



UNIVERSITY
OF TASMANIA

塔 斯 马 尼 亚 大 学

School of Information Systems

商 学 院 信 息 系 统 学 院

Faculty of Business

BSA207

Web Management

Unit Outline

Offshore Academic Program

海外教学项目

IEN-Start, Minjiang University, Fuzhou

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CRICOS CODE: 00586B

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Unit details

School: Information Systems
Faculty: Faculty of Business
Unit code: BSA207
Prerequisite: BSA102 Information Modelling and Infrastructures
Campus: IEN-Start, Minjiang University
Unit Developer: Malcolm Bertoni
Unit Weight: 12.5%
Teaching Staff: UTas: Mr Malcolm Bertoni (Hobart)
IEN Start: Lecturer and Tutor: To be advised
Tutor: To be advised

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1 Unit summary

Unit code	BSA207
Unit title	Web Management
Unit description	This unit provides an introductory unit for study of web related issues within the Bachelor of Information Systems. It is designed to prepare students for the completion of the Electronic Business stream within the degree and for any students who wish to obtain knowledge with relation to the effective management of web resources in a modern organisation. This unit introduces the concepts of web management in a modern business or organisation including planning, managing and designing a website, human-computer interface design, introduction to mark-up language, multimedia and website evaluation. Relevant issues such as search services infrastructure management, network management, distributed databases, ethics and accessibility, security and authentication and maintenance is also covered.
Special notes	None
Unit weight	12.5%
Teaching pattern	To be advised
Prerequisites	BSA102 Information Modelling and Infrastructures
Mutual exclusions	None
Assessment	Continuous assessment – 100%
Required texts, etc	None
Recommended reading	Material as indicated by Lecturers.
Further Learning resources	Non-text resources BSA207 Web Management web site available via WebCT/Vista, located at: http://vista.utas.edu.au/ Other publications To be indicated by Lecturers throughout the program.

2 Learning outcomes and Evidences

2.1 Learning Outcomes

On completion of this unit, a student should be able to:

1. Understand, evaluate, and explain the need for Internet based resources in organisations.

Assessment Criteria:

HD level:	Displays excellent ability to clearly explain the needs of organisations for Internet based resources and to justify their arguments.
DN level:	Displays good ability to clearly explain the needs of organisations for Internet based resources and to justify their arguments.
CR level:	Displays an ability to explain the needs of organisations for Internet based resources and to justify their arguments.
PP level;	Displays an adequate ability to explain the needs of organisations for Internet based resources and to justify their arguments
FF level:	Fails to display good ability to explain the needs of organisations for Internet based resources and to justify their arguments

2. Understand and discuss the issues of requirements and analysis, development budgets and deliverables.

Assessment Criteria:

HD level:	Displays excellent understanding of the requirements to develop a basic budget for the development and maintenance of a website.
DN level:	Displays a good understanding of the requirements to develop a basic budget for the development and maintenance of a website.
CR level:	Displays an understanding of the requirements to develop a basic budget for the development and maintenance of a website.
PP level:	Displays a basic understanding of the requirements to develop a basic budget for the development and maintenance of a website.
FF level:	Fails to display an understanding of the requirements to develop a basic budget for the development and maintenance of a website.

3. Displays excellent understanding of the concepts of web management in a modern business or organisation including planning and managing websites.

Assessment Criteria:

HD level:	Displays an excellent understanding of, and ability to evaluate, the electronic communication needs of a modern organisation.
DN level:	Displays a good understanding of, and ability to evaluate, the electronic communication needs of a modern organisation.
CR level:	Displays understanding of, and ability to evaluate, the electronic communication needs of a modern organisation.
PP level:	Displays a basic understanding of, and ability to evaluate, the electronic communication needs of a modern organisation.
FF level:	Fails to display an understanding of, and ability to evaluate, the electronic communication needs of a modern organisation.

4. Understand relevant issues such as search services, network management, content management, distributed databases, ethics and accessibility, security and authentication and maintenance for websites.

