

aaa school of advertising

AAA ACADEMIC PLAGIARISM & DISHONESTY POLICY

Related Documents	
AAA School of Advertising Documents (e.g. Policies, Regulations, Guidelines, Contracts)	Regulatory Documents (e.g. Legislation DHET and CHE/HEQC directives and guidelines)
Assessment Policy	South African Qualifications Authority (SAQA) Act (Act 58 of 1995);
Academic Board Policy	CHE: Higher Education Quality Committee (HEQC) Criteria for Programme Accreditation: November 2004;
	CHE, Vital Stats Public Higher Education. 2010
	CHE, Work-Integrated Learning: Good Practice Guide 2011
	The South African Qualifications Authority (SAQA): Level Descriptors for the South Africa National Qualifications Framework. November 2012
	DHET, White Paper for Post-School Education and Training. 20 November 2013
	CHE, the Higher Education Qualifications Sub- Framework. 2013
	CHE, the Aims of Higher Education. March 2013

	CHE, Distance Higher Education Programmes in a Digital Era: Good Practice Guide. 2014
	CHE, Framework for Institutional Quality Enhancement in the Second Period of Quality Assurance . 2014
	CHE, Quality Enhancement Project: The Process for Public Higher Education Institutions. 2014
	CHE, Qualification Standard for Master of Business Administration. May 2015
	CHE, Draft Policy on the Recognition of Prior Learning, credit accumulation and transfer, and assessment in higher education. March 2015
	CHE, Content Analysis of the Baseline Institutional Submissions for Phase 1 of the Quality

1. Policy Statement:

The acquisition, sharing, communication, knowledge production and evaluation of knowledge are at the core of an Institution's mission. To realise this part of its mission, an Institution must be a community of trust. Because integrity is essential to the purpose of an academic community, the responsibility for maintaining standards of integrity is shared by all members of that academic community. As Deans, HODs and Lecturers, faculty members are ultimately responsible for maintaining the academic standards of integrity on which trust is founded because they set academic standards, award academic credit, and confer degrees when standards are met. To carry out these responsibilities, faculty members will reasonably assess that student work submitted for academic credit is authentic as well as consistent with established academic standards. Therefore, academic evaluation includes a judgment that the student's work is free from academic dishonesty of any type.

Through example, in their own academic pursuits and through the learning environment that they create for their students, faculty members preserve and transmit the values of the academic community. They are expected to instil in their students' respect for integrity and a desire to behave honestly. They must also take measures to discourage student academic dishonesty. The following policies, procedures, and definitions are intended to help faculty meet these responsibilities.

As responsible members of the academic community, students are obligated not to violate the basic standards of integrity. They are also expected to take an active role in encouraging other members to respect those standards. Should a student have reason to believe that a violation of academic integrity has occurred, he/she is encouraged to make the suspicion known to a member of the faculty or Institution's administration members. Students should familiarise themselves with the Institution's policies, procedures, and definitions of types of violations. Commitment to maintaining and encouraging high standards of academic integrity is demonstrated in many ways. One way is through the establishment of policies and procedures governing violation of the standards. The provisions of AAA Institution's Academic Plagiarism and Dishonesty Policy follow.

2. Definitions:

The following definitions and examples are not meant to be exhaustive. The Institution reserves the right to determine, in a given instance, what action constitutes a violation of academic integrity.

A. Student – includes all persons taking courses at the Institution, both full-time and part-time, pursuing undergraduate, graduate, professional executive training, and certificate or continuing studies.

