



**EUROPA-UNIVERSITÄT  
VIADRINA  
FRANKFURT (ODER)**

**Directions for writing term papers, Bachelor-  
and Master thesis**

**at**

**Chair for business studies, especially  
management and company organization**

**Prof. Dr. Jochen Koch**

## 1. general remarks

- a) all scientific papers are to be printed on paper size: DIN A 4
- b) only the front side paper should be used
- c) font: Times New Roman, font size: 12 (footnotes 10)
- d) border on the left: 6 cm, border on the right: 1 cm
- e) Two duplicates of term paper should be submitted to the supervisor stapled, perforated and ready to be duplicated (not bound). In addition, an electronic Version of the paper (MS Words format) is to be sent to the supervisor. Term papers have a volume max. of 15 pages (not accounting title page, table of content, bibliography and possible appendix). Every term paper has to include a statement by the candidate that the paper was written without using unauthorized means (see appendix 4).
- f) Excluding the title page, which is not to be numbered, all pages should be numbered continuously.
- g) Table of content as well as (if applicable) list of tables, table of graphs, and table of abbreviations are to be stapled in front of the written content. The bibliography is to be stapled **behind** the written content (following the appendix, if applicable).

## 2. title page

See appendix 1, 2 or 3.

## 3. table of content and structure

Besides the actual content, the table of content transfers the perception and structure of the topic to the reader.

To get a good overview, the structure has to be extensive but not too detailed. It has to be clear and proportionate with chosen key aspects of research.

The structure has to be logical. Items that are on the same level in the structural hierarchy have to be on the same rank, logically and content- wise. They also have to be derived from a higher ranked item.

The structure has to be constructed as follows:

```
A.    ...
      I.    ...
        1.    ...
           a.    ...
           b.    ...
        2.    ...
      II.   etc.
```

Following a chapter I. has to be a chapter II, following a part A has to be a part B etc. Intermediate text outside the structure has to be omitted, except short, introductive

paragraphs. The items of the structure should possess headings that characterize the content of the section short and precisely.

Headings in the written part of paper and the table of content have to be identical. Headings of single sections cannot be identical with the topic of the paper nor should the headings of subsections. Headings cannot have the form of a sentence or question.

The paper should start with a short introduction which includes the problem, goal, and methodological structure. The last thought of the paper should not carry the heading “end”. The heading should identify if the author is giving a summary of his findings, a short description of his thesis or an outlook on unsolved problems.

For further formal requirements see appendix 5.

#### **4. abbreviations**

Abbreviations have to be used as thriftily as possible. An exception are commonly used abbreviations such as etc., e.g. as well as currencies, measurements, and weights.

If other abbreviations are used e.g. for institutions, laws, technical or mathematical abbreviations, they have to be explained in detail in the table of abbreviations.

#### **5. references**

To not interrupt the flow of the written content, references (as well as side notes by the author) are to be placed into **footnotes in the bottom of the page**. The indication for footnotes should be marked in the text by elevated Arabic numbers. The footnotes are to be clearly divided from the main text and should be written with single line spacing. The numbering of footnotes should be continuous throughout the total written content.

Up to two authors, all names have to be listed. Otherwise only the first name with the addition “et al” should be mentioned.

Examples:

- (1) Süchting 1977, p. 156.
- (2) North/Weingast 1989, pp. 803
- (3) Keupp et al. 1990, p. 23

In case more than one work published in the same year by a particular author is referenced, the year of publication has to be marked with a letter.

Examples:

- (1) Luhmann 1999a, p. 25
- (2) Luhmann 1999b, pp. 120

In case a thought ranges throughout the entire quoted work, “passim” is used instead of the page numbers. Leave out the reference towards the page number in case of a paper/ essay.

If applicable, the newest version of an author's work is to be quoted. This does not apply in case the older version is more applicable based on its content.

In case a reference contains more than one source of literature, the works have to be put in order by the year of publication.

## 6. Quotes

Literal passages (quotes) should start and end with quotation marks. Quotes have to be copied true to the original version. Possible deviations have to be clearly marked: omissions are to be marked with three dots (...); personal additions to the quote have to be put in brackets ( ); a quote within a quote has to be marked with an apostrophe in the beginning and the end.

Direct quotes in foreign languages should be quoted in the original language. In the footnote a translation into English has to be provided, naming the translator.