Assessment Criteria

HD level:	Displays an excellent level of understanding of search services, network management, content management, distributed databases, ethics and accessibility, security and authentication and maintenance for websites of a modern organisation.
DN level:	Displays a good level of understanding of search services, network management, content management, distributed databases, ethics and accessibility, security and authentication and maintenance for websites of a modern organisation.
CR level:	Displays a level of understanding of search services, network management, content management, distributed databases, ethics and accessibility, security and authentication and maintenance for websites of a modern organisation.
PP level:	Displays an adequate level of understanding of search services, network management, content management, distributed databases, ethics and accessibility, security and authentication and maintenance for websites of a modern organisation.
FF level:	Fails to display a level of understanding of search services, network management, content management, distributed databases, ethics and accessibility, security and authentication and maintenance for websites of a modern organisation.

5. Understand the management issues and practice associated with designing, development, content and maintaining a web site.

Assessment Criteria:

HD level:	Displays excellent understanding of the management issues and practice associated with developing and maintaining a web site.
DN level:	Displays a good understanding of the management issues and practice associated with developing and maintaining a web site.
CR level:	Displays an understanding of the management issues and practice associated with developing and maintaining a web site.
PP level:	Displays a basic understanding of the management issues and practice associated with developing and maintaining a web site.
FF level:	Fails to display an understanding of the management issues and practice associated with developing and maintaining a web site.

6. The principals of gathering information and be capable of producing professional-style reports and presentation material.

Assessment Criteria:

HD level:	Able to produce a very well structured, professional-style presented reports.
DN level:	Able to produce a well structured, professional-style presented reports.
CR level:	Able to produce a reasonably structured, professional-style presented reports.
PP level:	Able to produce a structured, professional-style presented reports.
FF level:	Fails to produce a structured, professional-style presented reports.

3 Generic graduate attributes

Attribute	Descriptor	Unit Specifics
Knowledge	Graduates will have an in-depth knowledge in their chosen field of study and the ability to apply that knowledge in practice. They will be prepared for life-long learning in pursuit of personal and professional development	<ul style="list-style-type: none"> • Be aware of the importance of Internet technologies for organisations • Understand the issues of requirements and analysis, development of budgets and deliverables • Have knowledge of relevant issues such as search services, network management, content management, distributed databases, ethics and accessibility, security and authentication and maintenance for websites
Communication Skills	Graduates will be able to communicate effectively across a range of contexts.	<ul style="list-style-type: none"> • Be aware of the important of adequate client consultation and negotiation when developing user requirements • Understand the nature and importance of documentation • Demonstrate a high level of report writing and oral communication • Discuss relevant problems with others, present their own opinions and critically assess the opinions of others
Problem-solving Skills	Graduates will be effective problem-solvers, capable of applying logical, critical and creative thinking in a range of problems. They will have developed competencies in information literacy.	<ul style="list-style-type: none"> • Conceptualise basic problems associated with the representation of the information and content on websites and modelling of website infrastructure • Able to plan, manage and implement a website project
Global Perspective	Graduates will be able to demonstrate a global perspective and inter-cultural competence in their professional lives.	<ul style="list-style-type: none"> • Appreciate some of the issues of working with clients of different cultures for website development • Understand the key issues faced by information analysts and database designers from any culture in the development of highly functional systems.

4 Prior knowledge &/or skills

- a) Students are assumed to have knowledge of organisational practices and the management of information and communication systems within this context.
- b) Students are assumed to have knowledge of appropriate referencing and citation practices, in association with University guidelines. See section “Academic Referencing” for more detailed information.
- c) Students are assumed to have the skills to produce essays, professional business reports, memos and letters and to be able to use a variety of communication forms.
- d) Students are assumed to have the skills to undertake independent research using a variety of sources.
- e) Students are assumed to have the skills to undertake analysis of organisational environments using techniques, such as SWOT Analysis.
- f) Students are assumed to have the knowledge and skills associated with the successful completion of BSA102 Information Modelling and Infrastructures, or its equivalent.