B. Plagiarism – presenting work, products, ideas, imagery, words, or data of another as one's own is plagiarism. Indebtedness must be acknowledged whenever:

1. One quotes another person's actual words or replicates all or part of another's product. This includes all information gleaned from any source, including the Internet.
2. One uses another person's ideas, opinions, work, imagery, data, or theories, even if they are completely paraphrased in one's own words.
3. One borrows facts, statistics, or other illustrative materials, such as graphs, charts, infographics or designs for information.
4. Buying or borrowing a paper and copying it;
5. Hiring someone to write the paper or thesis for you;
6. Cutting and pasting large portions of text from the web or from someone else's paper or book without any quotation marks (or clear indentation for block quotes) or proper reference to the source. The ease of cutting-and-pasting from electronic sources makes this a form of plagiarism that is particularly widespread;
7. Word-for-word copying of a sentence, or paragraph without any proper acknowledgement;
8. Direct translation into English of a paper - or large sections of writing - written in another language.
9. Using substantive extracts from your own earlier work without acknowledgement

10. Not giving sufficient credit to someone else's ideas or findings by failing to use the institution's recommend referencing style.

Because expectations about academic assignments vary among disciplines and lecturers, students should consult with their lecturers about any special requirements related to citation.

Some examples:

Submitting as one's own, the work of a "ghostwriter" or commercial writing service; knowingly buying or otherwise acquiring and submitting, as one's own work any research paper or other writing assignment; submitting as one's own, work in which portions were produced by someone acting as tutor or editor; collaborating with others on papers or projects without authorisation of the lecturer; paraphrasing; self-plagiarism, mosaic plagiarism.

In addition to oral or written work, plagiarism may also involve using, without permission and or acknowledgement, internet websites, computer programs or files, research designs, ideas and images, existing artworks, charts and graphs, photographs, creative works, and other types of information that belong to another. Verbatim statements must be enclosed by quotation marks, or set off from regular text as indented extracts, with full citation.

C. Fabrication and Falsification - making unauthorised alterations to information, or inventing any information or citation in an academic exercise. Fabrication is a matter of inventing or counterfeiting information or citation, while falsification is a matter of altering information.

Some Examples:

Fabrication--inventing or counterfeiting data, research results, information or procedures; inventing data or fabricating research procedures to make it appear that the results of one process are actually the results of several processes; counterfeiting a record of internship or practicum experiences.

Falsification--altering the record of data or experimental procedures or results; false citation of the source of information (e.g., reproducing a quotation from a book review while indicating that the quotation was obtained from the book itself); altering the record, or reporting false information about, practicum or clinical experiences; altering grade reports or other academic records; submitting a false excuse for absence or tardiness in a scheduled academic exercise; altering a returned examination paper and seeking re-grading.

D. Cheating - Using or attempting to use unauthorised materials, information, notes, study aids or other devices in any academic exercise. This includes unauthorised communication of information during an exercise.

Some Examples:

Copying--from another student's paper or receiving unauthorised assistance during a quiz, test or examination; using books, notes or other devices (e.g., calculators) when these are not authorised; procuring without authorisation tests or examinations before the scheduled exercise (including discussion of the substance of examinations and tests when it is expected these will not be discussed); copying reports, creative work, imagery, written texts, computer programs or files and the like from other students; collaborating on computer programs or files and the like from other students; collaborating on computer work without authorisation and without indication of the nature and extent of the collaboration; sending a substitute to take an examination.

E. Complicity in Academic Dishonesty - helping or attempting to help another commit an act of academic dishonesty.

Some Examples:

Allowing another to copy from one's paper during an examination or test; distributing test questions or substantive information about the material to be tested without authorisation before the scheduled exercise; assisting one another when completing creative work, collaborating on academic work knowing that the collaboration will not be reported; taking an examination or test for another student, or signing a false name on an academic exercise. (Note: Collaboration and sharing information are characteristics of academic communities. These become violations when they involve dishonesty. Lecturers should make expectations about acceptable collaborations clear to students. Students should seek clarification when in doubt).

F. Abuse of Academic Materials - destroying, stealing, or making inaccessible library or other resource materials.

Some Examples:

Stealing or destroying library or reference materials needed for common academic exercises; hiding resource materials so others may not use them; destroying computer programs or files needed in academic work; stealing or intentionally destroying another student's notes or creative work in the studio; receiving assistance in locating or using sources of information in an assignment where such assistance has been forbidden by the lecturer. (Note: The offense of abuse of academic materials shall be dealt with under this policy only when the abuse violates standards of integrity in academic matters, usually in a course or experience for which academic credit is awarded).

