

# Practicum- Report writing, and ethical issues

Certification Programme in Business Analytics, Batch 8

Apr 2, 2017



1. Executive Summary / Abstract
2. Business problem
3. Introduction (based on purpose and audience)
4. Significance of the study/ Rationale/ Motivation
5. Hypotheses / Sub-questions
6. Methodology and Tools
7. Data
  - Collection, and
  - Cleaning, Summary states
8. Analysis and Results
9. Robustness tests
10. Conclusion
11. Business Recommendations
12. Feasibility and Limitations
13. References and Appendix (APA style only)

- Title of the report
- Students' details
- Name of the Supervisor / Guide
- Project Sponsor (Company)
- Keywords
- Area of the project
- Executive summary / Abstract
- As explained in last slide

- Select an appropriate title
- Small and simple sentences in plain English
- Comprehensible to intended audience
- Use your spell checker but review manually too
- Use 'Reference' tab in word (Sample file)
- Set milestones and use it as map
- Start writing ASAP

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- Do not be afraid of peer review and multiple iterations
- Analysis versus Data Dumping
- Be engaging
- Try to be a story teller.

- Alignment: Justified
- Font: Times New Roman
- Font size: 12
- Line spacing: Single
- Heading and subheading: Bold and indexed
- Use header and footer for project title and page numbers
- Executive Summary should not be more than 150 words
- MS-Word format, filename as *<Student ID(s)-Project Name>*
  
- Neatly typed with no typos.
- Avoid using Abbreviations.
- Do not dump data, tables and charts.

# ETHICAL ISSUES



### **Primary data based**

- Pushing respondent (delay or rate)
- Your identity as researcher
- Rephrase questions as per target audience
- Re-interview or partial response
- Anonymity of the responders
- Take notes properly

### **Post data collection**

- Failure of tool and technique
- Noise during transcription
- Data manipulation
- Missing value (Recollect or impute)

### Report writing

- Never copy and paste
- Fabrication, Falsification, Plagiarism, or self-plagiarism
- Acknowledge knowledge debt
- Confidentiality of the report
- Recycle data for other projects
- Data security



- Stakeholder analysis
- Informed consent
- Obtain copyright permission if figures/tables need to be reproduced
- Disclosures
- Avoid manipulative charts
- Sponsored Research
- Sharing the data in thesis
- Authorship and collaborative Research
- Data Ownership & Intellectual Property Guidelines
- Appropriate citation (APA, Harvard, Chicago, MLA, IEEE)
- Originality of contribution
- Plagiarism detection software, e.g. Turnitin, iThenticate, etc.

- Taking a big loan (housing, vehicle etc.)
  - borrow an idea and the “original text” that the idea came packaged in.
  - a) Furnham (2002, p. 23) observes that “few companies have courage as a core competency”;
  - b) “Few companies have courage as a core competency” (Furnham, 2002, p. 23); and
  - c) According to Furnham (2002, p. 23), “few companies have courage as a core competency.”
  - Do not change any mistakes. Use [*sic*] after mistake rather than correcting it.
  - [emphasis added], [emphasis in the original].
  - Maximum 250 words – a reasonable norm.

### ■ Taking personal loan or credit card

- borrow an idea but package it in your own words.
- it should be clear that which part of paragraph is based on borrowed idea.

Vijh (1990, p10) shows that large option trades have no impact on stock prices and bid-ask spreads.

### ■ Borrow ₹100 from a friend

- borrow nothing in particular, but take someone's support in general for an idea

Women give birth to children, and still do most of the work of bringing them up. To do a demanding job and managing family and social life simultaneously is notoriously difficult. It is generally women who take the primary responsibility for childcare and who, in situations of conflict, adjust their working lives to accommodate family pressures (Wajcman, 1981; Falkenberg and Monachello, 1990).

