

Header should only be the page number justified to the right

Structure of an Academic Paper

Title is bold, title case lettering, related to the topic of the paper
(Do not write the assignment type as your title)

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Westcliff University

Double-spaced, 12 pt. font

BUS110: Business Innovation

Professor Megan Blue

March 19, 2020

Write due date out as:
Month day, year

Green boxes:
Descriptive Information

Pink Boxes:
Additional Resources

Bold and centered

Abstract

The abstract is a one-paragraph, self-contained summary. It should highlight your context, purpose and findings. It indicates the most important elements of the paper. Generally, an abstract is roughly 250 words.

Do not indent

Keywords: servant leaders, philosophy, serve

Keywords should reflect the main ideas or topics in your paper
The term *Keywords* is indented and italicized – each keyword is in lowercase (unless it is a proper noun) and separated by commas

Please note: Abstracts are **not** required for student papers (they do not take the place of introductions)

Only write an abstract if your professor specifically requires one

(If it is required, please see these tutorials for assistance on structure and content:

[Abstract, Overview](#)
[Abstract, Informative](#))

Bold, centered, title case
Do not add the heading 'Introduction'

Structure of an Academic Paper

[Introductory Paragraph](#)

The title of the paper is in title case, bold and centered. Add an introduction paragraph underneath the title that does not have a separate heading. Do not include quotations. For an introduction, include the context, connecting information and thesis statement of your paper.

Indent first line of every paragraph

Level 1 Heading

American Psychological Association's (APA) Seventh Edition

Introduce full form first with acronym in parenthesis

The entire paper should be written in sans serif or serif fonts between 11-12-point font.

Double-space throughout the paper, including the title page, abstract, body of the document, and references. One space after a punctuation mark.

Creating a Heading

Level 2 Heading

A second level heading should be aligned to the left and be written in title case. Title case refers to capitalizing each major word (even after a hyphen), any word directly following a colon, and any word of more than four letters.

Creating a Third Level Heading

Level 3 Heading

A third level heading should be aligned to the left, bold, and written in title case. Do not use a colon at the end of the heading.

Crediting Sources

[Credible Sources](#)

When writing academically, it is crucial to support yourself with credible research. Add citation support for any ideas, theories or research that has influenced your work. Each of your paragraphs should be between five to seven sentences. Avoid bulleted lists when you can.

Plagiarism

Plagiarism is different from similarity. Plagiarism is defined as “the act of presenting the words, ideas, or images of another as your own; it denies the authors or creators of content the credit they are due” (American Psychological Association, 2020, p. 254). To avoid plagiarism,

Group Author

Period comes after parenthesis

cite the sources that you use throughout your paper. Similarity is an indication of what information you incorporate in your paper that is similar to something else that has already been published. Every paper you turn in will have a similarity rating.

Self-Plagiarism

Self-plagiarism refers to copying your own work and reusing it for a different assignment. You will always need to submit original work each time you submit an assignment.

Quoting and Paraphrasing

Quoting vs. Paraphrasing

Your citations will either come in the form of direct quotations or through paraphrasing and/or summarizing information. In academic writing, primarily paraphrase. When you quote too often, you allow someone to speak for you as opposed to using them to support yourself.

Paraphrasing will also lower your similarity rating on Turnitin.

Direct Quotation of Sources

A direct quote refers to copying, word for word, another author's work. This should be used to support and build upon a point made by you, the author. Do not use direct quotations to speak on your behalf. A direct quote should be less than forty words long. Do not start a sentence with a quotation but introduce the quotation. This can be done either by identifying the author in the text or using your own words to transition.

Text starts immediately after period

Level 4 Heading

Direct Quotation of a Source With No Pages. If you use a source that does not have any page numbers (such as a website), you have options. You can count how many paragraphs down the quotation came. For example, "Technology did not create crowdfunding, but it has widely broadened the size of the crowds and increased the potential of both charitable and entrepreneurial ventures to find funding" (Berlau, 2014, para. 9). Additionally, you can list the section in which the quotation came from. For example, "The Master of Business Administration

Site without pages – Option 1: paragraph numbers down

Site without page numbers –
Option 2: section name

(MBA) degree program prepares individuals for careers in management” (Westcliff University, 2013, MBA Program Objectives section). If you think it would be clearer for your reader to mention both the section and the paragraph number, that is also appropriate. For example, “The Master of Business Administration (MBA) degree program prepares individuals for careers in management” (Westcliff University, 2013, MBA Program Objectives section, para. 1).

Paraphrasing and Summarizing

Site without page numbers – Option 3:
section name and paragraph number

Paraphrasing

Paraphrasing is used to express the same idea with different words and in a different structure than how it was originally expressed. Paraphrasing usually equates to roughly the same amount of text as the original statement or idea. Summarizing is taking the general idea of a text and communicating that in a simplified fashion. For both instances, only the author’s last name and publication date is required. You can do that by introducing the author in something like this: Mollick (2013) stated that crowdfunding provides for-profit ventures with the opportunity to be funded by a large number of people contributing small amounts of money. Otherwise, you can add the information at the end of the paraphrased/summarized information: crowdfunding provides for-profit ventures with the opportunity to be funded by a large number of people contributing small amounts of money (Mollick, 2013).

Narrative citation

Paraphrased citation

No Authors

When your essay includes citations of sources with no author named, use a shortened version of the source's title instead of an author's name. Use quotation marks if the source would not be italicized in the reference section; however, if the source is italicized in the reference section, use italics. For example, parenthetical citations of the Merriam-Webster’s Dictionary would appear as follows: (*Merriam-Webster's*, 2003).

Book title, no author

Conclusion

A conclusion should summarize what you proved in your paper. Do not add any new information here or any direct quotations. This should solely recap the main points you proved throughout your paper in different words than were used in your introduction.

Book with group
author

References

American Psychological Association. (2020). *Publication manual of the American Psychological Association* (7th ed.). <https://doi.org/10.1037/0000165-000>

Hollins, S. (2009). *Religions, culture and healthcare* (2nd ed.). CRC Press.
<https://doi.org/10.1201/9781315377841>

Book with author

Mollick, E. (2013). The dynamics of crowdfunding: An exploratory study. *Journal of Business Venturing*, 29(1), 1-16. <https://doi.org/10.1016/j.jbusvent.2013.06.005>

Journal article

Merriam-Webster's collegiate dictionary (11th ed.). (2003). Merriam-Webster.

Book without
author