

EDITORIAL CHARTER or

Guide to writing and presenting an oral presentation medium and a written document

Pedagogical Committee - August 2019

This guide is intended for BSB students and teachers. It describes and illustrates the standards for writing oral presentation materials and written work that must be respected by BSB students. Each teacher is likely to propose additional or specific instructions.

To quote this document: Pedagogical Committee (2019), *Editorial Charter - Guide for writing and presenting an oral presentation support and a written document*, Burgundy School of Business.

General information on oral presentation materials and written documents

Files uploaded to the elearning platform or sent to teachers should be named as follows:
Name_First_name_Name_of_module_class_number_of_class_year.

Example: Durand_Cathy_Organizational Behaviours_C01_2019-2020

On these written or oral presentation documents, if confidentiality is required, it is necessary to add on the first slide or page the following statement: "This document is confidential. It may not be distributed or deposited on a database of written works."

Oral presentation support

An oral presentation medium must include the following information:

On the **first slide, the following** must appear

- the title of the presentation,
- the first and last name of the author(s),
- the course to which the document refers,
- the date
- the BSB institution.

- An introductory slide should specify the **summary of the presentation**.
- The author must choose a presentation that is **readable** both in oral and printed form (use contrasting colours and visible font sizes).
- Slides must be **numbered**.
- Each slide must contain **a title** that should highlight the content and **development**.
- The slideshow can be organized in different parts, in which case **subtitle** slides should be used.
- The **references** used to prepare the oral presentation should be listed in the last slide and comply with APA standards (see below).

Written document

A written document must comply with presentation standards regarding layout, editorial style and quotation of references.

Layout of the page

All written documents must include the following elements:

A cover page: the title of the presentation,

- the first and last name of the author(s),
- the course to which the document refers,
- the date
- the BSB institution.

- Introductory pages: table of contents, list of tables, graphs and diagrams
- The pages of the body of the text: introduction, development, conclusion
- Bibliographic and sitographic reference pages
- The annex pages.

Documents must be written using word processing software (Word or other) and follow a specific style sheet.

The **margins** must be: 2.5cm high, low, right, left.

The document must be **paginated**. A header can mention the title of the document and the date.

The same document must use **only one type of character** (Times, Arial or Calibri), 12 points in size for the body of the text. The text must be **justified**. The interline space must be 1.25 and the inter-paragraph space must be 6 points before and 6 points after.

The use of italics is reserved for foreign language words. Acronyms and abbreviations are in capital letters and their meanings must be mentioned the first time they appear in the text. Trademarks must be presented with the acronym "registered trademark".

The **style sheet**¹ allows you to define levels of titles and subtitles and how the text is presented. Headings and subheadings must be in bold type and larger than the standard text. For example: Title 1, 16 pts, Title 2 14 pts, Title 3, 13 pts. The titles must be numbered according to levels 1., then 1.1., then 1.1.1.

All **diagrams, tables and graphs** must have a title and number that must appear above the diagram, table or graph. The source must be mentioned in brackets after the title. A legend can be specified below the tables if necessary. All tables, diagrams and graphs must be commented on.

Ex: Figure 1: Typology of the different theories inspiring the Stakeholder approach (Mercier, 2006, p.39)

A **cover page** mentioning the title of the document, the first name and surname of the author(s), the module to which the document relates, the date and the BSB institution (see Annex 1).

¹ Refer to the Microsoft Support Office information sheet: <https://support.office.com/fr-fr/article/personnaliser-ou-cr%C3%A9er-des-styles-in-word-d38d6e47-f6fc-48eb-a607-1eb120dec563>

All documents must include a **summary** (for documents between 5 and 10 pages) or a **table of contents** (for documents over 10 pages). These must appear after the cover page.

A document may include **annexes**. The annexes gather the information that was necessary to carry out the work or that complements the information presented in the body of the text, but is not essential. The appendices may contain extracts of legislative text, plans, organization charts, survey tools (questionnaire, interview guide, interview transcript, results tables, graphs, etc.). They must be numbered and ordered according to their order of appearance in the body of the text. They must have a title and be mentioned at the end of the document. If there are many annexes, a summary of the annexes should be placed at the beginning of this part.