**Direct quotes should only be used occasionally and only if the authors' wording is significant. They should be no longer than 2-3 sentences. In case the author feels as if a longer direct quote should be included, it has to be indented and written in single line spacing. In general long quotes should be avoided and the thought should rather be explained from your personal point of view.**

In general, the original work has to be quoted. In case the original work is not available, secondary literature can be quoted. In this case, the footnote should display the original work first and be followed by "quoted after" secondary work.

## 7. Tables, graphs and figures

Tables and graphs that are used in the paper are to be numbered continuously (table 1, ...; graph 1, ...). Such images should carry a heading that clearly describes the content. In case of using tables and graphs, the reference should be placed directly beneath the table/graph. Before naming the reference, the word "reference:" should appear. The formatting of the reference is equal to the footnotes.

In case data from several sources is included in a table or graph that was newly created or re-calculated in a manner that it is impossible to quote every single number, all sources have to be named. The method for recreating data should be explained in a footnote.

Numbers in the written text are to be quoted like other quotations using footnotes.

In case the author can not refrain from using extensive data, this has to be included in the appendix. Also other extensive documents such as longer legal passages, print outs etc. should be included in the appendix. In case of using a number of tables and graphs in the written text, a "list" of tables and graphs is recommended. This list should be placed following the table of abbreviations section

## 8. Bibliography

The bibliography has to contain all quoted works (only quoted ones).

In the bibliography all authors have to be named even if they are quoted “et al.” in the footnotes.

The bibliography is to be put in alphabetical order based on the last name, independent of the nature of the source. In case more than one work of a particular author is quoted, all works have to be listed chronologically (starting with the oldest). The works one author published independently should be placed before the works that he/she has published in collaboration with other authors. In case works of one author published in the same year are referenced, they have to be marked with a lower case letter.

The references in the bibliography are not to be numbered. The bibliography is to be constructed regarding the entire paper. A separation of the bibliography according to chapters, should *not* occur.

The following data is required:

### (1) Monographs and other books

- a) author's family name (in case it is unknown: Anon.)
- b) author's abbreviated first name (first letter)
- c) in brackets (ed.) if the author is the editor as well
- d) in brackets: year of publication (in case it is unknown: n.d.)
- e) complete title of the work, including title of the series and the volume serial number in case the book is part of a series
- f) edition
- g) place of publication
- h) publisher (ed. or eds. for several publisher) if applicable (see c)
- i) in case the work is an unpublished dissertation, following the title (e) the type of thesis has to be added (e.g. “Pd.D”) as well as the awarding institution.
- j) translations have to be marked e.g. (origin language: French)

*example:*

Berger, P.L./Luckmann, T. (1967): The social construction of reality, New York: Doubleday Anchor.

Porter, M.E. (1986): Wettbewerbsvorteile, Frankfurt a.M. (translation, original language: English)

Sydow, J. (1985a): Organisationsspielraum und Büroautomation, Berlin/New York.

Sydow, J. (1985b): Der soziotechnische Ansatz der Arbeits- und Organisationsgestaltung, Frankfurt a.M./New York.

**(2) Periodical article**

- a) name and year of publication see above
- b) complete title of the article
- c) full title of the periodical
- d) year
- e) issue (in case pages do not continue throughout the year)
- f) page number(s)/ columns (beginning to end)

*examples:*

Kieser, A. (1990): Bürokommunikationstechnik und organisatorische Innovation, Zeitschrift Führung und Organisation 59: 171-175.

Tushman, M./O'Reilly III, C. (1996): Ambidextrous organization: Managing evolutionary and revolutionary change, California Management Review 38 (4): 8-30.

**(3) Essays from serials and festschrift**

- a) name and year see above
- b) complete title of the essay/article
- c) name of editor (ed.)
- d) complete name of the serial
- e) page numbers/ columns (beginning to end)

*example:*

Frese, E. (1989): Organisationstheoretische Anmerkungen zur Diskussion um "CIM-fähige" Unternehmungen. Wildemann, H. (ed.): Gestaltung CIM-fähige Unternehmungen am Industriestandort Bundesrepublik Deutschland, München: 161-184.