5 Details of teaching arrangements

5.1 Lecture sessions

TBA (To be advised)

5.2 Workshops and Tutorials

TBA (To be advised)

Lecture and Workshop schedule

Week	Module	Workshops
1	Introduction to the unit	No workshop
2	Module 1: Web Management Overview <ul style="list-style-type: none"> • Business • Individual • Social 	The Web and Society
3	Module 2: Web Management Basics: Management Frameworks & Planning	Infrastructure
4	Module 3: Web Infrastructure Overview <ul style="list-style-type: none"> • Overview of the Back End and Front End 	Information gathering
5	Module 4: Web and Internet Basics: How the Internet works	Requirement analysis
6	Module 5: Web Project Management <ul style="list-style-type: none"> • Process of developing a Web Site • Analysis 	Risk analysis
7	Module 6: Server Management <ul style="list-style-type: none"> • Network Management • Distributed Databases 	Developing a web management plan 1
8	Module 7: Security Management	Developing a web management plan 2
9	Module 8: Creating the Web Site <ul style="list-style-type: none"> • Planning • Data Flow & Architecture • Principals of good Design • Four Design Principals 	Fog Index Sticky note evaluation Crutchfield Case Study
10	Module 9: Evaluation <ul style="list-style-type: none"> • Critical Success Factors • Usability • Content • Fog Index 	The Design process: storyboarding & structure
11	Module 10:: <ul style="list-style-type: none"> • Multimedia • Multimedia Evaluation 	Web accessibility Multimedia evaluation
12	Module 11: Testing and Accessibility <ul style="list-style-type: none"> • Search Services • Site Promotion, Marketing and Publishing, Maintenance 	Use of CMS for websites
13	Module 12: Legality, Ethics, Copyrights and Accessibility Aspects	Assistance with assignment 3

6 Assessment Summary

Component	Value	Due
Assignment 1 Importance of Web Management	20%	Monday 19 th February 2007
Assignment 2 Requirements Analysis Document	25%	Monday 12 th March 2007
Assignment 3 Web Design & Content Management Plan	Total 55% 35% 20%	Friday 13 th April 2007

6.1 How your final result is determined

In order to pass a unit, the School of Information Systems expects that students:

- Achieve a total of at least 45% in Assignments 1, 2, and
- Achieve a total of at least 45% in Assignment 3, and
- Achieve a total mark of at least 50% in the total assessment of the unit.

Note:

In exceptional circumstances, the School reserves the right to adjust the above assessment rule.

6.2 Submission of assignments

Students must submit assignments for the unit by the specified dates, unless prior approval has been granted via an assignment extension form, at least 24 hours before the assignment is due to be submitted.

Every assessment task has a due date and method of submission. These due dates and methods of submission must be adhered to.

For each piece of assessment, there will be only one method of submission. For **BSA207** all assignments are to be submitted via WebCT/Vista. No email submissions will be accepted. Students are to name their files in the following manner: <username>_Assignment<Number>. **For example: blogsj_Assignment1.**

Notes:

Students must take responsibility for the correct submission of their assignments. Students are expected to adhere to the following procedure for submission:

- Once submitted to WebCT/Vista, submitted files **MUST** be checked by the student to ensure that correct submission of the file has been undertaken.
- Students are expected to notify the Lecturer **WITHIN TWO HOURS** of submission if their files have not been submitted correctly.

Students must take responsibility for safely backing up of their own files during the academic year to ensure that no files are permanently lost.

6.3 Requests for extensions

Extensions will be given only under the following conditions:

- Employment related issues: Arrangements for an extension must be made with the lecturer prior to the assignment due date. Documentation from your employer is required.
- Illness: A medical certificate must be presented to the lecturer either prior to the due date or as soon as possible after the due date.

The lecturer of the unit will address any extraordinary extension falling outside of these criteria.

All extensions must be applied for on the appropriate form, which is available at http://www.infosys.utas.edu.au/students/forms/asst_extension.pdf. Verbal extensions will not be accepted.

Students should not assume that all extension applications will be granted. Students must have received confirmation of the extension by the Lecturer in order for an extension to be granted.

Any extension granted will have a new submission due date and time. Assignments that are not submitted by the due date and time will incur the following penalties.

6.4 Penalties

The School of Information Systems imposes penalties on late submission at the rate of 10% (of mark achieved) per day or part thereof (excluding extensions) after the date on which the submission was due.

6.5 Review of assessment and appeals

Under clause 22.1 of the Rule of Academic Assessment 111, students can request the review of any piece of continuous assessment, and should submit such a request in writing within 5 working days of the release of their result of that piece of continuous assessment.

