

Postgraduate Diploma in Digital Transformation

Programme Handbook 2021-22



NUI Galway
OÉ Gaillimh

J.E. Cairnes School of
Business & Economics

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Welcome

We would like to welcome you to the Postgraduate Diploma in Digital Transformation here in the J.E. Cairnes School of Business and Economics at NUI Galway and we hope your time here will be enjoyable.

This handbook should cover any queries you may have in regard to issues pertaining to the programme as well as giving guidance on other related issues in the university.

My contact details are as follows:

Name: Dr Michael Lang
Email: michael.lang@nuigalway.ie

Yours sincerely

A handwritten signature in black ink that reads "Michael Lang". The signature is written in a cursive style with a large, stylized 'M' and 'L'.

Dr Michael Lang
Programme Director
PG Diploma in Digital Transformation

Programme Objectives

Digital transformation has become a key strategic issue for companies as it disrupts competitive environments, value chains, business models and professions. The impact of Big Data on decision-making processes means that managers must rapidly acquire new skills and expertise. The ability to embrace digital transformation and put it to work is becoming ever more important. In a fast-changing marketplace characterised by the drive towards Industry 4.0, digital transformation demands a new way of working, necessitating leaders that are competent in the areas of business, technology and innovation management.

On successful completion of the programme you will be able to Apply effective decision making to global business problems; Identify analyse and solve applied problems in individual and team-based settings; Understand how major frontier technologies work, as well as their business, economic and social impacts; Use criticalthinking skills to effectively and efficiently address substantive business problems through the deployment of ICTsolutions; Develop innovative strategic responses to exploit new digital possibilities.

Programme Structure

The programme is offered on a full-time basis over one academic year. The programme consists of lectures, practical classes, seminars and projects.

Marks and Standards

To be eligible for the award of the Postgraduate Diploma in Digital Transformation, candidates must successfully complete modules to a total of 60 ECTS. Students must pass all modules. The pass mark in each module is 40%.

Award of Honours

Honours are awarded only on completion of the programme according to the following scheme:

- H1 70% on the aggregate
- H2.1 60% on the aggregate
- H2.2 50% on the aggregate
- H3 40% on the aggregate

Honours are awarded only on the aggregate performance at an Examination as a whole. Honours are not awarded on the basis of results obtained in individual modules.

Term and Exam Dates 2021-22

Semester 1	Date From	Date To
Teaching	Monday 6 th September 2021	Friday 26 th November 2021
Study Week	Monday 29 th September 2021	Friday 3 rd December 2021
Semester 1 Exams	Monday 6 th December 2021	Friday 17 th December 2021
Semester 2	Date From	Date To
Teaching	Monday 10 th January 2022	Friday 1 st April 2022
Field Trips	Monday 4 th April 2022	Friday 8 th April 2022
Study Week	Monday 11 th April 2022	Friday 15 th April 2022
Semester 2 Exams	Tuesday 19 th April 2022	Friday 6 th May 2022
Holidays		
Easter	Good Friday 15 th April 2022	Easter Monday 18 th April 2022
Bank Holidays	Monday 25 th October 2021 / Thursday 17 th March 2022 / Monday 2 nd May 2022 / Monday 6 th June 2022 / Monday 1 st August 2022	

Module Weightings

Semester 1

Module Code	Module	ECTS	
MS804	Systems Development and Project Management	5	Core
MS873	Management Information Systems	5	Core
Electives (choose 15 ECTS)			
AY5123	Accounting and Financial Analysis	5	Optional
MG3104	Corporate Responsibility	5	Optional
MK5139	Social Media Marketing	5	Optional
MS5104	Decision Theory and Analysis	5	Optional
MS5107	Business Modelling and Analytics	5	Optional
MS805	Database Systems	5	Optional
MS806	Business Applications Programming	5	Optional