G. Multiple Submissions - submitting substantial portions of the same academic work (including oral reports) for credit more than once without authorisation of the lecturer(s). What constitutes a “substantial portion” of the same work is determined solely by the Institution.

Some Examples:

Submitting the same or substantially the same work for credit in more than one course without prior permission of the lecturer. Building upon or reworking prior work is acceptable with permission of the lecturer.

H. Course Related – an alleged violation that occurs in a course being taken for academic credit.

I. Non-Course Related – an alleged violation that relates to any aspect of a student’s program of studies that is not part of a course being taken for academic credit.

J. Dishonesty – various actions on the part of students that go against the expected norms of a school, university or other learning institution.

K. Scope of policy – guide the development of a policy, provide a summary of a proposed policy, and ensure that those who might be affected by a policy are identified, considered, and consulted. This policy applies to all types of assessments and include, but are not limited to Formative and Summative assessments.

3. Responsible Executive and Office:

- Responsible Executive: Deans of Faculty for both Marketing Communication and Creative Brand Communication.
- Responsible Office: Office of the Academic Registrar and Campus Registrar.

4. Entities Affected by this Policy:

This policy applies to all enrolled students, undergraduate and post graduate, regardless of teaching site (e.g., off-campus), or teaching mode (e.g., distance learning).

5. Procedures:

A. Procedures for handling cases:

This Policy will cover two types of academic integrity violations: course-related and non-course related.

5.1. Course-related violations:

- a. A faculty member responsible for assigning grades in a course may acquire

evidence, either directly or through information supplied by others, that a student violation of academic integrity may have occurred. After collecting the evidence available, the faculty member meets with the student to present the evidence of a violation and request an explanation. If the faculty member accepts the student's explanation, no further action is taken. If the faculty member determines that a violation has occurred, the faculty member informs the student, in writing, of the academic penalty and of the student's rights of appeal. The faculty member sends a copy of the letter, together with any additional information, to the Dean of the relevant Faculty, and Campus Registrar. The letter should include:

1. nature of the charge/evidence against the student;
2. brief summary of the meeting with the student;
3. faculty member's decision;
4. right of appeal to the Faculty Dean.

b. If the student is subsequently found not responsible for the charge, the student may either:

1. remain in the course without penalty, or
2. withdraw from the course regardless of any published deadlines.

Once a faculty member has charged a student with academic plagiarism or dishonesty, the student may not withdraw from the course. Any student who withdraws from a course before the charge is made may be reregistered for the course so that appropriate action can be taken. If the student is found responsible for violating the AAA Academic Plagiarism and Dishonesty Policy, the student may not withdraw from the course and will receive the sanction imposed by the lecturer or other academic authority.

5.2 Non course-related violations:

a. A Lecturer, or other academic authority, such as the Campus Registrar or Lecturer, may acquire evidence, either directly or through information supplied by others, that a violation of academic integrity may have occurred in a departmental or comprehensive exam, or other academic activity. After collecting the evidence available, the Lecturer, or academic authority, meets with the student to present the evidence of a violation and request an explanation. If the Lecturer, or other academic authority, accepts the student's explanation, no further action is taken. If the Lecturer or other academic authority, determines that a violation has occurred, the Lecturer, or other academic authority, informs the student, in writing, of the academic penalty and of the student's rights of appeal.

The Lecturer, or other academic authority, sends a copy of the letter, together with any additional information, to the Dean of the relevant Faculty, and Campus

Registrar. The letter should include:

1. nature of the charge/evidence against the student;
2. brief summary of the meeting with the student;
3. designee's decision;
4. right of appeal to the Faculty Dean.

5.3 Procedures for group projects:

When academic dishonesty occurs in a group project, faculty should make a concerted effort to determine who was responsible for the violation of the academic integrity by examining each student's part of the project, and by meeting with each student individually and then collectively. If the preponderance of evidence identifies the violator(s), that student (or students), not the group, may be charged with a violation of the academic integrity policy and the student(s) be informed of the penalty to be assessed. In cases where the identity of the violator(s) is not easily determined with reasonable certainty, or when the violator(s) are not forthcoming, the faculty member may then hold the entire group responsible for a violation of the academic integrity policy, and assess a penalty to each member of the project team.

