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# **HANDS OFF PLAGIARISM**

AN INTRODUCTION FOR STUDENTS

HANDS-ON GUIDES, VOL. 2

1ST EDITION

VERSION 1.04

Chair of Marketing and Market Research  
Institute for Strategy and Business Economics  
University of Zurich, Switzerland

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## **PREAMBLE**

### **Welcome to our courses!**

I would like to welcome you to our courses. Thank you for your interest in the classes that we offer at the University of Zurich. We all share a similar passion: we do not only love our subject, we also love to teach, to hand over some of our knowledge to you, to interact with you, to learn from your experience and perspectives, and finally to be able to accompany you for a short period of your life.

I have written this document as an introductory guide to plagiarism for our courses. This guide is called “volume 2”, and there will be plenty more to come.

### **Target group for this document:**

Students and participants in our courses

### **Motivating force behind this document:**

to introduce you to academic fraud

### **Objective of this document:**

This document should help to identify what is “right” and what is “wrong” in academic research.

And now, let's start.

Welcome and enjoy.

René Algesheimer, January 2010

## 1. CODE OF HONOR

The Code of Honor of the University of Zurich applies to all work in this course, and will be strictly enforced. The intent of the Code of Honor in this course is to ensure that each student claims and receives credits for her or his own efforts. Violation of the Code of Honor is called academic fraud.

## 2. ACADEMIC FRAUD

We follow an internationally accepted definition of academic fraud that is used by many universities:

Academic fraud is an act by a student which may result in a undeserved academic evaluation of that student's or of another student's work. Without limiting the generality of this definition, academic fraud occurs when a student commits any of the following offences:

- 1 Commits plagiarism or cheating of any kind.
- 2 Submits a piece of work of which the student is not the author, in whole or in part (except for duly cited quotations or references). Such work may include an academic paper, an essay, a test, an exam, a research report, and a thesis, be it written, oral, or in any other form.
- 3 Presents research data which has been falsified or concocted in any way.
- 4 Attributes a purported statement of fact or reference to a source which has been concocted.
- 5 Submits the same piece of work or a significant part thereof for more than one course, or submits a thesis or some other work which has already been submitted elsewhere without written authorization of the professors concerned and/or of the academic unit concerned.
- 6 Falsifies an academic evaluation, misrepresents an academic evaluation, uses a forged or falsified academic record or supporting document, or facilitates the use of a falsified academic record or supporting document.
- 7 Undertakes any other action for the purpose of falsifying an academic evaluation.

## 3. EVIDENCE

Every student is asked to submit a digital word-file besides the traditional copies of her or his thesis. We will apply different software packages to this file. I am a "gadget guy" and there are many ways to find evidence for academic fraud... On top of that, my team members are even "geekier" than me. Nevertheless, I would like to tell you that we are not really interested in using those electronic tools; it is not only time-consuming, but more importantly: I would like to trust you.

## APPENDIX: LIST OF HANDS-ON GUIDES

- Vol. 1 Hands on Curriculum
- Vol. 2 Hands off Plagiarism
- Vol. 3 Hands on Literature search (@ UZH)
- Vol. 4 Hands on Presentations
- Vol. 5 Hands on e.Learning with OLAT
- Vol. 6 Hands on Scientific Writing

Other hands-on guides are already in preparation. If you have suggestions or do have an update for a guide, please let us know. Feedback is always appreciated.