



Tutorial Letter: Referencing 2024-S2

Dear Student

To reference correctly is a key academic requirement and is not an optional activity. Apart from it being a tool that recognises your commitment to avoiding plagiarism, it also elevates your assessment submission to the level of an appropriate academic standard with sound scientific bias.

Referencing has two parts to it:

- citing sources you have used to build your answers and which appears in the body of the document
- the reference list at the end of the document, containing more information on the sources you have cited in the body of your assignment.

When one of the abovementioned components is missing, you have not referenced properly.

The 'IMM Graduate School Harvard Referencing System Guide' on eLearn contains detailed instructions on how to cite and reference when completing an assessment. Do not use the electronic referencing tool on Word as it does not reflect the referencing protocol accepted by the IMM Graduate School.

It is important that you print and study the 'IMM Graduate School Referencing System Guide' well ahead of your assignment / project submission dates as it is a document you have to be familiar with and which does not lend itself to a quick scan when you are facing a submission deadline. Many types of sources are included as examples in the Referencing Guide and it is required reading for every student.

Here are some of the most common mistakes students make when referencing:

Citations

- i. A citation never contains the initials of the author nor does it ever contain a URL from an online source,
- ii. when appearing at the end of a sentence, the citation must be inserted before the full-stop,
- iii. if you construct a paragraph with information from a single source, do not cite the source after every sentence in the paragraph but do so at the end of the paragraph,
- iv. if the sentence contains the name of the author, it should form part of the sentence, i.e. "According to Hastings (2019) the best way to reference is ...",
- v. the ampersand should be used when there is more than one author mentioned, i.e. (Ndlovu & Makatu, 2020), but if the surnames are part of the sentence, the ampersand is never used, i.e. "According to Ndlovu and Makatu (2020) the best way to reference ...",
- vi. if the publication has multiple authors, you need to mention all their surnames when you cite the source the first time, following this, you may use only the first author followed by 'et al.' as this term indicates that there are more authors but they have already been previously mentioned:- this does not apply to cases where there are 3 authors or less in which case all the authors have to be mentioned at every citation,
- vii. you may not use or reference Wikipedia, Bizzcommunity, any blogs or assignment mills (easyessay, ukessays, studentfriend, coursehero, slideshare) as sources as these are not academic sources,
- viii. the eStudy Guide is cited as follows: (IMM Graduate School, 2024),
- ix. citations include the page number on which the information was found only if you are using a direct quote (something you should preferably avoid doing - rather paraphrase source content), i.e. (Smith, 2023, p. 17)
- x. the bulk of your sources should be less than 5 years old.

Reference list

- i. The reference list appears at the end of the submission, but before any addendums,
- ii. each item in the reference list should have, as the first word of the reference list item, the source name you used in the citation,
- iii. the first word in the item dictates the alphabetical order in which the items should be listed,
- iv. there should be spaces between the reference list items,
- v. the reference list should be left aligned and be in the same font as the body of your assignment,
- vi. reference list items are never numbered or bullet-pointed,
- vii. the study guide author should be listed as 'IMM Graduate School' and the publication house is 'IMM Graduate School', i.e, IMM Graduate School (2024). *Business Communication (BC101B)*. South Africa: IMM Graduate School.
- viii. the term 'et al.' never appears in a reference list as all the authors should be

- mentioned,
- ix. the use of the ampersand in a reference list is not allowed,
 - x. the reference list is often the first page the examiner looks at – it is a window into the level of care and focus applied to the rest of the submission.

Bear in mind that referencing for academic purposes does not allow for the ‘it is almost correct’ option:- citations and reference lists must comply to the requirements fully in every one of its constituent parts.

Please post your academic queries on the eDiscussion Forum or contact helpme@immgsm.ac.za for any questions about referencing.

We wish you the best with your studies.

The IMM Graduate School Faculty