Semester 1 and 2

Module Code	Module	ECTS	
MS5117	Digital Transformation Project	10	Core

Semester 2

Module Code	Module	ECTS	
MS2101	Managing Digital Transformation	5	Core
MS802	Information Systems Strategy and Innovation	5	Core
Electives (Choose 15 ECTS)			
LW383	Information Technology Law	5	Optional
MG323	International Business	5	Optional
MG5113	Business and Society	5	Optional
MK5118	Social Marketing and Sustainability	5	Optional
MS4101	Implementing Digital Innovation	5	Optional
MS5106	Data Science and Big Data Analytics	5	Optional
MS5108	Applied Customer Analytics	5	Optional
MS5114	Advanced Programming for Business Analytics	5	Optional
MS803	Business Data Communications	5	Optional
MS809	Enterprise Systems	5	Optional
MS810	Information Systems Security & Ethics	5	Optional
MS821	Applied Systems Analysis	5	Optional

Teaching Staff

Please find below, contact details of your lecturers throughout the year - this list is subject to change

CODE	MODULE	LECTURER	EMAIL
AY5123	Accounting and Financial Analysis	Ms Natasha Caulfield	Natashalouise.caulfield@nuigalway.ie
LW383	Information Technology Law	Dr Rónán Kennedy	Ronan.m.kennedy@nuigalway.ie
MG3104	Corporate Responsibility	Prof Kate Kenny	Kate.kenny@nuigalway.ie
MG323	International Business	Dr Majella Giblin	Majella.giblin@nuigalway.ie
MG5113	Business and Society	Prof Kate Kenny	Kate.kenny@nuigalway.ie
MK5118	Social Marketing and Sustainability	Prof Christine Domegan	Christine.domegan@nuigalway.ie
MK5139	Social Media Marketing	Dr Ann Torres	Ann.torres@nuigalway.ie
MS2101	Managing Digital Transformation	Dr Noel Carroll	Noel.carroll@nuigalway.ie
MS4101	Implementing Digital Innovation	TBC	
MS5104	Decision Theory and Analysis	Dr Anastasia Griva	anastasia.griva@nuigalway.ie
MS5106	Data Science and Big Data Analytics	Dr Anatoli Nachev Dr Anastasia Griva	Anatoli.nachev@nuigalway.ie Anastasia.griva@nuigalway.ie
MS5107	Business Modelling and Analytics	Dr Anatoli Nachev	Anatoli.nachev@nuigalway.ie
MS5108	Applied Customer Analytics	Dr Eoin Whelan	Eoin.whelan@nuigalway.ie
MS5114	Advanced Programming for Business Analytics	Dr Anastasia Griva	anastasia.griva@nuigalway.ie
MS5117	Digital Transformation Project	Dr David Kreps Mr Martin Hughes	David.kreps@nuigalway.ie Martin.hughes@nuigalway.ie
MS802	Information Systems Strategy and Innovation	Dr Denis Dennehy	Denis.dennehy@nuigalway.ie
MS803	Business Data Communications	Dr Anatoli Nachev	Anatoli.nachev@nuigalway.ie
MS804	Systems Development and Project Management	Dr Anastasia Griva	anastasia.griva@nuigalway.ie
MS805	Database Systems	Dr Michael Lang	Michael.lang@nuigalway.ie
MS806	Business Applications Programming	Mr Neil Keane	Neil.keane@nuigalway.ie
MS809	Enterprise Systems	Dr Murray Scott	Murray.scott@nuigalway.ie
MS810	Information Systems Security & Ethics	Dr David Kreps	David.kreps@nuigalway.ie
MS821	Applied Systems Analysis	Ms Mairéad Hogan	Mairead.hogan@nuigalway.ie
MS873	Management Information Systems	Mr Ronan Doyle	

Centre for Excellence in Teaching & Learning (CELT) Materials

From the beginning of your program, you should make use of the following materials which are recommended by the University's Centre for Excellence in Learning & Teaching (CELT) <http://www.nuigalway.ie/centre-excellence-learning-teaching/>:

- A basic introduction to learning online: <https://www.allaboardhe.ie>
- Tools for learning (not solely in an online environment): https://www.allaboardhe.ie/AAlessons/learningtools/story_html5.html?lms=1
- Virtual learning environments (VLEs) / Learning management systems (LMSs): https://www.allaboardhe.ie/AAlessons/VLEstudent/story_html5.html

Library

The library is currently open for registered students for click & collect and reserved study space only. Information on accessing the library can be found at <http://library.nuigalway.ie>

The username and password for your Library account is the same as the username and password for your campus account, i.e. what you use to log on to the University network and for your email. For further information on the library, please visit <http://www.library.nuigalway.ie/> Training sessions on a variety of topics all designed to help you gain the skills of finding, evaluating and using information more efficiently are conducted in the library in semester I.

