



Formal guidelines for the preparation of academic papers at the Faculty of Business Administration, Rosenheim University of Applied Sciences

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1. General Guidelines for Academic Papers

The bachelor's or master's thesis is the evidence of your **academic** and **conceptual** competence. It provides indications of whether you are able to independently structure and work on a topic and is therefore often considered the most important examination of your studies.

The following areas are assessed in the grading:

- Structure of the paper
- Theoretical/ scientific treatment of the content (including literature processing)
- Level of difficulty, degree of innovation, and practical relevance
- Achievement of the defined goal of the paper or results of the work
- Formal presentation and accuracy (including linguistic quality)
- Other criteria that may be defined by the respective supervisor

The following regulations are intended to facilitate the implementation of the **formal** aspects for you. However, methodological, and content-related aspects as well as the structure of the paper should definitely be discussed with your **supervisor**, as there may be different or additional requirements for the paper.

2. Formatting, Length, and Binding of the Paper

2.1 Formatting of the Text

For formatting the text (each DIN A4 single-sided), the following guidelines apply:

- The text is to be written with 1.5 line spacing. Times New Roman with a font size of 12 **or** Arial with a font size of 11 can be used.
- The left margin should be 4 cm and the right margin 2 cm. There should be a margin of at least 2 cm at the top and bottom.
- Footnotes should be single-spaced and in a font size of 10.
- Larger fonts can be used for headings, but proportions should be considered (maximum font size of 14). They should be highlighted in bold.
- Emphasis should be used sparingly. Bold print is recommended. Avoid variations in font size and font style.
- There is considerable freedom in the design of figures or tables regarding the font. However, readability should be ensured.
- There should be at least half a **blank line** between two paragraphs and after a heading.

2.2 Length of the Paper

The length of the main text (excluding appendices) of a scientific paper at the Faculty of Business Administration is recommended as follows (exceptions will be indicated by the supervisor):

- Bachelor's Thesis: 40-60 pages.
- Master's Thesis: approximately 80 pages.
- Presentations and Term Papers: approximately 12-20 pages – depending on the supervisor's instructions.

2.3. Binding and Submission of the Paper

The bachelor's or master's thesis must be submitted in two copies in bound form, along with one copy in digital PDF format on a storage device. Theses bound with spiral bindings are not permitted. Both copies should be held together in a sturdy, soft binding. A transparent cover sheet allows the title page to be easily read and is therefore preferred. For presentations and seminar papers, follow the guidelines provided by the supervisor.

3. Structure and Outline of the Paper

3.1 Components of the Paper

A thesis typically consists of the following components:

- Cover page (see example in the appendix: title, course, supervisor, author, address, matriculation number)
- Table of contents
- Optionally, list of figures
- Optionally, list of abbreviations
- Main text
- Summary in German
- Optionally, appendix
- Bibliography
- Statutory Declaration

Page numbering in the main text should be in Arabic numerals, while other components should be numbered with Roman numerals. The cover page is not numbered. After the cover page, the table of contents of the thesis begins on page I, consisting of the outline of the text and the listing of tables, etc., included in the thesis.

3.2 Structure of the Paper

A well-thought-out, goal-oriented structuring and outlining form the foundation of a scientific work and provide the reader with an overview of the content. Please coordinate the outline with your supervisor in as much detail as possible before registering the thesis. Once the outline is established, working on the topic becomes much easier, and unpleasant surprises are avoided later.

The following points should be considered when structuring:

- The number of outline points should be in proportion to the length of the text. Too many headings unnecessarily fragment the text and can hinder readability. Too few headings provide inadequate structure and do not provide much information about the expected content. (Rule of thumb: if there is less than 1/3 page of text, avoid further subheadings - more than 2 pages often require additional subheadings.)
- The depth of the outline (subdivision) should correspond to the overall length of the individual sections so that the reader gets an idea of the weighting of the various points.
- The formulation of all outline points must be meaningful and understandable on its own. (For example, not "3.1 Analysis," but for example, "3.1 Analysis of the XY computer systems")
- **Attention!** When subdividing, ensure that a subpoint 1.1 is followed by at least a second subpoint 1.2 (and so on).