Writing style

Writing work in higher education requires rigour and precision. It is important to **structure ideas in an organized and hierarchical way**; main ideas and secondary ideas must be distinguished and articulated with each other. A logic or coherence must emerge from the sequence of ideas.

Sentences of introduction of sections, transition between ideas and conclusion should be used to facilitate the understanding of the author's reasoning.

The text must be concise and fluid. It is important to avoid unnecessary terms or ideas, unnecessary repetitions and overly long sentences that could interfere with understanding the subject.

Each paragraph must explain an idea; a new paragraph must be formed to advance a new idea.

Once the text has been written, it is imperative to **proofread it** to ensure that the ideas developed are consistent, that the citations from the sources are respected and that errors in French are corrected. The use of a spelling and grammar checker is also strongly recommended.

Quotations and references

Any idea or extract borrowed from an author must be quoted in a written document or in an oral presentation in order to respect the authors' intellectual property rules and to avoid plagiarism (see Burgundy School of Business Anti-Plagiarism Charter).

The author's name and year of publication must appear in the body of text when it is a borrowed idea (Author, year) or quote (Author, year, page).

Example: Kapferer, 2007, p.30

The different ways of quoting are summarized in Table 1 below:

Table 1: How to quote without plagiarizing in a written, video or audio medium?

Situations	Rules	Examples
Direct quotation Repeat the words of an author in exactly the same way	Mention the statement in quotation marks and add the reference to the author and the page from which the statement is extracted	Like other organizations, unions develop strategies that can be defined as "a set of behaviours by which an organization makes its place in its environment over time" (Mintzberg, 1978, p. 941).
Indirect quotation from an author who quoted another author (original author)	Mention not only the source from which the quotation is taken, but also the original source Complete with <i>[quoted by]</i>	For Davis (1979, quoted by Baker and Kennedy, 1994, p.169), nostalgia would help subjects maintain their identity in the face of major transitions between each stage of their lives.
Quotation with translation Use the words of an author by translating them	Mention the translation in quotation marks in the body of the text by adding a reference to the author and the page from which the text is extracted Complete with <i>[our translation]</i> Create a footnote that reflects the original version of the statement	- Basu et Palazzo (2008, p.124) proposent une définition de la RSE comme étant "le processus par lequel les managers au sein d'une organisation, réfléchissent (à) et discutent des relations avec les parties prenantes ..." [our translation]. En note de bas de page : "the process by which managers within an organization think about and discuss relationships with stakeholders ..." (Basu and Palazzo 2008, p.124)
Self-quote: to take over all or part of one's own work	Mention the first work you did	- MEMO completed in [Date] - Work carried out as part of the Economic and Financial News module
Paraphrase: Take up an author's idea and reformulate it in your own words	Add the reference to the author in the argument	- Tajfel (1981), on the phenomenon of discrimination, highlights three fundamental processes: social categorization, social identity and inter-group comparison. - Social categorization, social identity and inter-group comparison are the three fundamental processes that can be highlighted when dealing with discrimination (Tajfel, 1981).

The list of references cited in the text must appear at the end of the text and is counted in the number of pages. All authors cited in the text must be included in this list.

In the list of references, the manner of citing authors of books, book chapters, institutional documents, periodical articles, academic articles, websites or others must comply with the specific standards of presentation set out in Table 2 below. These standards are those of the American Psychological Association (APA).

Table 2: How to write your bibliographic references?