Training and resources provided by the library can be found at <http://library.nuigalway.ie/help/teachinglearning/>

Academic Writing Centre

The AWC offers free one-on-one tutorials on essay writing for NUIG students. Last year, AWC tutors helped over 500 students to overcome recurrent problems with grammar, punctuation, spelling, and essay structure. The AWC offers help and encouragement along the way. Everyone is welcome, regardless of level of experience or grade average. AWC tutors work with new entrants, final year students, and postgraduates alike. <http://library.nuigalway.ie/awc/>

Computer Facilities (ISS)

The MSc Information Systems Management class has access to a shared computer suite located in the Cairnes building (CA244). Access is gained to this suite by swiping your student card and will be given to registered students within the first two weeks of the semester.

The Information Solutions and Services Department provides a comprehensive range of ICT services for students. Please visit <http://www.nuigalway.ie/information-solutions-services/services-for-students/> for further information on computer services.

Blackboard

Blackboard is the Virtual Learning Environment (VLE) used in NUI Galway. All course materials, timetables, lectures and tutorials, tutorial groups, course outlines, course assignments, announcements and discussion groups will be made available on <https://nuigalway.blackboard.com>. Blackboard services for students can be found by visiting the following link <http://www.nuigalway.ie/information-solutions-services/services-for-students/>

Academic Study Skills

A set of online study skills modules is now available within Blackboard. Called Skills4Study this resource includes the following modules:

- Getting ready for academic study
- Reading and note-making
- Critical thinking skills
- Writing skills
- Referencing and plagiarism

To access these modules, log on to [Blackboard](#) and self-enrol in the Learning Centre. Full details are available in the [Skills4Study Student Guide](#).

Career Development Centre

The [Career Development Centre](#) (CDC) aims to provide students of NUI Galway with a quality career guidance and information service focused on facilitating and empowering you to manage your own career development and make effective career transitions. Support is provided on **Employability, Guidance and Opportunities**.

A large number of [events](#) are held each semester and have many graduate employers on campus. Students and recent graduates can use [Careers Connect](#) to view events, job / internship / funding opportunities and students can also use it to book an appointment with a member of the CDC team.

J.E. Cairnes School of Business Student Advisor

The primary role of the Student Advisor is to look after the welfare and wellbeing of our students throughout their university experience. Please feel welcome to contact the student advisor at businessstudentadvisor@nuigalway.ie if you have any worry or concern at all.

Academic and Wellness Support

Being involved in a society, club or in volunteering programmes is a fun and interesting way to meet new people and build friendships. Having a sense of belonging and connection with others is a proven way to help you mentally and physically in your learning journey. You will find some key NUI Galway student support services at the links below.

Student Services: <http://www.nuigalway.ie/student-services/>

The HUB (Wellness, Entertainment, Leisure & Lifestyle): <http://www.hub.nuigstudents.ie/>

Student Supports: <https://www.nuigstudents.ie/supports>

Student's Union: Welfare and Equality Officer, 086 3853659 / www.su.nuigalway.ie/ / su.welfare@nuigalway.ie

Parking and Bicycles

It is essential that you get a temporary parking permit and/or permanent student permit before you park in the university grounds. Without the permit you will be clamped, and the release fee is €60.00. **The clamping company makes no exceptions.** A Park and Ride facility is available from Dangan car park

You will find all details on parking in the University on this link <http://www.nuigalway.ie/buildings/parking.html>

Bicycle racks are located at the back of the Cairnes Building.

