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Lappeenranta University of Technology

LUT School of Business and Management

Course number, course name

Name of the teacher responsible for the course

TITLE OF THE REPORT

GUIDELINES FOR REPORTS

- Layout and the use of references

Date

Student number, student name

Table of Contents

1 INTRODUCTION

The purpose of these guidelines is to give the instructions on academic writing at Lappeenranta University of Technology, School of Business and Management. The studies include a great amount of written exercises, so it is worthwhile to learn how to make good reports.

The layout of these guidelines complies with the requirements concerning the structure and layout of reports at the LBM. However, teachers of individual courses have the right to set additional requirements or instructions of their own. In addition, this is not a university-wide standard; different departments may have different requirements. Concerning the writing of Bachelor’s and Master’s theses, further instructions are given in the related seminars.

2 USE OF REFERENCES

The use of references is a central part of academic writing skills. It also affects how the reports are graded. In grading, attention is paid to the versatility of references, and the usage of references both in terms of content and form. In addition, the examiner will evaluate the quality of used sources. There are many referencing styles; these guidelines present the basics of the so-called Harvard style (see LUT 2016a). The Harvard style is recommended, unless the teacher of the course gives other instructions.

2.1 Why is referencing needed

The purpose of referencing is to give credit to the original author and comply with copyright law. The starting point of referencing is that every time you need some kind of source in your writing, this source must be mentioned both in the text and in the list of references. Referencing thus gives the reader information on what the writer’s own contribution is, and which pieces of information come from another source. If you borrow another author’s ideas, research results or phrasing without a reference, that is plagiarism. (Hirsjärvi, Remes & Sajavaara 2009, 122). If the report contains even a small amount of plagiarism, the report may be failed and this will be reported to LUT administration as an offence against teaching. On the other hand, you may expect the reader to have a basic knowledge of the field, so commonly known concepts (marketing, turnover, etc.) do not need references. Use your common sense in determining what is special knowledge and requires referencing, and what common knowledge is. When using sources, try to find the original author.

2.2 How to mark references in the text

The reference in the text should be so accurate that the source in question may be identified, and the original place of the information found (Hirsjärvi et al. 2009, 349). You should rephrase the information from the source in your own words, and place the reference after the sentence, section or chapter. If you quote the original author word-by-word, use "quotation marks", otherwise the text is plagiarized. If the reference concerns only one sentence, the reference is put before the period. However, if a longer part of the text is based on the same source, the reference is put after the period. If you use multiple references in the same occasion, use commas or semicolons to separate the references inside the parentheses. A starting writer typically writes chapters that are each based on one source. If there are many chapters based on one source, the text feels monotonous, and this should be avoided. The goal in academic writing is to achieve a synthesizing way of writing: using multiple references to build a general view to the reader. It is paramount that the author's own voice is visible in the text: the goals are clear, the text flows in the right direction and the writer is in control of the steering wheel.

The references in the text may be done in two ways. Firstly, the authors' names, year of publication and pages are put in parenthesis. If there are two authors, both names are mentioned. If there are more than two authors, in the first reference all authors are mentioned, and in the next references only the first author is named, followed by "et al." Secondly, if you want to highlight the author, you mention his/her name in the sentence.

Examples:

- … Williamsson et al. (1995, 23-25) mention that …
- … dynamic capabilities are in center stage (Teece 1986, 6). *(this reference refers to one sentence)*
- … Leppiniemi et al. (2001, 44) discuss…
- … constructive research design. (Neilimo & Näsi 1980, 19-22, 24) *(this reference refers to a longer part of text)*

2.3 Making the list of references

Every source – whether it is written, electronic or an interview - must be mentioned in the list of references. On the other hand, only those sources that are actually used as references are listed. There are multiple options for organizing the list of references. The basic recommendation is to make one list of references. An exception could be interview materials or some other material that is not easily available, which could be listed separately.

In the Harvard style, the list of references is organized in alphabetical order according to the first author's last name. If you have used multiple sources from the same author, the oldest sources are listed first. If the author has published multiple publications during the same year, the publications are organized alphabetically according to the title, and differentiated with lower-case letters in alphabetical order after the year of publication. (e.g. Sandström 2009a, Sandström 2009b)

The details of the list of references depend on the nature of the source. The following details are needed for *books*: author(s)/editor(s), year of publication, title, edition (if there are several), place of publication, and publisher.
Examples:

- Patton, M. Q. (1990) Qualitative evaluation and research methods. 2nd ed. London, Sage.
- Hair, J., Black, W., Babin, B., Anderson, R. & Tatham, R. (2005) Multivariate data analysis. 6th ed. Upper Saddle River, Pearson.

When citing *compilation works* such as edited books, you start with the author of the text, then write ”In” and continue with the details of the book and its editors. Example:

- Adner, R. & Levinthal, D. (2000) Technology speciation and the path of emerging technologies. In: Day, G., Schoemaker, P. & Gunther, R. (eds.) Wharton on managing emerging technologies. New York, Wiley.

The information for *journal articles* contains: author(s), year of publication, name of the article, name of the journal (in italic, if you like), volume, number, and page numbers. Example:

- Porter, L. W., Steers, R. M., Mowday, R. T. & Boulian, P. V. (1974) Organizational commitment, job satisfaction, and turnover among psychiatric technicians. *Journal of Applied Psychology* 59, 4, 603-609.

For *serial publications,* the following details are needed: author(s), year of publication, the organization or community, place of publication, publisher, and the name and number of the series. Example:

- Laiho, L. (ed.) (1984) Arctic technology research projects in Finland. Technical Research Center of Finland (VTT). Espoo, VTT. Research notes 331.