Students are referred to:

<http://www.utas.edu.au/universitycouncil/legislation/rule111.pdf>

http://www.admin.utas.edu.au/ac_serv/flowchart_review_assesment.pdf

7 Academic referencing

In your written work you will need to support your ideas by referring to scholarly literature, works of art and/or inventions. It is important that you understand how to correctly refer to the work of others and maintain academic integrity.

Failure to appropriately acknowledge the ideas of others constitutes academic dishonesty (plagiarism), a matter considered by the University of Tasmania as a serious offence.

The appropriate referencing style for the School of Information Systems is Harvard Referencing. Students are expected to adhere to the School of Information System's preferred method of Referencing and Citation, as outlined in:

<http://www.utas.edu.au/library/assist/gpoa/gpoa2.html>.

For information on presentation of assignments, including referencing styles:

<http://www.utas.edu.au/library/assist/gpoa/gpoa.htm>

8 Plagiarism and Academic Integrity

While students are encouraged to discuss the assignments in this unit and to engage in active learning from each other, it is important that they are also aware of the University's policy on plagiarism. Plagiarism is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example downloading an essay wholly or in part from the internet, copying another student's work or using an author's words or ideas without citing the source.

Plagiarism is a form of cheating. It is taking and using someone else's thoughts, writings or inventions and representing them as your own; for example, using an author's words without putting them in quotation marks and citing the source, using an author's ideas without proper acknowledgment and citation, copying another student's work.

If you have any doubts about how to refer to the work of others in your assignments, please consult your lecturer or tutor for relevant referencing guidelines, and the academic integrity resources on the web at <http://www.utas.edu.au/tl/supporting/academicintegrity/index.html>. The intentional copying of someone else's work as one's own is a serious offence punishable by penalties that may range from a fine or deduction/cancellation of marks and, in the most serious of cases, to exclusion from a unit, a course or the University. Details of penalties that can be imposed are available in the Ordinance of Student Discipline – Part 3 Academic Misconduct, see <http://www.utas.edu.au/universitycouncil/legislation/>

The University reserves the right to submit assignments to plagiarism detection software, and might then retain a copy of the assignment on its database for the purpose of future plagiarism checking.

It is important that you understand this statement on plagiarism. Should you require clarification please see your unit coordinator or lecturer. Useful resources on academic integrity, including what it is and how to maintain it, are also available at: <http://www.utas.edu.au/tl/supporting/academicintegrity/students.html>

9 Learning expectations and strategies

9.1 University Expectations

Note: These expectations are in addition to those specified in relevant University regulations.

The University is committed to high standards of professional conduct in all activities, and holds its commitment and responsibilities to its students as being of paramount importance. Likewise, it holds expectations about the responsibilities students have as they pursue their studies within the special environment the University offers.

- a) The University's Code of Conduct for Teaching and Learning states: *Students are expected to participate actively and positively in the teaching/learning environment. They must attend classes when and as required, strive to maintain steady progress within the subject or unit framework, comply with workload expectations, and submit required work on time.*
- b) It is expected that students will familiarise themselves with access and use of the WebCT/Vista system operated by the University for the electronic delivery of course materials, and for various forms of communication.
- c) It is expected that students will consult email sent to their University email address at least twice a week for notices relating to the administration of the unit, and for notification of the results of assignments.
- d) It is expected that students will read the background material specified in the course curriculum, will actively attend and participate in tutorials, and be prepared to discuss relevant issues arising with tutors, lecturers and fellow students.

9.2 Student Expectations of the Unit

Students enrolled in this Unit may reasonably expect the following:

- a) To have all appropriate course material available electronically (on a week-by-week basis) via the University WebCT or Vista systems.
- b) To be able to contact a lecturer or tutor by electronic mail, to raise issues arising in the unit, either relating to content or student performance within the unit.
- c) Subject to availability, to be able to discuss such issues in person with the lecturer or tutor.
- d) That assignments will be marked and the marks will be returned with 3 weeks of due dates.
- e) That all relevant notices regarding the administration of the unit, including any necessary changes, will be communicated to all students enrolled in the unit via email

9.3 Learning strategies

If you need assistance in preparing for study please refer to your tutor or lecturer. For additional information refer to the Learning Development website:

<http://www.utas.edu.au/learndev/>

If you will be using WebCT/Vista for the first time and would like some information on how to use WebCT/Vista refer to the following guide:

http://www.utas.edu.au/coursesonline/docs/using_webct.pdf

Some of the units you will study use videoconferencing to deliver lectures and tutorials. To enable you to get the best out of a videoconference please refer to the following guide. <http://www.its.utas.edu.au/videoconf/vcstudentguide.pdf>

9.4 Specific attendance/performance requirements

Students are expected to attend all lectures and workshops.