The secure bicycle compound (see the [Cycling Map](#) for location) is located to the west of the Arts Science Building. Anyone with a valid in date student / staff University ID card can access the compound. You must also swipe out. As part of ongoing improvements to cycle facilities additional covered bicycle racks have been installed in several places around campus

Course Syllabi and Descriptions

AY5123 - Accounting and Financial Analysis

This course is intended to develop in students the skills necessary to prepare, interpret and use accounting and financial information in a business context. It is designed for students who have not previously taken accounting. The course will provide a good basic foundation in Financial Accounting and Analysis. On course completion, students will be expected to be capable of preparing and interpreting simple financial statements.

LW383 - Information Technology Law

The objective of this course is to examine how computers and information and communications technology impact on the law and its administration, and how the law itself has developed new rules to deal with issues raised by these technologies.

MG3104 - Corporate Responsibility

This module introduces the student to the fundamentals of Marketing Research theory and practice. The course covers all aspects of qualitative and quantitative marketing research for marketing decision making in business and organisational settings.

MG323 - International Business

This course focuses on the nature of contemporary international business. International Business combines the science and art of business management with many other disciplines such as economics, socio-cultural anthropology and political science. The evolution of international business as an identifiable academic discipline is as a direct consequence of the growth of multinational business and the emergence of what is widely termed the global economy. Knowledge in this global economy is rapidly transferred given technological developments in communications. The emergence of new economies particularly in Asia has transformed the centre of gravity of the global economy. International managers operate in this dynamic global environment whether in large multinational firms or SMEs/Born Globals with an international orientation. This course aims to guide the student in understanding the arena in which international business is conducted. It ranges from micro issues of staffing and strategic management to macro issues of globalisation, political, economic and socio-cultural analysis. It further attempts to build on the knowledge gained in previous or complementary courses by extending the consideration of subject matter to embrace the considerations present in an international environment. By the end of the course, students should be able to identify, analyse, and understand the organisational impact of a wide variety of global management issues. In addition, students should be able to develop broad, strategic solutions and/or plans of action in response to any combination of market, political, socio-cultural, and /or competitive global force.

MG5113 - Business & Society

The module provides a comprehensive overview of the intersection between business and society, including the challenges facing organisations as they pursue global business activities. Ethics in business has grown to be of increasing importance in the world of today, as companies have been placed in the moral spotlight by shareholders, consumers, employees and governments. The growing complexities of the global economy demand a broader and a deeper view of the interaction between business and society than that offered by current management approaches that focus on reforming corporate behaviour. This module places business ethics in a richer contextual setting, focusing on the challenges that businesses must now confront, and exploring how these issues can be met by a rethinking of business models, goals and strategies. The course enables students to engage with contemporary social issues related to global business, and gain an appreciation of these issues from the perspective of managers, government, citizens and consumers. The module incorporates academic, professional and industry input.

MK5118 - Social Marketing & Sustainability

Many if not all social marketing interventions proposed could be considered in terms of marketing systems today, i.e. focussing on generalised value exchange per se and the intricacies of understanding exchange from a social systems point of view. This module critically reflects upon nesting behaviour change within a social marketing systems perspective, to scale out and up social change for sustainability.

MK5139 - Social Media Marketing Theory

The objective of this module is to build upon marketing principles and investigate where the internet and other technologies provide opportunities for applications in marketing and business. The module provides an overview of the rapidly changing world of business and technology by addressing what is unique about digital marketing. It explores how these technologies are creating value for customers, as well as the benefits for companies, their products and brands.

MS2101 - Managing Digital Transformation

Digital transformation is a process that aims to improve an organisation by initiating significant changes through a combination of information, computing, communication, and connectivity technologies. Digital transformation has become a high global priority on organisational agendas. Organisations have growing expectations on digital transformations to make a strategic contribution to their business survival and success. Therefore, understanding how operations can be transformed within a shorter timeframes has become the basis of competitive advantage in many sectors of industry including the public sector. Future managers must differentiate between the key drivers and how to sustain

transformations in the new digital economy. To do so, managers are also expected to identify digital transformation opportunities by leveraging digital and analytical technologies to create new or modify business processes, culture, customer experiences, and workplaces to meet continuously evolving business and market requirements.

MS4101 - Implementing Digital Innovation

The objective of this module is to explore the strategy and implementation of digital innovation in contemporary business organisations.

