**Chapter 4: Plagiarism & Referencing**

***Summary***

**Reading Summary:**  
Plagiarism is using someone else’s work without credit. To avoid it, students must paraphrase and use Harvard-style referencing. A reference list shows all sources used.

**Key Skills:**

* Understanding plagiarism
* Using Harvard referencing
* Writing reference lists

**Mini Task:**  
Write a short paragraph using one source and include a correct citation.

***Classwork***

**Introduction**

In BTEC, your ideas matter—but so does how you present them. Using research to support your work is essential, but copying without credit is a serious mistake. In this chapter, we’ll explore what plagiarism is, how to avoid it, and how to use **Harvard referencing** to give proper credit to your sources.

Whether you are writing about a Dutch business, evaluating a strategy, or comparing two products, referencing shows that your work is **honest, professional, and well-informed**.

A cartoon of a child with a computer

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**What Is Plagiarism?**

**Plagiarism** is when you use someone else’s words, ideas, or work without giving them credit. It’s considered academic dishonesty and can lead to:

* Losing marks
* Failing an assignment
* Damaging your reputation
* Being asked to redo your work

A group of people sitting at a table

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**Examples of Plagiarism:**

❌ Copying and pasting from a website without citation  
❌ Using a quote but not mentioning the author  
❌ Paraphrasing someone’s idea without referencing  
❌ Submitting someone else’s work as your own

Even if you change a few words, it’s still plagiarism if you do not cite the source.

A screenshot of a computer

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**Why Referencing Matters**

Referencing is how you show where your information came from. It proves that:

* You have done proper research
* You respect other people’s work
* Your ideas are backed by evidence
* You are following academic rules

In BTEC, referencing is part of the grading criteria—especially for Merit and Distinction levels.

A diagram of a diagram

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**What Is Harvard Referencing?**

Harvard is one of the most common referencing styles used in vocational education. It includes two parts:

**1. In-text citation**

This goes inside your paragraph, right after the idea or quote.

**Format:**  
(Author, Year)

**Example:**  
Heineken’s marketing strategy focuses on digital engagement (Heineken, 2023).

**2. Reference list**

This goes at the end of your assignment. It includes full details of every source you used.

**Format:**  
Author. (Year). *Title*. Publisher or Website. Retrieved from [URL]

**Example:**  
Heineken. (2023). *Annual Report*. Retrieved from [www.heineken.com](http://www.heineken.com)

**Quoting vs Paraphrasing**

There are two ways to use someone else’s ideas:

**✅ Quoting**

Use the exact words from a source, with quotation marks and a citation.

**Example:**  
“The brand aims to be the most sustainable brewer in the world” (Heineken, 2023).

**✅ Paraphrasing**

Rewrite the idea in your own words, still with a citation.

**Example:**  
Heineken’s goal is to lead the industry in sustainability (Heineken, 2023).

**Tip:** Paraphrasing is usually better—it shows you understand the idea and can express it yourself.

A diagram of a diagram

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**How to Build a Reference List**

Keep track of your sources as you research. For each one, note:

* Author or organisation
* Year of publication
* Title of the article or report
* Website or publisher
* URL (if online)

Then format it using the Harvard style.

**Example Reference List:**

Heineken. (2023). *Annual Report*. Retrieved from [www.heineken.com](http://www.heineken.com)  
Smith, J. (2022). *Marketing Strategies in Europe*. Business Weekly.

**Real-Life Scenario**

Imagine you are writing a BTEC assignment on Tony’s Chocolonely. You find a great article about their ethical sourcing. Here’s how two students might handle it:

**Student A (Plagiarising):**  
“Tony’s Chocolonely is committed to slave-free chocolate and works with farmers in West Africa.”

(No citation, copied directly)

**Student B (Correct):**  
Tony’s Chocolonely aims to eliminate slavery in the cocoa industry by working directly with farmers (Tony’s Chocolonely, 2023).

(Paraphrased and cited properly)

Student B shows integrity, understanding, and professionalism—and earns higher marks.

A computer and a pen next to a keyboard

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**Reflection Questions**

* Have you ever accidentally used a source without referencing it?
* Do you feel confident using Harvard referencing?
* What is the difference between quoting and paraphrasing?
* Why is referencing important in vocational education?

***Homework & Reading Tasks***

**Homework Task - (Show this to your Teacher):**  
Write a short paragraph (5–7 sentences) about a Dutch company of your choice. Use **one quote** and **one paraphrased idea** from an English-language source. Include:

* An **in-text citation** for both
* A **Harvard-style reference list** with full details

**Example:**

Tony’s Chocolonely states, “We make chocolate that’s 100% slave-free” (Tony’s Chocolonely, 2023). The company also works directly with farmers to improve supply chain transparency.

**Reference List:**  
Tony’s Chocolonely. (2023). *Impact Report*. Retrieved from [www.tonyschocolonely.com](http://www.tonyschocolonely.com)