The outline should use a "decimal" numbering system (see cover page). The corresponding page number must be listed after each outline point.

Tip:

Refer to the outlines of good dissertations, as they are typically structured according to standard academic criteria. Consult with your supervisor early on. They will assist you, especially with setting objectives, determining focus, and structuring your thesis!

3.3 Problem Statement and Summary

Often, insufficient attention is given to **the problem statement** at the beginning and **the summary** at the end of the work relative to the main sections of the work. The problem statement and summary should allow the reader to quickly grasp the content of the work and its most important results.

a) Problem Statement and Objectives

The work begins with Chapter **1: Problem Statement** (which can also be referred to as Introduction).

Here, the importance of the topic should be introduced, the specific problems to be addressed should be identified, and the significance and scope of the topic should be made understandable. It is important here to formulate the objectives of the work and list the main questions that need to be answered. The achievement of these objectives is crucial for the thesis, which is why the goals must be formulated in the introduction beforehand. They serve both the author and the examiner to evaluate the importance of the chapters presented in the work.

The decomposition of a bundle of problems into sub-problems and indicating how these sub-problems can be most effectively discussed also belong here. However, no results of the work should be anticipated.

In most cases, the problem statement or introduction in a bachelor's or master's thesis only comprises about 2 pages. In this case, further subdivision (e.g., 1.1 Methodology and 1.2 Structure of the Work) is **not** necessary. However, in consultation with the supervisor, a more extensive problem statement with further subdivisions can also be created.

b) Summary

The summary forms the concluding chapter of the work. According to the examination regulations, a summary in German is required, but it can be supplemented by the addition of "and Outlook" or "and Concluding Remarks". The components of the summary include the results obtained in the main sections of the work, where the emphasis lies more on their significance than on their completeness. The results can be presented in a different order from that in the preceding text if it facilitates the discussion of the theses. Verbatim repetitions of the problem statement should be avoided. The most important findings can be formulated in the form of numbered theses.

4. Literature Processing and Citation Guidelines

4.1 Basics of Literature Processing

Proper citation is an expression of scholarly care and honesty. Borrowed, external ideas must be identified as such, regardless of whether they are directly or indirectly cited. In general, every quotation must be verifiable with the help of the **bibliography**. Quotations are indicated by **footnotes** at the corresponding point in the text.¹ Every statement that is not based on one's own analysis must be cited - in extreme cases, every sentence is provided with a footnote. Footnotes can also contain multiple sources or be accompanied by a remark.

Caution! Only published sources such as books, articles, etc., may be cited, not other theses, internal studies, or lecture notes! Also, www.wikipedia.org is not a citable source. Please use original sources here especially!

4.2 Quantity and Quality of Literature Processing

The evaluation of scholarly performance is significantly influenced by the handling of literature. Especially in theoretical discussions, it is expected that the student has researched and processed relevant literature sources. It is viewed negatively if large sections of text or entire chapters are derived from only one or a few cited sources. In such cases, it is more of a summary of a source rather than a critical engagement with the relevant literature.

Literature sources often vary in quality. Practice-oriented sources, internal company scripts, or internet sources have their justification depending on the subject area but should not be overused.

Tip:

It is advisable to conduct comprehensive online research with the assistance of dedicated library staff at the beginning of your work. However, be cautious: Ordering or borrowing everything may not be necessary. It's good to first visit the reference libraries of major universities and conduct a general literature review there. (For example, the Economics Library of the LMU in Munich.)

¹ In the following, only exemplary footnotes are used for clarification.

4.3 Citation Style

In principle, citations should follow the original text; only if the original work is not accessible, should citation from secondary sources be done. In such cases, the reference indicates the secondary literature with the phrase "Cited in..."

a) Paraphrased Quotations

A paraphrased (indirect) quotation occurs when thoughts are adopted or based on another author without directly quoting their words. The original source must be identifiable through a footnote. In the footnote, the reference for paraphrased quotations begins with "Cf. ...".² (Cf. stands for confer.)

b) Literal Quotations

A literal (direct) quotation should generally not exceed one to two sentences and should only be used very sparingly, for example, when citing definitions. Stringing together literal quotations should be avoided. Academic work does not consist of stringing together as many literal quotations as possible in a seamless manner.