MS5104 - Decision Theory & Analysis

The objective of this course is to introduce students to the different aspects of decision theory and analysis and specifically how these apply to business.

MS5106 - Data Science & Big Data Analytics

This module aims to provide students with knowledge required to become active contributors to big data analytics projects and develop specific skills needed to use and implement big data analytics technology and tools. Topics may include: big data technology and tools: Hadoop, MapReduce, Yarn; Hadoop ecosystem: HBase, Hive, Pig; Spark; big data analytics project life cycle; creating business value with big data. The module focuses on how technologies can be integrated and used in a business intelligence environment through case studies of big data applications.

MS5107 - Business Modelling & Analytics

The objective of this course is to develop students understanding of the role of business analytics in decision making and equip them with solutions used to create scenarios, understand realities, and predict future states. The course focuses on three types of business analytics: descriptive analytics used to gain insight from historical data; predictive analytics used to forecast future business performance; and prescriptive analytics used to recommend decisions using optimisation, simulation etc. Students are introduced to core concepts and technologies of business analytics, such as modelling, analysis, optimisation; data exploration and data mining; forecasting models; decision trees; neural networks; clustering techniques; etc. The course uses real business cases, to illustrate the application and interpretation of these methods. An important feature of the course is the use of MS Excel, an environment familiar to business analysts. All discussed models are provided by the Excel add-ins Analytic Solver Platform and XLMiner plus illustrative examples.

MS5108 - Applied Customer Analytics

In today's digitally enabled world, businesses are collecting more data than they know what to do with. Using the R programming language, which has become the industry standard for statistical analytics, this module will focus on turning large datasets into useful insights. The focus is applying statistical techniques to real datasets using R, rather than the mathematical details. With an emphasis on customer datasets, candidates will explore the R, RStudio, and R packages; learn how to programme basic statistics; create attractive, intuitive statistical graphics; write user-defined functions; combine and reshape multiple datasets; build linear, generalised linear, and nonlinear models; assess the quality of models and variable selection; analyse univariate and multivariate time series data; and learn how to write-up data analyses.

MS5114 - Advanced Programming for Business Analytics

Understanding key computational models and concepts for business analytics is important in today's data-driven business environment. In this module, learners will be introduced to computational thinking, experimental methodologies, and empirical methods for training, validation, and testing models within an analytics context. This module will provide learners with a working knowledge of how to prepare datasets, present data visualisations, and support decision-making using data analysis programming.

MS5117 - Digital Transformation Project

The Digital Transformation Project is the capstone element for the Postgraduate Diploma in Digital Transformation. The project gives students the opportunity to work in teams and apply the learning from the course to actual industry situations in the form of addressing a specific company problem, reflecting on a case study scenario, or developing an information system. The project provides an opportunity to engage with relevant practice-based issues and to contribute a piece of work which could have a real impact on for a client.

MS802 - Information Systems Strategy & Innovation

Information Systems Strategy and Innovation is an advanced second Semester module. The objective of this course is to provide students with an in-depth understanding of the theory of IS Strategy and Innovation in an applied context using case studies. The topics covered include the fundamentals of Innovation, Strategic IS & Planning, Value Creation with IS, Value Frameworks, Formulating an IS Innovation Strategy, Emerging Issues in IS Strategy and Innovation, Collaboration for Innovation (Lean Startup, Open Innovation, Crowdsourcing, Business Model Canvas), Design Thinking, and Business Analytics. The module will feature guest lectures balancing the focus between industry and research.

MS803 - Business Data Communications

The objective of this course is to develop in students an understanding of the fundamentals of modern data communication technologies and to combine them with applications and practices related to a business environment. Topics may include: network concepts; transmission media; OSI and TCP/IP; LAN technologies; network and Internet

connectivity; Internet communication model and application layer services; hosting solutions; IP addresses and domain name system; network security technologies – problems and solutions.

MS804 - Systems Development & Project Management

The objective of this course is to develop in students an understanding of the fundamentals of project management within the context of information systems development. Topics include the systems development life cycle, project integration, requirements analysis and scope management, time management, cost management, risk management, communications management etc. In addition, different IS development methods will be covered (Waterfall, SDLC, RAD, and Agile methods) as well as business process modelling techniques (e.g. DFDs).

