Bachelor and Master Thesis Guideline

Formal Criteria

Chair of Strategic and International Management
Philipps-Universität Marburg

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A thesis at the chair must follow a certain style-guide

Formal criteria for thesis

General
- Theses should have approximately 40 (Bachelor) or 80 (Master) pages text (+/- max. 10%); table of contents, backups etc. and appendices are counted separately
- All theses need to be handed in as a printed version (2 copies); in addition all thesis related materials need to be handed in as non-protected file formats (word documents, excel files, SPSS-files etc.)

Format
- Paper size needs to be A4
- Pages need to have borders (left: 4cm, right: 1.5cm, top: 3cm, bottom: 3.5cm
- Text font is Arial 12 with 1.5 line spacing (footnotes, tables, overviews: Arial 10, 1.0 line spacing)

Numbering
- Arabic numbers for text pages, starting with #1
- Latin numbers for all other pages, starting with the title page (counted but not displayed on title page); Latin numbers continue again after the text pages (for backups etc.)
A thesis consists of more parts than the actual text

Elements of a thesis

Before the text (Latin numb.)
- Title Page
- Abstract
- Table of contents
- Table of figures
- Table of abbreviations

Main text (Arabic numb.)
- Introduction
- Main part
- Conclusion

Appendix (Latin numb.)
- Table of annexes
- Annexes
- Bibliography
Different sources require different formats in the bibliography

Overview bibliography reference formats

Books


Journal articles


Contribution in edited works


Electronic publications


Sources w/o author/ editor


Scientific encyclopedia

Note: can be cited, but it is not advised to use open-source encyclopedia as Wikipedia. Such sources are not limited to scientific authors and the statements can be wrong or misleading.
References should be included in the text

Choice between two reference formats

- References need to follow the APA standard (American Psychological Association)
- Example: (Wulf, 2009)
- **Important exception**: all direct citations need to highlight the page-number within the source (e.g.: Wulf, 2009: 123) stands for a reference to page 123.