10 Further information and assistance

If you are experiencing difficulties with your studies or assignments, have personal or life planning issues, disability or illness which may affect your course of study, you are advised to raise these with your lecturer in the first instance.

There is a range of University-wide support services available to you including Student Services, International Services and Learning Development. Please refer to the *Current Students* homepage at: <http://www.utas.edu.au/students/>. Should you require assistance in accessing the Library visit their website for more information at <http://www.utas.edu.au/library/>

11 Help resolving concerns about this unit

In the first instance you should contact your lecturer. If the matter is still unresolved and you would like to know who to contact or the procedures for resolving your concern refer to the following website:

http://www.admin.utas.edu.au/ac_serv/complaints_info.html

12 Occupational health and safety (OH&S)

The University is committed to providing a safe and secure teaching and learning environment. In addition to specific requirements of this unit you should refer to the University's policy at: http://www.admin.utas.edu.au/hr/ohs/pol_proc/ohs.pdf

The School reserves the right to alter the details contained in this Unit Outline. Students will be advised of changes to the outline via their University email account and it remains the responsibility of the student to check their email for such changes.

Appendix 1 - Assessment Details

Assignment 1 – Importance of Web Management (20% of the total mark for the unit)	
Task description	Produce a report discussing why it is important to effectively management web resources in today’s environment. Give examples of the benefits organisations can achieve from effective web management and the problems organisations can face from ineffective management of their web resources.
Task length	Approximately 2000 words
Links to learning outcomes	1, 6
Due Date	Monday 19th February 2007

Assignment 2 – Requirements Analysis Document (25% of the total mark for the unit)	
Task description	Produce a Requirements Analysis Document consisting of: <ul style="list-style-type: none"> • Requirement Definition. • Requirements Elicitation • Requirements Analysis • Requirements Specification • Requirements Management
Task Length	Approximately 2500 words
Links to learning outcomes	3, 4, 5, 6
Due Date:	Monday 12th March 2007

Assignment 3 (50% of the Total Mark for the Unit)	
Website and Website report	35%
Management Plan	20%
The assignment is to be completed in groups of no more than four students	
Task description	
a) Website	Home page and four sub pages
b) Website report	The principals of design good colours and content followed Presentation of a short report for the client that highlights the features of the design and how the effectiveness of the design will facilitate the needs of the company. Report highlighting design effectiveness & site features.. <i>Note: This site does not need to have a functioning back-end, but all links should work and the site should adequately represent the fulfilment of the processes for which the site was designed.</i>
Management Plan	Purpose of the management plan Scope, main goals and objectives Role of the Web Management Team & content expert Content Management Site description
Task Length	Approximately 1500 words for report Approximately 2500 words for Management Plan
Links to learning outcomes	2, 3, 6
Due Date:	Friday 13th April 2007

Appendix 2 - What is academic integrity?

Academic integrity is about mastering the art of scholarship. Scholarship involves researching, understanding and building upon the work of others and requires that you give credit where it is due and acknowledge the contributions of others to your own intellectual efforts.

At its core, academic integrity requires honesty. This involves being responsible for ethical scholarship and for knowing what academic dishonesty is and how to avoid it.

Commonly used terms

Attribution: the ascribing of a work or an idea to a particular author or artist.

Citation: the act of directly quoting or giving intellectual credit to another person's work or ideas.

Collusion: “any form of joint effort, between students, or between students and other persons, intended to deceive an assessor as to who was actually responsible for producing the material submitted for assessment”. (University of Western Sydney 2000).

Common Knowledge: can be defined as facts known by a large number of people. These “facts” do not have to be cited.

Group work: can be described as “a formally established project to be conducted by a number of students in common, resulting in a single piece of assessment or a number of associated pieces of assessment”. (Newcastle University 2002).

