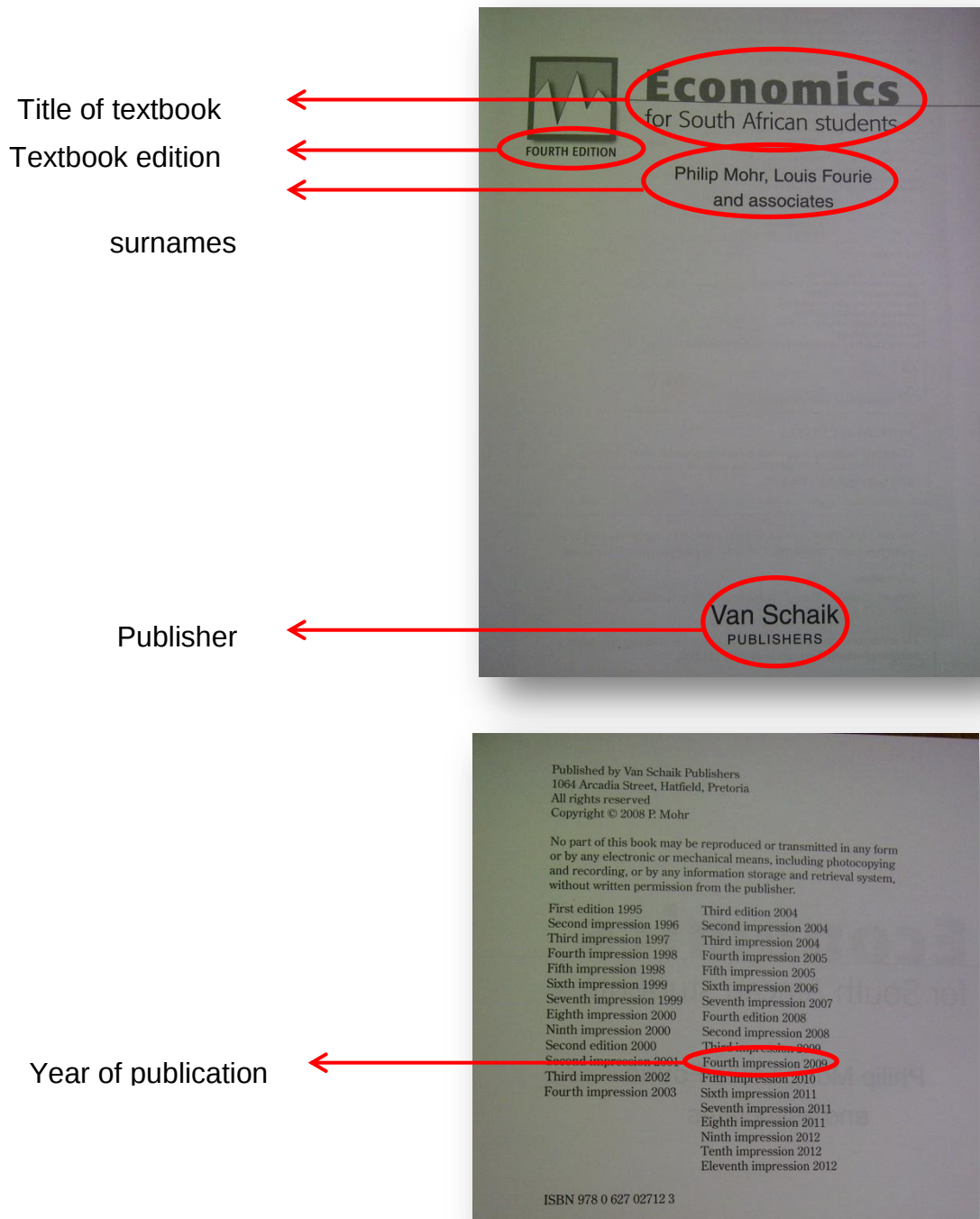
The basic format for listing a source in the list of references according to the Augmented Harvard Method is:

Last name(s), Initial(s). Year of publication. Title of the source (in italics). Edition. Place of publication: Publisher.

Example:

Bennet, A. 2005. *Managing Tourism services: A Southern African Perspective*. 3rd ed. Pretoria: Van Schaik.

Example of where to find the information needed for citation and referencing:



References are listed at the end of a written document in alphabetical order, by the last name of the author(s), in full.

Examples of citing and referencing sources

Books by a single author or a single editor

In the List of References:

One Author:

Title of book. (in italics).

Edition. Place of publication: Publisher.

Example:

Palmer, A. 1998. *Principles of service marketing*. 2nd ed. New York: McGraw Hill.

Note: If it is the first edition (publication of a source), the edition is not indicated. The edition is only included from the 2nd edition onwards.

Note: If the source is compiled by an editor you need to put the abbreviation **ed.** after the initials of the editor.

Citing this in the body (in the text) of the assignment or any other written work:

brackets. If the Authors Surname does not naturally occur in the sentence add both the Surname and the year in brackets. If you quote directly from the source remember to add the page numbers.