MS805 - Database Systems

he objective of this module is to provide students with an understanding of business and technical issues in the development of database systems. Topics may include: database management systems; data modelling techniques e.g. normalisation, entity-relationship modelling, class diagrams; logical and physical database design; data quality and integrity; data definition; Structured Query Language (SQL); transaction management; distributed databases; emerging topics and issues.

MS806 - Business Applications Programming

The objective of the course is to develop your knowledge and competence in object-oriented programming for the business environment using visual C# programming language.

MS809 - Enterprise Systems

The objective of this course is to develop students' understanding of Enterprise Systems in business. Topics include: Information systems in functional areas including information systems to support finance, marketing, human resources and manufacturing; ERP systems; frameworks for deploying ERP; Benefits realisation in the ERP setting; enterprise architecture management; ERP Implementation; Supply Chain Management (SCM); Digital Transformation and emerging directions in Enterprise Systems such as fintech innovation, cryptocurrencies, blockchain, gamification and enterprise personal analytics.

MS810 - Information Systems Security & Ethics

Information Systems Security and Ethics is an advanced second Semester module. The objective of this course is to provide students with an in-depth understanding of the management of security risks facing the individual operator or organization. The topics covered are designed to give information systems professionals a background overview of the IS Security domain and an overview of tools required to manage threats to the organisation or business. Furthermore, the concept of ethics in the information age is explored with historical and philosophical perspectives from the social sciences provided.

MS821 - Applied Systems Analysis

Applied Systems Analysis is an advanced second Semester course in systems analysis. The objective of this course is to provide students with an in-depth understanding of systems analysis in an applied context. The topics covered include: the evolution of systems analysis; the discipline of systems analysis; systems theory and systems thinking in IS development; systems development methodologies and techniques; structured and object-oriented systems analysis approaches; the use of computer-aided systems engineering (CASE) tools; design and specification of requests for proposals; evaluation criteria for proposals; software and hardware contracts; project and systems documentation; cost benefit analysis; advanced systems modelling; case studies in systems analysis and design, emerging issues in systems analysis.

MS873 - Management Information Systems I

The objective of the module is to provide students with a broad understanding of the fundamental, and strategic importance of information systems in the operations and management of contemporary organisations.

What is Plagiarism and how is it defined in the University?

A session on plagiarism will be scheduled in October. Attendance is obligatory.

Plagiarism is taking the credit for someone else's ideas and making out that you thought of these ideas yourself. This is a form of intellectual theft. In third level colleges, plagiarism is a serious offence. It merits a severe penalty. In some colleges, the student loses the entire marks for that assignment. In other colleges, the student is brought before the disciplinary committee. You need to be aware of how serious an offence plagiarism is, and take care to avoid it in your assignments, and particularly in a thesis.

Plagiarism is defined by the Academic Council of the University as follows:

1. Plagiarism is the act of copying, including or directly quoting from, the work of another without adequate acknowledgement. The submission of plagiarised materials for assessment purposes is fraudulent and all suspected cases will be investigated and dealt with appropriately by the University following the procedures outlined here [NUI Galway Code of Practice for Dealing with Plagiarism located at <http://www.nuigalway.ie/plagiarism>] and with reference to the Disciplinary Code.
2. All work submitted by students for assessment purposes is accepted on the understanding that it is their own work and written in their own words except where explicitly referenced using the accepted norms and formats of the appropriate academic discipline.
3. Whilst some cases of plagiarism can arise through poor academic practice with no deliberate intent to cheat, this still constitutes a breach of acceptable practice and will be appropriately investigated and acted upon (See NUI Galway Code of Practice for Dealing with Plagiarism at <http://www.nuigalway.ie/plagiarism>).

The J. E. Cairnes School of Business & Economics has two plagiarism advisors, Dr Anatoli Nachev and Ms Mairéad Hogan, who are responsible for dealing with suspected and reported cases of plagiarism and acting in accordance with the University's Code of Practice for Dealing with Plagiarism. Please see <http://www.nuigalway.ie/plagiarism> for further details.