In the following four cases, it is appropriate to quote directly:

- when the context cannot be formulated better - and especially not shorter,
- when it concerns term formations or definitions,
- in text-critical discussions, i.e., when one must analyze and interpret the statements of an author,
- with foreign literature as a supplement to the paraphrasing, so that the reader can verify whether the author has translated the text correctly.

Direct (literal) quotations are enclosed in quotation marks and require literal accuracy. The corresponding source must be indicated in the footnote. In the footnote, the source reference for direct quotations, unlike indirect ones, begins without "Cf." or other formulations.³

Any deviations from the original in direct quotations should be clearly marked with additional notes in brackets, such as "[Author's note]". Emphasis in the quoted text should generally be retained; personal emphasis should be marked with the addition "[Emphasis added by the author]". Omissions are indicated by ellipses "...". Particularly with direct quotations, quoting from the original whenever possible is advisable.

² Cf. Theisen (2011), p. 151 f.; Karmasin/ Ribing (2009), p. 91.

³ Theisen (2011), p. 147 ff.

4.4 Formatting Footnotes

Microsoft Word offers a footnote function that is very convenient to use. The following formats should be adhered to: Footnotes in the text are indicated by slightly raised numbers (without periods or parentheses). They can either start anew with 1 on each page or be numbered sequentially, either chapter-wise or throughout the entire text. Footnotes are placed at the bottom of the respective page; they are single-spaced. Footnotes are treated as complete sentences. They begin with a capital letter and end with a period. (See the footnotes provided in this text for example.)

In **footnotes**, the **short citation style** (also known as the Harvard referencing style) should be used, which has become the standard format. It is sufficient to provide the author's last name and the publication year in parentheses.⁴ If author information is missing for journal articles, books, or other sources to be cited (such as brochures, etc.), the abbreviation "a.u." (author unknown) is used.⁵

If a quoted passage extends onto the following page, this is indicated by the addition of "f." (following page) after the page number. If there are multiple consecutive pages, this is indicated by specifying the corresponding pages or by adding "ff." (following pages).⁶

Internet sources should be cited with the complete URL and the date of access, provided it is a direct quote from the website. In exceptional cases, deviations from this citation style may be made if the complete URL is deemed too extensive. In such cases, a shortened version containing at least the beginning and end of the URL is sufficient.⁷ If it is a download or an article with a specified author, the source is cited according to the aforementioned guidelines, similar to a print document. However, the full internet address must be provided in the bibliography (see also Chapter 4.5).

4.5 Bibliography

In the bibliography, all sources from monographs, edited volumes, journal articles, and newspaper articles that have been **actually** cited are listed. Applicable laws do not need to be cited in footnotes or included in the bibliography. Literature that has been read but not cited has no place in the bibliography.

In the bibliography, publications are listed in alphabetical order by the authors' names. If multiple publications by the same author are used, they should be listed in chronological order, starting with the earliest publication year. The bibliography includes the author's last name, the initial(s) of the first name(s), the full title of the publication, the volume, the edition (from the 2nd edition onwards), as well as the place and year of publication. While

⁴ Cf. Theisen (2011), p. 146.

⁵ Cf. a.u. (2011), p. 3.

⁶ Cf. Theisen (2011), p. 175 f.

⁷ Cf. www.fh-rosenheim.de/aktuelles (01/20/2012).

it is not necessary to separate monographs, etc., it is useful to distinguish Internet sources separately. Below are some examples of correctly citing sources in the bibliography:

- **Monographs:**

Roni, S./ Djajadikerta, H.: Data Analysis with SPSS for Survey- based Research, Singapore 2021.

- **Contributions from Edited Volumes:**

Ricci, Ilaria: Free Movement of Capital and Payments, in: Torino Raffaele (ed.): Introduction to the European Union Internal Market Law, Rome 2017, pp. 135-165.

- **Journal and Newspaper Articles:**

Cervone, D.: Thinking About Self-Efficacy, in Behavior Modification Vol. 24 (1), 2000, pp. 30-56.

- **Sources without Author's Name:**

Instead of the name, "a.u." is indicated. Publications without authorship are sorted under "a."

