

# Bachelor and Master Thesis Guideline

## Formal Criteria

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# The thesis should follow these guidelines of our research group

## Formal criteria for thesis

### General

- Bachelor Thesis: 40 pages text (+/- max. 10%)
- Master Thesis: 80 pages text (+/- max. 10%)
- Table of contents, backups etc. and appendices are counted separately
- Printed version (2 copies) needs to be handed in; in addition, a digital version and all thesis related materials need to be handed in as non-protected files formats (Word documents, Excel files, SPSS-files etc.)
- Language: English

### Format

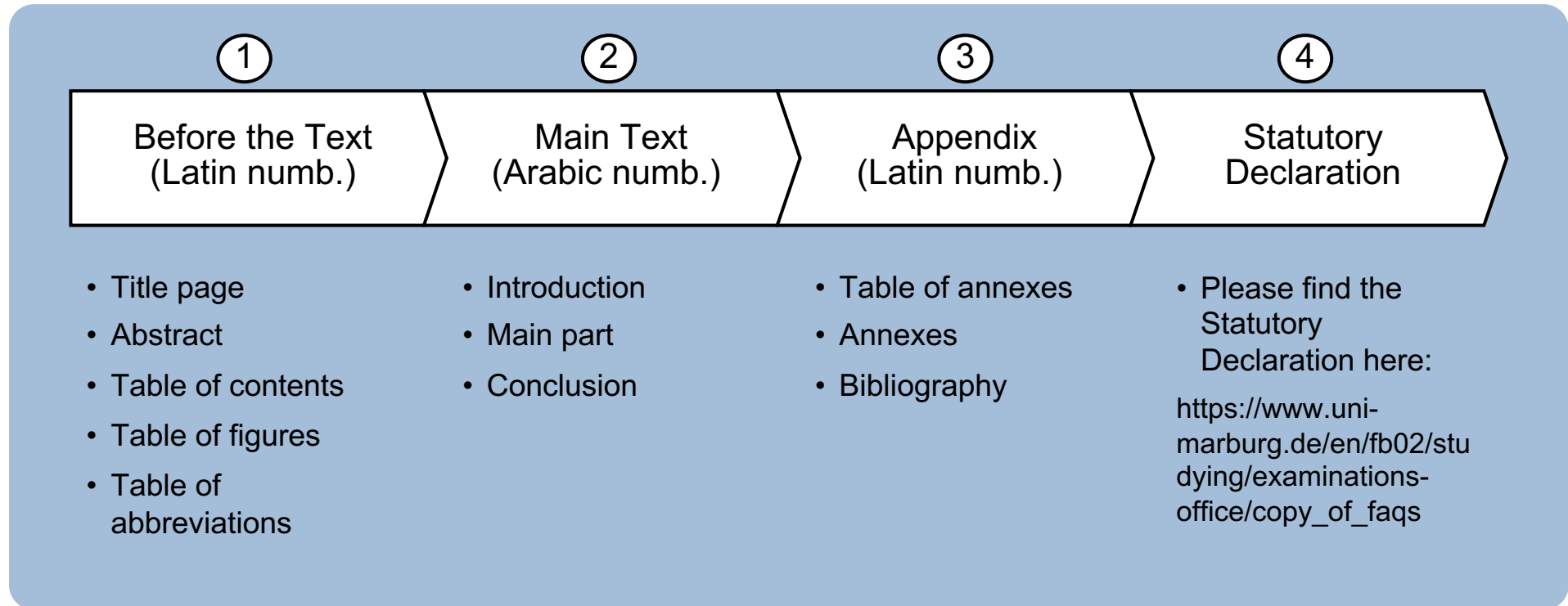
- Paper size needs to be A4
- Borders: left: 4 cm, right: 1.5 cm, top: 3 cm, bottom: 3.5cm
- Font:
  - text: Arial 12 with 1.5 line spacing
  - footnotes, tables, overviews: Arial 10, 1.0 line spacing

### 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 the title page); Latin numbers continues again after the text pages (for backups etc.)