Type of source	Generic form	Example
Academic articles	Author and Initials of the first name of the author(s). (year). Title of the article. <i>Title of the journal</i> , volume (issue), pages	Jensen, M. C. (2001). Value maximization, stakeholder theory, and the corporate objective function. <i>Journal of Applied Corporate Finance</i> , 14(3), 8-21.
Books	Author. (year). <i>Title of the book</i> . (edition, volume). Place of publication: Publishing house.	Mintzberg, H. (1973). <i>The Nature of Managerial Work</i> . New York: Harper Collins.
Book chapters	Author of the chapter. (year). Title of the chapter. In A. Director (dir.), <i>Book title</i> (edition, volume, pages). Place of publication: Publishing house.	Boxall, P. (2008). Trade union strategy. In N. Bacon, P. Blyton, J. Fiorito, and E. Heery (eds.), <i>Sage Handbook of Employment and Industrial Relations</i> (pp.209-24). London: Sage.
Thesis or dissertation (electronics, on the Web)	Author. (year). <i>Title of the document</i> (Master's thesis or PhD thesis, University). Tracked at URL	Coëdel D. (2013). The test of responsibility: the personnel of supermarkets in the era of responsibility. Doctoral thesis in Management Sciences, University of Paris-Est.
Communication at a conference or a (generic) congress	Author. (year, month). Title of the paper. Paper presented at the Name of the congress or conference, Location.	Ashta, A. (2019) Extending the Realistic Theory of Social Entrepreneurship: A life cycle approach grounded in microfinance research. International Conference on 'Business Models and Social Entrepreneurship', 16-18 janvier 2019, Mumbai, Inde.
Course notes (paper and electronic)	Professor. (year). Course title[PowerPointPresentation] : URL	
Newspaper articles	Author. (year, date of publication). Title of the article. <i>Journal</i> , pages.	Ferreras I. (2018, April 19), Employees aspire to a democratic competitiveness shock, <i>Le Monde</i> .
Articles from the Internet	Last name, Initials of the first name of the author(s) (year). <i>Title of the document</i> . Website reference, consulted on	Lapchick, R. E., Augusta, R., KinKopf, N. & McPhee, F. (2013). <i>The 2012 Racial and Gender Report Card: National Basket-ball Association</i> . Retrieved from http://www.tidesport.org/RGRC/2012/2012_College_RGRC consulted on 03/05/2017.
Document or report in PDF format on the Web (stand-alone)	Author. (year). <i>Title of the document</i> . Tracked at URL	Benhamou S., Diaye M.-A. (2016). <i>Corporate Social Responsibility and competitiveness - Evaluation and strategic approach</i> . France Stratégie, http://www.strategie.gouv.fr/publications/responsabilite-sociale-entreprises-competitivite
Decree or law	Author. Title. Official Journal, OJ No., date of publication, number of pages.	Ministry of Ecology and Sustainable Development. Decree No. 2003-832 of 26 August 2003 amending Decree No. 98-1262 of 29 December 1998 on the status of staff of the National Hunting and Wildlife Office. <i>Official Journal</i> , No. 201 of 31 August 2003, pp. 14907-14910.
Post in a Blog	Author of the note. (year, date). Post title[Blog post]. Tracked at URL	Choice C. (2013, March 30), La multinationale, l'entreprise familiale et le plan social. http://camillelavoix.blog.lemonde.fr/
Online video (standalone)	Author[Pseudonym, if available]. (year, date). <i>Video title</i> [Online video]. Tracked at URL	Mediatico. Investment, PEA, savings: 2018, a key year for responsible finance? https://www.dailymotion.com/78e784b1-1848-4884-819f-fa1d2693d995

Sources mobilized for the writing of this guide

Gelinas J., Albanese N. *Guide to writing and presenting academic work*, Université du Québec in Chicoutimi, Department of Economic and Administrative Sciences, 2008, https://www.uqac.ca/departements/dsea/documents/guide_redaction.pdf

Presentation of written work to the Department of Education Sciences, Université du Québec in Outaouais, Department of Education Sciences, 2016, <https://uqo.ca/file/16778/download?token=9fHO7gS>.

Burgundy School of Business *Anti-Plagiarism Charter*, 2018.

Academic Year:
Date :

PROGRAM / CURRICULUM	
CALLED MODULE	
Name of the module RESPONSIBLE	
Name(s) of PROFESSOR(s)	
Name(s) of STUDENT(s)	

Title of the document