Legitimate collaboration: Newcastle University describes legitimate collaboration as “any constructive educational and intellectual practice that aims to facilitate optimal learning outcomes through interaction between students”.

Paraphrasing:

1. A restatement of a text or passage in another form or other words, often to clarify meaning.
2. The restatement of texts in other words as a studying or teaching device.

Plagiarism: the stealing or passing off as one's own (the idea or words of another); use (a created production) without crediting the source; to commit literary theft; present as new and original an idea or product derived from an existing source (*Webster's Third New International Dictionary of the English Language*, Unabridged, p. 1728).

Quoting: to place an excerpt from a source word for word into one's paper. The source must be cited, giving credit to the original author.

Summarising: to put someone else's concept or main ideas into one's own words.

Appendix 3 - Common forms of academic dishonesty

- Cheating in an exam either by copying from other students or using unauthorised notes or other aids.
- Submitting, as your own, an assignment that another person has completed.
- Downloading information, text, computer code, artwork, graphics or other material from the Internet and presenting it as your own without acknowledgment.
- Quoting or paraphrasing material from a source without acknowledgment.
- Preparing a correctly cited and referenced assignment from individual research and then handing part or all of that work in twice for separate subjects/marks.
- Copying from other members while working in a group.
- Contributing less, little or nothing to a group assignment and then claiming an equal share of the marks.

From: James R, McInnis, C and Devlin, M (2002)
Assessing Learning in Australian Universities
Centre for the Study of Higher Education - University of Melbourne
Viewed 29 December 2002
<<http://www.cshe.unimelb.edu.au/assessinglearning/03/plagMain.html>>

Using words, ideas, computer code, or any work by someone else without giving proper credit is academic dishonesty. Academic dishonesty is often referred to as plagiarism or cheating.

When you use information from a source, you must cite it.

Appendix 4 - How to achieve and maintain academic integrity

Utilise the right sources

In order to articulate your ideas, defend your own argument and refute counterarguments, you will need to identify the most appropriate sources of material to help you. In order to identify the most appropriate material you will need to evaluate your research results.

Start writing

The next step in the process is to document the validity of your position, and crediting those whose work you have used to establish your position. To do this you will need to apply the appropriate referencing style for your discipline to your work. If you are not sure what style you should be using check with your tutor or your unit outline.

The University also provides a list of preferred text referencing system for undergraduate students at

http://www.utas.edu.au/staff/tl/policies/School_referencing_system_table.htm

When you begin writing your assignment/project report you must give credit to the sources for the ideas you are using. There are standard ways to properly integrate sources into your assignment. They include:

- *Direct quotes* – This is when you place an excerpt from your source word for word into your paper. The source must be cited, giving credit to the original author.
- *Paraphrasing* – This means to restate a passage from your source in your own words. The source and author of the passage you paraphrase must be cited.
- *Summarising* – When you summarise the key concept or main idea from someone else's work in your own words, you must give credit for summarised ideas to the original source.

More information on writing skills

Developing your own writing style is an important part of good scholarship. For information and assistance on essay writing go to the Learning Development website at <http://www.utas.edu.au/learndev/essays.htm>

Remember that when you use a direct quote, paraphrase or summarise to not only provide the in-text reference but also provide a full reference in your reference list.

Appendix 5 - What happens if I don't maintain academic integrity?

While studying at University you are expected to submit work that is your own. This does not mean that you can't use other people's ideas to support your own or to enhance your argument. What it does mean is that you are required by the University to acknowledge the source of those ideas as in text references in your assignments and the setting out of a list of references or a bibliography at the end of your assignment, acknowledging all sources utilised.

The academic tradition, on which Australian universities are founded expects that all scholarly efforts undertaken be done so in keeping with the rules of attribution. This means that all material that is submitted or presented for assessment that contains work other than your own, must be attributed to its source. Failure to do so constitutes academic dishonesty (plagiarism). It is important that students understand how to correctly refer to the work of others and maintain academic integrity. Ordinance 58: Student Discipline outlines the process for initiating formal discipline procedures for academic/general misconduct matters:

<http://www.utas.edu.au/universitycouncil/legislation/ord58.pdf>

You should also refer to any policies and procedures specific to your Faculty/School.