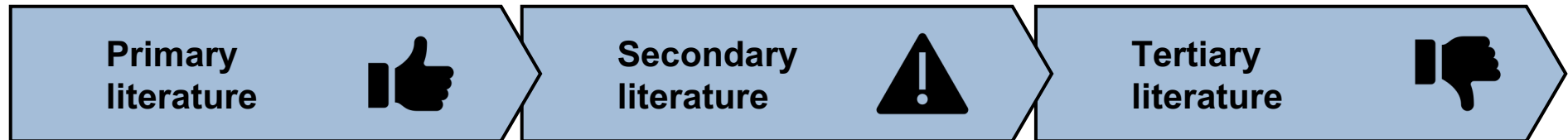
# A thesis consists of more parts than the actual text

## Elements of a thesis



# Your thesis should be based on primary literature wherever possible

## Different literature types



Primary literature contains the first information about an event. It is usually written by directly involved persons or witnesses. In the context of the thesis, mainly scientific primary literature is relevant, since it is considered **authentic information**.

This includes particularly journal articles, but also newspaper articles.

An example of primary literature is an empirical study.

Secondary literature **describes, analyses or interprets** primary literature. Secondary literature thus refers to technical and factual literature that deals with the original primary literature.

An example of secondary literature is a textbook citing the empirical study.

Secondary literature should be used carefully. The reason for this is that secondary literature can misinterpret the primary literature, which can reduce the quality of the thesis.

This is a rudimentary overview of the content to the initial sorting of topics. It is not adequate for scientific work and should always be avoided.



Ways to research primary or secondary literature:

- ✓ **Databases** (e.g. Katalog Plus)
- ✓ **Scientific search engines** (e.g. Google Scholar)
- ✓ **Libraries**

# Different sources require different formats in the bibliography

Overview bibliography reference formats (American Psychological Association (APA) Style)

Books	Hungenberg, H. (2002). <i>Problemlösung und Kommunikation</i> (2. Edition.). Munich: Oldenbourg.
Journal articles	Buck, T., Bruce, A. (1991). Executive Share Options. <i>Journal of General Management</i> , 16 (4), pp. 24-40.
Contribution in edited works	Hahn, D. (1995). Aufbau von Planungssystemen. In H. Corsten & M. Reiß (Eds.), <i>Handbuch Unternehmensführung</i> (pp. 229-250). Wiesbaden: Gabler.
Electronic publications	Haid, A. (2000). Verstärkte FuE-Anstrengungen in Deutschland erforderlich. Retrieved Feb 18, 2007, from <a href="http://www.diw.de/diwwbd/00-07-1.html">http://www.diw.de/diwwbd/00-07-1.html</a>
Sources w/o author/editor	N. A. (2007). Japanese movie market on the verge.
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.

■ = Who? ■ = When? ■ = What? ■ = Where?

# In-Text Citation can be done as direct citation or as indirect citation

Two different ways of citation

A citation is the adoption of a text passage from another source.

Thereby a distinction is made between:

- verbatim or direct citations
- indirect citations or paraphrases

In the case of direct citations, the text is taken word by word, in the case of paraphrases, the text is reproduced in your own words.

## Direct Citation

Today a case study is defined as “an empirical method that investigates a contemporary phenomenon (...)” (Yin, 2018, p.15).

When quoting directly, the page numbers must also be indicated.

## Indirect Citation

Today, a case study is considered to be an empirical technique that examines a contemporary phenomenon (Yin, 2018).

# In-Text Citation shows the reader where the original idea came from

## Forms of In-Text Citations using APA

	Beginning of sentence	End of sentence
1 author	Porter (1999) describes the current state of competition in an industry depending on five fundamental competitive forces.	The current state of competition in an industry depends on five fundamental competitive forces (Porter, 1999).
2 authors	Hungenberg and Wulf (2015) consider strategy as the most important element of strategic management.	Strategy is considered as the most important element of strategic management (Hungenberg & Wulf, 2015).
3 - 5 authors	Meissner, Wulf and Neidhardt (2020) describe the difficulty of exponential transformation in recognizing the right time to act.	The difficulty about exponential transformation is to recognize the right time for taking action (Meissner, Wulf & Neidhardt, 2020).
6 or more authors	Harthan et al. (2020) describe that the German government has adopted the Climate Protection Program 2030 to achieve the climate targets by 2030.	The German government adopted the Climate Protection Program 2030 to achieve the climate targets for the year 2030 (Harthan et al., 2020).
Organization as author	Alibaba Group's (2020) vision is to simplify doing business everywhere.	Alibaba's vision is to simplify doing business everywhere (Alibaba Group, 2020).