# The Anatomy of a Citation

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- The authors' names (Ordered by last name)
- The idea's source
- The publisher's name (and place of publication)
- The year of publication
- In-text Citation
- List of References
- Citation styles (Print Sources, Electronic Sources)
  - APA, Language Association (MLA), Harvard Style, Modern, Chicago, and IEEE.

# The Anatomy of a Citation



- APA Style (*Citation in the text*, In the list of references)
  - Buddhapriya (2009, p. 42) concludes that there has been...
  - Buddhapriya, S. (2009). Work-family challenges ..... women professionals. *Vikalpa*, 34(1), 31-45.
  
- Harvard style
  - According to Buddhapriya (2009, p. 42), there has been...
  - Buddhapriya, S., 2009. Work-family challenges ..... women professionals, *Vikalpa*, 34(1), 31-45.
  - Buddhapriya, S 2009, 'Work-family challenges ..... women professionals', *Vikalpa*, vol. 34, no. 1, pp. 31-45.
  
- Chicago Style
  - Buddhapriya<sup>23</sup> concludes that there has been...
    - 23. Sanghamitra Buddhapriya, "Work-Family challenges ..... Women Professionals," *Vikalpa* 34-1(2009), 42.
  - Buddhapriya, Sanghamitra. "Work-family Challenges ..... Professionals." *Vikalpa* 34(1) (2009): 31-45.

- Scientific version
  - Buddhapriya's (2009, 42) conclusion that there has been...
  - Buddhapriya, Sanghamitra. 2009. Work-family challenges ..... women professionals. Vikalpa 34(1): 31-45.
  
- MLA Style
  - The view that there has been... (Buddhapriya 42).
  - Buddhapriya's (42) conclusion that there has been...
  - Buddhapriya, Sanghamitra. "Work-family Challenges ..... Women Professionals." Vikalpa 34.1 (2009): 31-45.
  
- IEEE Style
  - Buddhapriya [27] does not find any significant change in...
  - There has not been...[27].
  - [27] S. Buddhapriya, "Work-family ..... professionals." Vikalpa, vol. 34, no.1, pp 31-45, Jan-March 2009.

# The Anatomy of a Citation (APA style)



- A group, committee or an organization as the author
  - In Text– American Psychological Association (2001) recommends...
  - In Text–“An abstract...article” American Psychological Association (2001, p. 12).
  - In Ref– American Psychological Association. (2001). Publication manual of
  - In Ref– The American Psychological Association (5th ed.). Washington, DC: Author.
  
- Documents without the author’s name
  - In Text– In the world... reserves (“Taking the Summit,” 2009, April 11)
  - In Ref– Taking the Summit by Strategy. (2009, April 11). The Economist, 391(8626), 28.
  
- Several works supporting the same point
  - In Text– The main reason ... to be convenience (Bocchi, Eastman, & Swift, 2004; Hiltz & Shea, 2005; McEwen, 2001; Moskal & Dziuban, 2001).
  - In Ref– Reference order by surname of first author
  
- Two or more works published by the same author in the same year
  - In Text– In an examination...courses, Arbaugh (2005a) found that...
  - In Text– While it...easy to use (Arbaugh, 2005b), ...
  - In Ref– Arbaugh, J.B. (2005a). How much does “subject matter” matter? A study of disciplinary effects in online MBA courses. Academy of Management Learning & Education, 4, 57-73.
  - In Ref– Arbaugh, J.B. (2005b). Is there an optimal design for online MBA courses? Academy of Management Learning & Education, 4, 135-149.

