



Ouriginal

Case Study **emlyon**

“Doing to learn, learning to do” - emlyon business school equips tomorrow’s leaders to forge a constant link between thought and action

Ouriginal



Highest teaching and learning standards go hand in hand with safeguarding academic integrity, which often starts with implementing routine checks and processes to verify the originality of assignments and written documents submitted by the students.

When **Emilie Rousseau**, head of the library at **emlyon**, began looking for plagiarism detection solutions for the school, she was very clear about one thing: “We wanted a solution that allowed us to share our students’ documents with other schools and to compare our documents with those of others. We didn’t want a solution that was only dedicated to our school as I wanted us to capitalize on our archives. This feature was only offered by Ouriginal (previously Urkund), at that time”.

In 2006, emlyon became one of the first business schools in France to use Ouriginal. So satisfied was Emilie with its features and implementation

that she became a strong supporter of Ouriginal. “I wanted to share the best practice of our school with other schools. I lobbied with my colleagues in other business schools to use Ouriginal as well”, says Mrs Rousseau.



“**Being able to use Ouriginal via the LMS guarantees a complete environment from start to finish.**”

Emilie Rousseau

emlyon

emlyon is a place where tradition meets innovation and progress, from both, a pedagogical and a technical perspective. The business school’s distinct academic signature focuses on not only transferring academic knowledge but stresses the importance of combining both thought and action into a lifelong learning endeavour.

Founded in 1872 by the Lyon Chamber of Commerce and Industry, the business school is one of the oldest in Europe and offers the highest quality of education. It is accredited by AACSB, EQUIS and AMBA – putting it among the 1% of global business schools to have three international accreditations. More than 8,900 students from 121 countries a year are a proof of evidence that the business school’s approach to teaching is held in highest regards.

“One more reason for encouraging other schools to use Ouriginal as well is because students have friends in other business schools, and they tend to share their documents with one another. So, if we want to control and prevent plagiarism in France, we need to use the same tool to be able to share our archives and compare student submissions across schools.”

“For example, one student’s assignment was flagged as similar to another student’s work from a different business school in France! It proves that students share their work and the best way for us to check and stop it is by sharing our archives.”

Easy integration with the school’s learning management system (LMS)

When compared to the other solutions in the market, Emilie feels that Ouriginal is more user-friendly and focused uniquely to plagiarism detection. She also believes that the tool works well for all users – teachers as well as students. Says Emilie, “Being able to use Ouriginal via the



LMS guarantees a complete environment from start to finish. Integrating both tools has been very useful and successful.”

As the person in-charge of running and implementing emlyon’s e-learning solutions, **Francois Blattner** says, “Using Ouriginal via the school’s LMS is easy and straight forward.”

He further adds, “The use of Ouriginal will increase further in the future because this integration has evolved over the years; it’s become better. User accounts are automatically created when using Ouriginal through the LMS, making it easy and efficient for all.”



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Francois Blattner

“Furthermore, the Brightspace LMS complements the use of Ouriginal – since the functions are linked. For example, there is a feedback functionality in the LMS that urges the teacher to email their students regarding their assignments; such functions make the use of Ouriginal via the LMS important as the teacher is encouraged to talk to the students about their work”, explains Francois.

At emlyon, there is a rule that all assignments that count towards the diploma, must be checked through Ouriginal. “This condition helps us guarantee and maintain the quality of our

diploma. It’s important for students to realise that the diploma has value. Furthermore, by using Ouriginal, the school also guarantees the integrity of the student as a professional,” says Emilie. “At emlyon, we provide plenty of information, training, and workshops for both students and teachers, to educate them about plagiarism. We teach them how to cite, how to use a source, and how to transform the source to create individual and original work.”

Preserving the quality of emlyon’s diploma and the integrity of their students

According to Francois, “Using Ouriginal has also had a preventative effect – we don’t encounter that many cases of plagiarism anymore. Students know that if they copy-paste, Ouriginal will find it! This has encouraged them to avoid taking any short-cuts.” He further adds, “Ouriginal’s database seems to be huge – every time a teacher has found suspicious content that looks like it may have been plagiarised, and we analyse it in Ouriginal, we have always found a match!”

Using Ouriginal the right way

Emilie stresses that it’s very important to explain to everyone how the tool works - “It’s not a tool for sanctioning. It’s a tool that helps students learn and prevent plagiarism.”

She further adds, “We tell our teachers that Ouriginal is not a magic wand– it’s doesn’t do the job for you. It only mediates between you and the student about the work they have submitted. The tool makes it easier for you to provide the requisite feedback. Ultimately, as a teacher you will need to explain to the student what is right and what is wrong and how things can be improved.’ Rousseau: “Students are young and eager to learn and it is our responsibility to teach them the right things”.

If you would like to know more about Ouriginal and how we can help your institution preserve academic integrity, please [contact us today!](#)