# There are several peculiarities regarding In-Text Citations

Special characteristics when using APA (exemplary)

## When do I use the abbreviation "et al."?

Literature with three, four or five authors is abbreviated after the first citation. Beyond the second citation only the name of the first author is mentioned, followed by "et al." ("and others"). Sources with six or more authors are always abbreviated, even in the first citation.

## How do I cite an organization whose full name has an abbreviation?

The first citation in the text defines the abbreviation. In each further citation only the abbreviation is used.

## What do I do if I have further questions about citing correctly?

First, check your question in the Style and Grammar Guidelines of APA on:

<https://apastyle.apa.org>



# Figures and tables must be numbered and need a brief description additionally to the reference

Citation of figures

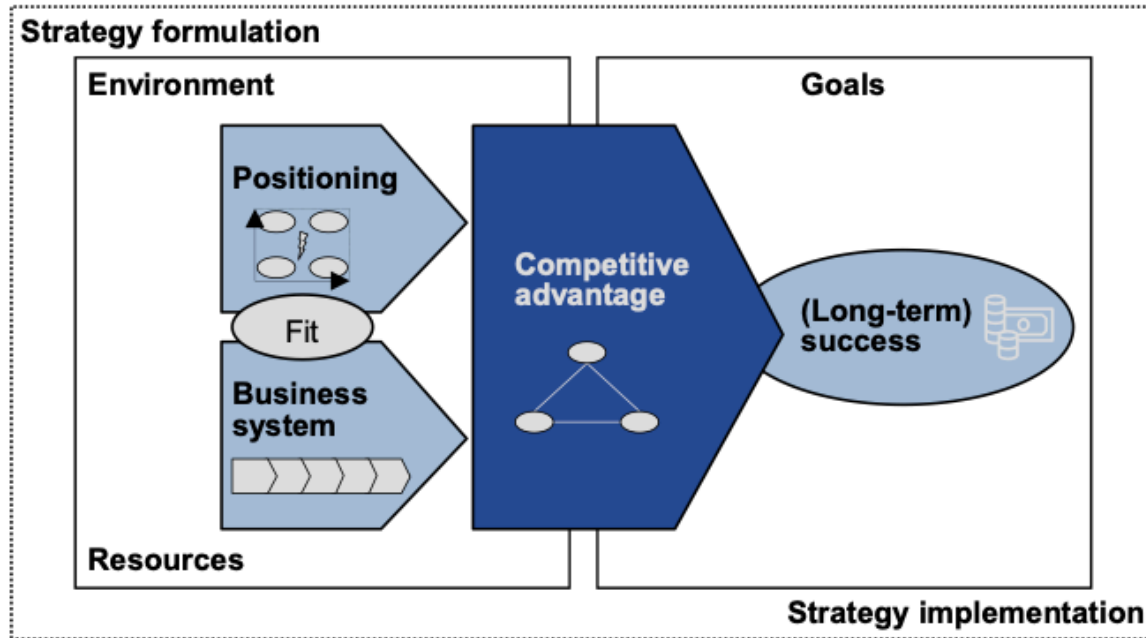


Figure 1: Strategic Management at the Business level  
Source: [Hungenberg, 2014](#), p. 81

Figures and tables must be integrated and explained in the text.

Point to it by using

- (see Figure 1) or (cf. Figure 1)
- (see Table 1) or (cf. Table 1)

## Example:

*Strategy at the business-level aims at achieving and securing the long-term success of a business (see Figure 1).*

The references of figures and tables must be added to the bibliography (see p. 5).

■ = Who? ■ = When? ■ = Page?