**(4) Newspaper articles**

- a) name and year see above
- b) complete title of the article
- c) complete name of the newspaper
- d) issue
- e) location of publication
- f) date of the issue
- g) page numbers/ columns

*example:*

Gehrmann, W. (1989): Die Arbeit aus dem Takt: In der Automobilindustrie sollen neue Strukturen die Fließbandfertigung beenden. Die Zeit, 28, Hamburg, 07.07.1989: 17-19.

**(5) internet references**

- a) name and year see above
- b) complete title of the article
- c) in case the work is a electronically published dissertation, following the title (b) the type of thesis has to be added (e.g. "Pd.D") as well as the awarding institution.
- d) title of the webpage

- e) under title of the webpage (if applicable)
- f) http-address (URL [uniform resource locator])
- g) date of retrieval

*example:*

Knill, M. (2000): Argumentationsformen – Am Beispiel: Rauchen schadet der Gesundheit, <http://www.rhetorik.ch/Argument/Formen.html>, retrieved on 12.12.2000

#### **(6) Unpublished references**

- a) name, year and title as above
- b) date of delivery/completion (if applicable)
- c) type of reference

*example:*

Smith, M. (2006) Health and Illness. BSc Human and Applied Biology, UCE Birmingham, 29th May 2005 (Lecture Notes taken by G. McGregor).

### **9. Exceptions for Master thesis**

Master thesis should possess a volume of 60 pages or 18,000 words. Master thesis require a special cover page, see appendix 2. Every master thesis requires a statement in which the candidate ensures to have written the paper without using unauthorized means (see appendix 4).

Three bound copies of the master thesis have to be turned in on time at the registrar's office. In addition, one electronic version (MS-Word format) on a CD should be submitted as well.

### **10. Exceptions for Bachelor thesis**

Bachelor thesis should possess a volume of approximately 30 pages accounting for approximately 9000 words (not including the cover page, table of content, bibliography and appendix).

Bachelor thesis require a special cover page, see appendix 3. Every Bachelor thesis requires a statement in which the candidate ensures to have written the paper without using unauthorized means (see appendix 4).

Three bound copies of the bachelor thesis should be submitted on time at the registrar's office. In addition, one electronic version (MS-Word format) on a CD has to be turned in as well.

### **11. Exceptions for term papers**

A term paper has a volume of 15 pages or 4500 words (not including the cover page, and table of content bibliography). Every term paper requires a statement in which the candidate ensures to have written the paper without using unauthorized means (see appendix 4).

The term paper should be submitted on time to the supervisor via e-mail (PDF-format).

## appendix 1



**EUROPA-UNIVERSITÄT  
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### **Faculty for Business Studies**

Chair for Business Studies, especially  
Management and company organization

### **Term paper**

*topic*

submitted to : Prof. Dr. Jochen Koch

date :

name :

address :

telephone number :

e-mail address :

matriculation number :



## appendix 2



**EUROPA-UNIVERSITÄT  
VIADRINA  
FRANKFURT (ODER)**

### **Faculty for Business Studies**

Chair for Business Studies, especially  
Management and company organization

### **Master thesis**

*topic*

Submitted to : Prof. Dr. Jochen Koch

date :

name :

address :

telephone number :

e-mail address :

matriculation number :

## appendix 3



**EUROPA-UNIVERSITÄT  
VIADRINA  
FRANKFURT (ODER)**

### **Faculty for Business Studies**

Chair for Business Studies, especially  
Management and company organization

### **Bachelor thesis**

*topic*

submitted to : Prof. Dr. Jochen Koch

date :

name :

address :

telephone number :

e-mail address :

matriculation number :

**appendix 4** (statement/ last page for term papers, bachelor and master thesis, please select appropriate type)

### **Statement**

I ensure: I wrote the *term paper/bachelor thesis/master thesis* myself without the use of any means or sources other than indicated.

This paper was not submitted to any other examination committees.

I am aware: In case of usage of internet sources I should indicate such sources and add a dated print out of the web page including the URL to the appendix of the *term paper/bachelor thesis/master thesis*.

place/ date

signature

## appendix 5 (example of a table of content)

### table of content

	<b>Seite</b>
table of abbreviations	...
list of tables and graphs	...
introduction	...
A. ...	...
I. ...	...
1. ...	...
a. ...	...
b. ...	...
etc.	...
2. ...	...
II. ...	...
B. ...	...
I. ...	...
1. ...	...
a. ...	...
b. ...	...
etc.	...
2. ...	...
appendix	...
bibliography	...