Examples of plagiarising the work of other students

- Getting someone else to write your essay, report, assignment or thesis.
- Taking material written by someone else, putting your own name to it, and handing it in as your own work.
- Copying bits and pieces out of the work of another student/author and including them in your own essay, report or thesis without acknowledging the source.
- Taking ideas, theories, direct quotations, diagrams, statistics, tables, photographs, graphs from a published source or the Internet, and including them in your assignment without stating a source.
- Allowing another student to copy your work is also considered to be plagiarism and both students are subject to penalty.
- Plagiarised work in group assignments or projects can be caused by the contribution of a single student, but the group submits and is therefore fully responsible for that. The penalty affects all students in the group.

Examples of plagiarism from published sources

- Direct quotation: Using the exact words of another person without giving them credit for it. Please note that if you use the exact words, you **MUST** enclose them in quotation marks **AND** cite the source using the appropriate style. Citing the source on its own is not sufficient.
- Paraphrasing: Putting someone else's ideas into your own words without giving them credit by citing the source for the ideas.
- Using statistics, tables or a graphic (diagram, figure, picture and so on) without citing a source.
- Summarising material from a source without acknowledging where the ideas came from.

Fair use: Remember, you cannot base your thesis on chunks of material "borrowed" from your reading materials. Instead, you must form your own opinions about the thesis topic and use your reading materials fairly to support your own ideas, making sure to cite the sources of everything you use.

To avoid plagiarism, you must give credit whenever you use: another person's idea, opinion, or theory; any facts, statistics, graphs, drawings - any pieces of information whatsoever that are not common knowledge; quotations of another person's actual spoken or written words; or paraphrase of another person's spoken or written words

Common Knowledge: A lot of information is considered "common knowledge", so you do not have to quote a source for it. For example, Galileo discovered that the earth goes around the sun. Up until his discovery, everyone thought that the sun circled the earth. Even though this new idea was thought up by Galileo, we do not need to cite him as the source - this information (fact) has become common knowledge, something that "everyone knows". As a rule of thumb, any fact that you would be able to find in ten different books, you do not need to cite a source for it. Such facts are "common

knowledge”.

You must, however, cite a source for any new facts; say for example recent information about the impact of global warming on the climate of Ireland. It is only facts that have become common knowledge that you can use without citing a source.

You must always cite a source for opinions - someone’s personal point of view about a fact.

For example, if you are doing an assignment/report/thesis on a social issue, like equality in the workplace, you will probably draw facts from a range of published works, use ideas drawn from your own experiences, and may carry out some primary research like a survey based on a questionnaire. You will need to cite sources for all the opinions and facts taken from your reading materials and explain clearly what information comes from your survey.

Citation and Referencing

Remember, everything you write must be verifiable. If you cite no source for content in your assignment/report/thesis, this means you are claiming you thought of the ideas yourself. But, fresh ideas are rare. Most of our ideas have already been thought of by someone else, or they are based on the ideas of someone else. You need to acknowledge that by citing a source for any ideas you find in your reading materials. You do this by in-text citation linked to a List of Works Cited, or a Reference List placed at the end of your thesis, essay or report.

Each academic discipline has its own method for citing sources. You do not have to know all these different styles. Just be aware that they exist.

The following texts are useful for citing and referencing and are available in the University library and the University bookshop:

Pears, R. and Shields, G. (2004) “Cite them right: referencing made easy”, Northumbria University, Newcastle upon Tyne, England ISBN: 1-904794-02-5

Pears, R. and Shields, G. (2005) “Cite them right: the essential guide to referencing and plagiarism”, Northumbria University, Newcastle upon Tyne, England ISBN: 0-955121-60-4

Resources

The library has a series of guides on academic integrity, including information on what plagiarism is, how to avoid it and good practice for citing and referencing. You are advised to familiarise yourself with these.

<https://libguides.library.nuigalway.ie/c.php?g=653961&p=4591731>

You can earn a digital badge from All Aboard by completing this short online course on Referencing, citations and Publications.

<https://www.allaboardhe.ie/referencing/>