# Figures and tables must be numbered and need a brief description additionally to the reference

## Citation of figures

Note the difference between directly adopted figures (see Figure 1) and self-created figures (see Figure 2). For directly adopted figures, the source consists of **author, year, and page number**. For self-created figures, the source is described as ***adapted from* author, year, and page number**.

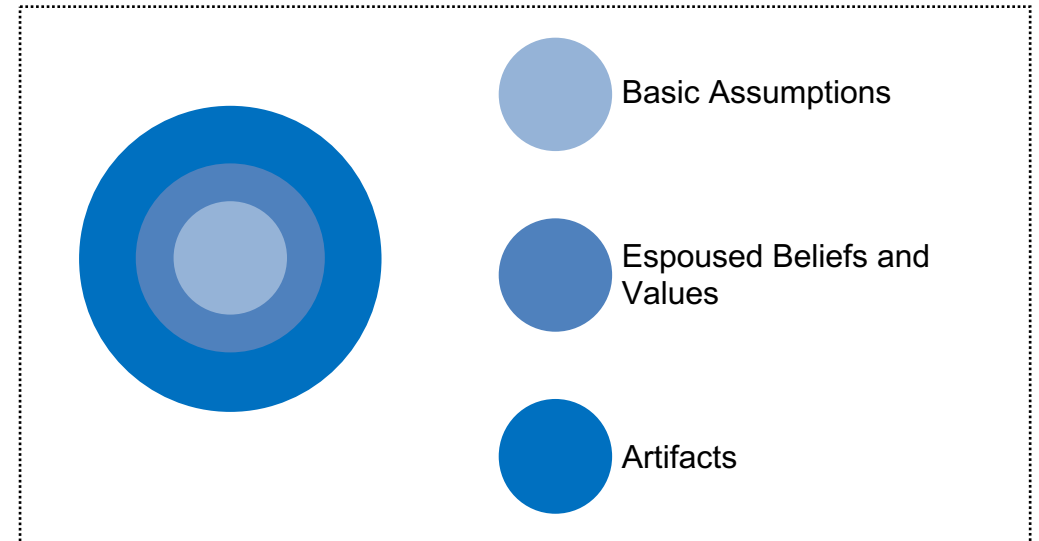
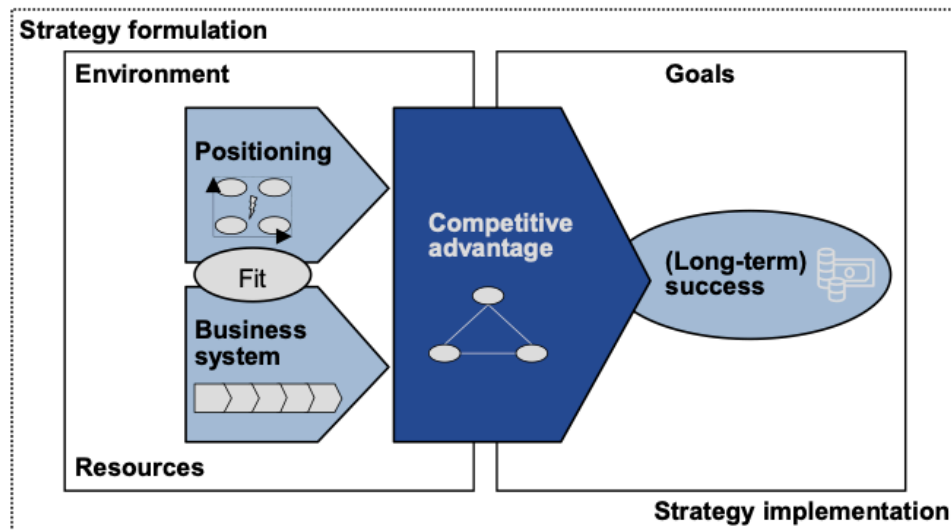


Figure 1: Strategic Management at the Business level

Source: Hungenberg, 2014, p. 81

Figure 2: Three Levels of Culture

Source: Adapted from Schein, 2016, p. 23

■ = Who? ■ = When? ■ = Page?

For further reference see:

American Psychological Association. (2019). *Publication Manual of the American Psychological Association: 7th Edition, 2020 Copyright* (Seventh ed.). American Psychological Association.