- **Data and Studies:**

The original source of the data is always cited, optionally accompanied by the phrase "taken from... (secondary source)".

Exempels:

- Consumer analysis 2011, own calculations via www.destatis.de.
- State Statistical Office: Income and consumption sample 2008, taken from www.destatis.de.

- **Internet Sources:**

- Download of a document: cited similarly to print sources, with the addition of "taken from: Internet source".

Example: Scheinert, Christian: Free Movement of Capital, 2022, from the internet: https://www.europarl.europa.eu/ftu/pdf/en/FTU_2.1.3.pdf, (accessed: 04/02/2023).

- Direct Internet quotations: web address (Date of access).

Example: <http://www.fh-rosenheim.de/>.html (accessed: 02/10/2012).

5. Figures and List of Figures

Figures, tables, etc. serve not only to visually enhance the text, but also to summarize the depicted facts, illustrate presented situations, or support formulated claims. Such visual aids support the argumentation or serve didactic purposes; however, they never replace the written text, thus always requiring explanation. The various forms of presentation (diagrams, tables, etc.) can all be uniformly referred to as "figures" and listed together in a common overview in the list of figures.

In the text, the title or designation of the figure or table is generally placed beneath the figure. Preceding it is the label "Fig. X" with a consecutive numbering. Below that, the source is indicated with the same short citation format as provided in Chapter 4. Below are some examples:

- If a figure is adopted or created specifically, but its content is taken directly from another source, the name of the author, the publication year in parentheses, and the corresponding page of the cited source should be provided. Optionally, the note "(created by the author)" may be added if the figure has been substantially modified.

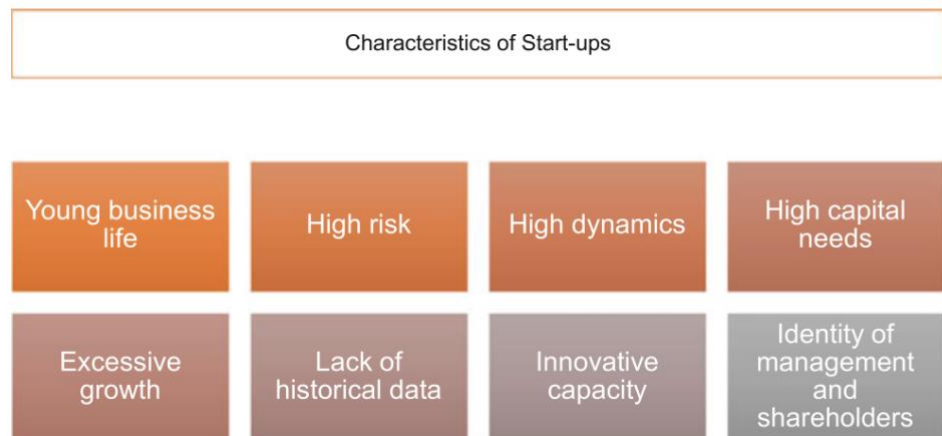


Fig. 1: Characteristics of Start-ups

Source: Friedendorf/ Haschemi (2023), p. 12.

- If the figure is created specifically and its contents are not taken from another source, the source citation is omitted.
- If the figure is largely taken from another source but modified in content in parts, the source should be indicated as "based on ..." Example:

Source: Based on Karmasin/ Ribing (2009), p. 29.

Figures that do not necessarily contribute to the understanding of the text can be integrated into an **appendix**.

The **list of figures** is to be placed after the table of contents and, if applicable, the list of abbreviations and before the main text. It should be numbered with consecutive Roman page numbers and contain the titles of the figures with numbering and page reference. Figures are to be numbered consecutively and labeled accordingly.

Tip:

It should be noted that self-created figures are considered more valuable than adopted figures!

Appendix: Example Title Page for a Thesis

Hochschule **Rosenheim**
University of Applied Sciences



Title of the Thesis: XY

Bachelor's Thesis

at the University of Applied Sciences, Rosenheim University of Applied
Sciences

Faculty of Business Administration

Submitted by: Max Mustermann

on: 01/01/2012

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Matriculation No.: 123456

Supervisor: Prof. Dr. XY

Second Supervisor: Prof. Dr. XX