Example:

Palmer (1998) describes how service marketing works in practice.
w services marketing works in practice (Palmer, 1998).
(Palmer, 1998:20)

Books by multiple authors or editors

In the List of References:

Two authors:

of publication. *Title of book. (in italics)* Edition. Place of publication: Publisher.

Example:

Steve, P. and Philip, R. 1995. *Training employees*. London: ABC Publications.

Three authors:

First aut

Initials.

Title of book. (in italics)

Edition. Place of publication: Publisher.

Example:

Steve, P., Philip, J. & Knipe, L. 1998. *Project management*. London: ABC Publications

Note: If the source is compiled by multiple editors then you need to put the abbreviation **eds.** after the initials of the last editor.

Citing this in the body (in the text) of the assignment or any written work:

In the body of your assignment or any written work, all three names are mentioned the first time you cite them, for example (Steve, Philip & Knipe, 1998). For subsequent citations, use the name of the first author only followed by et al., for example: (Steve, et al., 1998). Note that the *et al.* is in *italics*. If you quote directly from the source, include the page numbers, for example, (Steve, et al., 1998: 43-44).

The same principle applies to four or more authors.

Journal articles

In the List of References:

Journal
name, (in *italics*) followed by a comma, volume number (part no): page numbers.

Example:

Management Review, 81(2): 13-14.

Note: The title of the article is in single quotation marks.

Citing this in the body (in the text) of the assignment or any written work:

In this case, refer to it as (Flynn, 1992). When quoting directly, add the page number, e.g. (Flynn, 1992: 16).

Note: For multiple authors apply the same rule as for books.

Dissertations and theses

In the List of References:

Institution, Place.

Example:

Erasmus, J. 2001. Green hotels in South Africa. DBL thesis. North West University, Potchefstroom.

Note: As this is an unpublished work, the title will not be italicised.

Citing this in the body(in the text) of the assignment or any other written document:

In the body of the assignment or written document, refer to (Erasmus, 2001).
When quoting directly, add the page numbers (Erasmus, 2001: 86).

Newspaper articles

In the List of References

You may encounter three problems with newspaper articles - they sometimes do not credit their authors, they sometimes do not have titles or headlines, and sometimes they have neither. Below are some guidelines.

Author identifiable:

(*in italics*). Date of issue. Page number(s). *Name of the newspaper.*

Example:

-skills education will be enforced in every
Business Day. 22 August. 4.

Note: The title of the article or news item must be placed in single quotation marks.

Author's name not supplied:

Title (or headline) of news item. Year. *Title of Newspaper. (in italics)*. Date of Issue: Page numbers.

Example:

Opec countries agree to keep oil output steady. 2001. *Business Day*, 27 September: 8.

Citing this in the body (in the text) of the assignment or any other written document:

In the body of the assignment or written document, refer to it as (Jones, 2001). If quoting directly, add the page number, eg. (Jones, 2001: 4)
If the newspaper article does not indicate its author, then it must be cited under the title of the article:

In this case, refer to it as (Opec countries agree to keep oil output steady, 2001). If you quote from the article include the page number, for example, (Opec countries agree to keep oil output steady, 2001: 9).

Note: If neither the name of the author nor the headline of the report is given, make an entry under the name of the newspaper.

Internet sources

In the List of References:

is not given in the source). *Title* (in italics) [online]. Place of publication: Publisher (publisher in the traditional sense, or, the organisation responsible for maintaining the site on the Internet).

Available from: URL < > [Date accessed] (This is the date on which you viewed or downloaded the document)

Example:

Bennett, J. 1999. *Outsourcing logistics* [online]. Chicago: Logistics International.

Available from: <http://www.logisticsinternational.org.us/html > [Accessed 28 November 1999]

Example:

If no date is given it is cited as follows:

Bennett, J. No date. *Outsourcing logistics* [online]. Chicago: Logistics International.

Available from: <http://www.logisticsinternational.org.us/html > [Accessed 28 November 1999]

Note: Always specify the exact URL of the web page and the date you visited the webpage page. No further punctuation, such as a full-stop or a hyphen, should be added, nor should the upper or lower case of any characters in the address be altered. Web addresses are case sensitive.

Citing this in the body of the assignment or thesis:

- In the body of your work refer to (Bennett, 1999).
- When you quote directly from the text, add a page number, for example, (Bennett, 1999: 3).
- If there is no page number, use inverted commas at the beginning and end of the quote and add (Bennett, 1999).
- If no date is given, it is cited as (Bennett, no date).

Weblogs or Blogs

In the List of References

posting. . Day Month Year of
Subject of message or title. [Blog entry]. Version (if clear)
Available from: < url >
[Accessed Date]

Example:

E-Commerce set to crash. [Blog entry].
Available from: < <http://www.burstyourbubble.com/ecommerce/> >
[Accessed: 2 December 2006]

Citing this form of reference in the body of your assignment or thesis:

In this case, refer to it as _____ If you quote from the text and no pagination can be identified, use quotation marks at the beginning and end of the quote and add _____

If pagination has been given, add the relevant page number, for example,