For *theses,* you present the author, year of publication, title, type of thesis (Master’s thesis, doctoral dissertation, etc.), university and department, and potential publication series. Example:

- Jantunen, A. (2005) Dynamic capabilities and firm performance. Doctoral dissertation. Lappeenranta, Lappeenranta University of Technology, Department of Business Administration, Acta Universitatis Lappeenrantaensis 221.
- Iivarinen, H. (2006) The role of culture in international students’ image formation: the emergence of expected and perceived university image. Master’s Thesis. Lappeenranta, Lappeenranta University of Technology, Department of Business Administration.

For *conference presentations,* the following details are required: author, year of publication, name of the presentation, the conference name, place and time, page numbers. Example:

- Sandström, J. (2001) How to reduce the complexity when formulating cost information for design engineers? 16th International Conference on Production Research (ICPR), July 23 - August 3, Prague, the Czech Republic.

Other typical sources are companies' *annual reports*, where the year of publication is different from the reported year. Example:

- Elcoteq. (2009) Annual report 2008. Espoo, Elcoteq Oyj.

2.4 Electronic documents

During recent years, the number of electronic documents available has increased significantly. The basic recommendation is to use electronic documents as references only when there are no other original sources available. The basic principle in referencing electronic documents is that you never use the exact www addresses in the text reference (LUT 2016b). Here is a simple suggestion on how to proceed with electronic documents:

1. Can you identify the author of the document? If you can, use the name of the author in the reference. E.g. (Lehtonen, 2002)
2. Is there a clear name for the document? If there is, that name may be used in the reference, e.g. (Storaenso Oyj Press Release Oct. 20, 2004).
3. If you are referencing company web sites, you may use the company name and year in the reference, e.g. (Stora Enso 2009). If you refer to multiple pages in the web site, differentiate the places; e.g. (Stora Enso 2009a). Remember to put the exact www address of each place in the list of references!

With all electronic documents, the list of references must contain the exact information concerning the document, including the full www address and the date of accessing the page. Example:

- Denning, P. (1996) Business Designs of the New University. [www document]. [Accessed 5 June 1997]. Available http://ene.grnu.edu/pjd/education.html

3 LAYOUT OF THE REPORT

Why does the layout matter? The reader of your report, whether a research assistant or a professor, has a large number of reports to read. When the layout and structure are appropriate, it is easy for the reader to concentrate on the contents. The correctness of language is one part of the layout, improving the readability. Do your best to write clearly and correctly.

The following section presents guidelines for the layout of the report. Firstly, either Times New Roman, Arial or Calibri are the recommended fonts for the text. Do not use more “exotic” fonts. Use 1.5 as the line spacing. Every new paragraph begins from the left, and one blank row is left between paragraphs. Justify the text (as is done in this document). The margins should be 2.5 cm on each side.

3.1 Structure of the report

The structure of the report makes the report easy to read. The first page is always a cover page (see the cover page of these guidelines as an example). The cover page must contain the name of the university and school, the name of the course, and the name of the teacher in charge of the course. In addition, position the name of the report in the middle. In the bottom right corner, write the names and student numbers of all of the writers.

The second page contains a table of contents (see the table of contents of this report). Pay attention to the fact that the numbering of the report begins from the first text page of the report, and continues to the last page of the list of references. Appendices are listed under the table of contents.

Every good report begins with an introductory chapter or section, and ends with conclusions. The introduction briefly describes the goals of the report and the essential contents. In larger reports you also “sell” your report, i.e. justify why it is worth reading. The conclusions summarize the central results, and in larger reports describe the limitations and give suggestions for further studies.

Plan the structure of the text carefully. It is recommended that the subheadings do not have more than three hierarchical levels. E.g. a subheading numbered 1.3.4 is acceptable, but one numbered 1.3.4.4. is too complicated. If the report has a clear literature review and an empirical section, those deserve their own main chapters or sections. Try to avoid headings without any text below. A short introduction after each main heading guides the reader to the topic in question. The number of main headings depends on the topic and the length of the report. Try to avoid very small (two-row) paragraphs, and long lists with bullets. On the other hand, do not be too wordy with tiringly long paragraphs!

3.2 Figures and tables

It is advisable to use figures and tables in reports to illustrate the message. However, they should relate to the topic and add value to the report. Therefore, do not add length to your reports by adding unnecessary pictures and tables. Figures and tables are captioned and numbered. The caption of a table is placed above the table, whereas the caption of a figure is situated below the figure. Please discuss the central idea of the table or figure in the text. If the figure is based on a source, place the reference accordingly at the end of the figure caption. Larger tables are usually placed as appendices at the end of the report, and referred to in the text (e.g. See Appendix I). Please check the place of the appendices from the table of contents of this report.

4 CONCLUSIONS

The goal of this outline is to give you basic knowledge concerning the Harvard referencing system and the requirements concerning the form and outline of reports written in the Business Administration. The quality of the content of the reports is then up to the individual student, but when you master the referencing technique and report layout, the teacher can concentrate on the contents of your work!

LIST OF REFERENCES

Hirsjärvi, S., Remes, P. & Sajavaara, P. (2009) Tutki ja kirjoita. 15th ed. Helsinki, Tammi.

LUT (2016a) Citations. Lappeenranta Academic Library. [www document]. [Accessed 10 October 2016]. Available http://www.lut.fi/web/en/citations

LUT (2016b) Viittaaminen sähköisiin dokumentteihin. Lappeenranta Academic Library. [www document]. [Accessed 10 October 2016]. Available http://www.lut.fi/documents/10633/36609/Viittaaminen_sahkoiset_dokumentit_2014-08-29.pdf/ddb95e0d-7992-487c-9890-79c2653879d4