5.4 Penalties:

All acts of academic dishonesty violate standards essential to the existence of an academic community. Most offences are properly handled and remedied by the faculty member teaching the course in which they occur, or by an academic department. Other violations will be referred to the Campus Registrar's Office for sanctions listed in the AAA Student Constitution. The penalties that may be assessed by a faculty member include the following:

Plagiarism Penalty Scale

Degree of Seriousness	1st Year*, 1st Incident	1st Year*, 2nd Incident	2 nd /3 rd Year, 1st Incident	2 nd /3 rd Year, 2nd Incident	3rd Or Further Incident (1 st , 2 nd Or 3 rd Year)	Postgraduate
Minor (Between 5% and 10%)	Warning (5% must be subtracted)	Mark of assessment = zero	Warning (5% must be subtracted)	Disciplinary Investigation	Disciplinary Investigation	Disciplinary Investigation
	Recorded on student's permanent record	Opportunity to resubmit Grading will be capped at 50%	Recorded on student's permanent record			
	Student required to attend library training	Recorded on student's permanent record	Student required to attend library training			
Moderate (more than 10%, but less than 30% plagiarised)	Mark of assessment = zero	Mark of assessment = zero	Mark of assessment = zero	Disciplinary Investigation	Disciplinary Investigation	Disciplinary Investigation
	Opportunity to resubmit Grading will be capped at 50%	No opportunity to resubmit	Opportunity to resubmit Grading will be capped at 50%			
	Recorded on student's permanent record	Recorded on student's permanent record	Recorded on student's permanent record			
	Student required to attend library training		Student required to attend library training			
Serious (more than 30% plagiarised)	Mark of assessment = zero	Mark of assessment = zero	Mark of assessment = zero	Disciplinary Investigation	Disciplinary Investigation	Disciplinary Investigation
	Opportunity to resubmit Grading will be capped at 50%	No opportunity to resubmit	No opportunity to resubmit			
	Recorded on student's permanent record	Recorded on student's permanent record	Recorded on student's permanent record			
	Student required to attend library training		Student required to attend library training			

*1st year student = student who has entered tertiary education for the first time.

5.5 Appeal procedures:

- a. If the student chooses to appeal a course-related sanction, upon receipt of the faculty member's decision, the student must submit within five working days a letter of appeal to the Faculty Dean and Campus Registrar. If the Faculty Dean is also the lecturer bringing the charge of academic dishonesty, any appeal will be sent to the Campus Registrar. After receiving the student's appeal letter, the Campus Registrar will:
 1. arrange a meeting with the student within five business days, unless there is a compelling reason to extend this time period. If the time is extended, the meeting will be held as soon as possible after the five days;
 2. arrange, if appropriate, a meeting with the faculty member, either separately or with the student in attendance;
 3. notify the student in writing of his/her decision within five business days following their meeting, unless there is a compelling reason to extend this time period. If the time is extended, the student will be notified as soon as possible after the five days;
 4. send copies of the decision to the Faculty Dean for record-keeping.

- b. If the student is dissatisfied with the Faculty Dean's decision, in the case of either a course-related violation or a non-course-related violation, the student may appeal to the CEO. The student must submit a letter to the CAO within five business days following the receipt of the Dean's letter.

- c. Finally, if the student is dissatisfied with the decision of the CEO, he or she may appeal to the AAA Student Appeals Committee. The student must submit a letter of appeal to the Committee, within five business days of the CEO's decision, unless there is a compelling reason to extend this time period. If the time is extended, the letter of appeal will be due as soon as possible after the five days. Once the Committee has received the appeal, it will set up a meeting where both student and to the Committee. The Committee may let the original decision stand or may modify it. The decision of the AAA Student Appeals Committee is final.