

## from the THiNC MBA Student Handbook

### What constitutes Plagiarism?

Where the text matter is taken from another source, it should appear in quotations along with a citation specifying the author's name and the book from which the quotation is taken.

The following sections will clarify what constitutes good and bad practice.

Consider the following definition of Marketing by Philip Kotler (Kotler 1984. P4)

“Marketing is a social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.”

Let us assume that the student wishes to use this extract in one of his assignments. The following examples draw out the difference between good and bad practice. The first two are bad practices and constitute plagiarism.

#### Example 1:

The student reproduces the content word by word and writes:

Marketing is a social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.

In this instance no reference is given to its source. Here an attempt has been made to present another person's work as his or her own.

#### Example 2:

The student writes:

Marketing is a social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others (Kotler 1984, P4).

Here the source has been given but the student has failed to show that it is a quotation and not his or her own words.

**Both the examples are considered as plagiarism** where the student has attempted to pass of some other's work as his or her own.

What is the correct practice?

The student writes:

“Marketing is a social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others” (kotler 1984, P4)

Here the student has used quotation marks to show that the text has been taken from another source and he has also given a citation specifying the name of the book and the page on which the quote is found.

Another example of good practice will be as follows:

The student writes:

Marketing cannot be done in isolation. It involves the coming together of various constituents of society and engaging in exchange of products: Kotler (Kotler 1984 P4) refers to marketing as a social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others

Here the student interprets the Kotler’s concept of marketing in his own words. However, since the ideas is borrowed from another source a reference is still required.

The above two examples constitute good practices.

The same concept applies to material borrowed from weblinks. Students are required to give adequate references in such instances.

It is important for the student to understand clearly what constitutes plagiarism. An effort has been made to keep instances of plagiarism at the bare minimum through the element of proctored examination at the end of the semester. However, given the fact that 30% of the grade is given to assignment, students are required to take the necessary precaution while quoting from other sources.