# The Anatomy of a Citation



- Sources accessed indirectly
  - In Text– Teekell (1989, as cited by Topping, 1998, p. 255), says that...
  - In Ref– Topping, K. J. (1998). Peer assess... universities. *Review of Educational Research*, 68(3), 249-276.
- Personal communication
  - In Text– Anil Bedi (personal communication, July 18, 2009) attributed the...
  - In Ref– The breakdown... managers” (Anil Bedi, e-mail, July 18, 2009), and...
- In-text Citations and References (Electronic Sources)
  - Digital Object Identifier (DOI) - doi:10.1037/rmh0000008
  - Uniform Resource Locator (URL) - Retrieved from <http://www.cdc.gov/>
- Document with no date of publication
  - In Text– According to an investigative report (Siedle, **n.d.**), many...
- Document with no author’s name
  - In Text– According to The Economist, the yuan... (China and the dollar, 2009, July 9).
  - In Ref– China and the dollar: Yuan small step. (2009, July 9). *The Economist*. Retrieved from [http://www.economist.com/businessfinance/displayStory.cfm?story\\_id=13988512&source=hptextfeature](http://www.economist.com/businessfinance/displayStory.cfm?story_id=13988512&source=hptextfeature)



## Quiz (APA Style-in the reference)

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- A. Pochiraju, B. 1997. Title. Journal Of American Statistical Association, 10(2), 1024 – 1032.
- B. Pochiraju, B. Title. Journal Of American Statistical Association, (1997). 10(2), 1024 – 1032.
- C. Pochiraju, B. (1997). “Title”. Journal Of American Statistical Association, 10(2), 1024 – 1032.
- D. Pochiraju, B. (1997). Title. Journal Of American Statistical Association , 10(2), 1024 – 1032.

## Quiz (APA Style-in the text)

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- A. Pochiraju (1996) supported the view that markets are inefficient ...
- B. Prior literature supported the view that markets are inefficient ... (Pochiraju, 1996, p. 32)
- C. “Prior literature supported the view that markets are inefficient ... .” (Pochiraju, 1996)
- D. Pochiraju (1996, p. 32) supported the view that markets are inefficient ...

## Quiz (APA Style-in the text)

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- A. doi: <http://dx.doi.org/10.1037/rmh0000008>
- B. <http://doi:10.1037/rmh0000008>
- C. doi:10.1037/rmh0000008
- D. Retrieved from <http://dx.doi.org/10.1037/rmh0000008>

## Reference material

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- Chapter 6 from “Academic writing- A guide to management students and researchers” by Mathukutty Monippally and Badrinarayan Shankar Pawar
- UNC Reading and Quiz on Plagiarism (Recommended)  
<http://guides.lib.unc.edu/plagiarism/purpose>
- NYU online library on APA Style  
<http://guides.nyu.edu/apa>
- Purdue University Online Writing Lab (OWL) (2009)  
<http://owl.english.purdue.edu/>
- A research guide for students (2008). Research, writing, and style guides (MLA, APA, Chicago/Turabian, Harvard, CGOS, CBE).  
<http://www.aresearchguide.com/styleguides.html>
- Citation explained. (2005). University of Maryland University College site.  
[http://www.umuc.edu/library/tutorials/citation/html/M1\\_whichStyle.html](http://www.umuc.edu/library/tutorials/citation/html/M1_whichStyle.html)

### Tutorial

- <http://en.writecheck.com/plagiarism-quiz> (in quiz format)
- <https://owl.english.purdue.edu/owl/resource/589/01/>

### Quiz

- [http://turnitin.com/assets/en\\_us/media/plagiarism-quiz/](http://turnitin.com/assets/en_us/media/plagiarism-quiz/)
- <http://www.uh.edu/honors/human-situation/writing-curriculum/Plagiarism.quiz.htm>

### Tutorial

- <http://flash1r.apa.org/apastyle/basics/index.htm>
- <https://owl.english.purdue.edu/owl/resource/664/01/>

### Quiz

- <http://www.lib.usm.edu/legacy/tutorials/apatutorial/tutorialindex.html>
- <http://www.niu.edu/writingtutorial/style/quizzes/APA.htm>
- [http://www.proprofs.com/quiz-school/story.php?title=apa-style-citation-quiz\\_1](http://www.proprofs.com/quiz-school/story.php?title=apa-style-citation-quiz_1)
- <http://write-site.athabascau.ca/apa-quiz.php>



**THANK YOU**

