



FACULTY OF BUSINESS ADMINISTRATION

Guide Notes on Preparing a Bachelor/Master thesis

Preliminary remarks

The following notes apply to the style and layout of a Bachelor/Master thesis. Together, the style and layout form just one of many marking criteria. A methodical approach, the length and nature of the independent work, a systematic structure and the rationale for the solution to the problem are more important in terms of the overall grade. However, the external form is not an insignificant part of how the grade is arrived at: careful work includes presenting findings appropriately.

Please note that it is important to express yourself clearly and unambiguously in your Bachelor/Master thesis. Your choice of language should be concise, precise and considered.

Please note: Details of the layout and structure must always be agreed upon by the supervising professor; in this respect deviations from these notes are possible!

I. Preparing a Bachelor/Master thesis

A. Aim of the Bachelor/Master thesis

The Bachelor/Master thesis is intended to demonstrate, on an academic basis, that you are able to work independently on a subject-specific problem from your study programme. You should show that you are able to present complex issues in a clear and understandable way. The focus is on the analysis of specific issues rather than the number of facts. It is, of course, essential to fully address the fundamental problem of the topic. Your own critical response and proposed solutions to the problem are highly desirable and should be made clear. This will improve the grade.

B. Organisational matters, deadlines and length

1. Bachelor theses should be bound into hardcover and **two** copies handed in at the designated point (**administrative office of the Faculty of Business Administration**). **Note that Bachelor theses must also be submitted in digital format.** This measure is for the purpose of monitoring plagiarism. Students must enclose a data CD containing their thesis in full and labelled with their name, the title and deadline along with the two printed copies by the deadline.
In exceptional cases (secretary on holiday or ill, for example), the Bachelor/Master thesis can be sent **by post** or delivered to the university's post room (the date of receipt by the post room shall apply).
The thesis remains in the Faculty of Business Administration (one copy with the supervising professor and another copy archived in the library with the appropriate release).

2. Please complete the library declaration (see appendix 3). This sheet should not be bound into the thesis, however.
Restrictions are usually only demanded by companies for which students are writing Bachelor theses. In other cases, restricting Bachelor theses is not recommended as otherwise they cannot be put forward for awards.

3. Registration deadlines for the **Bachelor thesis**:

- 6 February
- 6 April
- 15 July
- 21 October

The completion period is **four months**.

The deadlines are (Dates of submission depend on your registration):

- 7 June if registered on 6 February
- 7 August if registered on 6 April
- 16 November if registered on 15 July
- 22 February if registered on 21 October

Registration deadlines for the **Master thesis**:

- 10 January
- 15 April
- 6 July
- 15 October

The deadlines are (Dates of submission depend on your registration):

- 10 July if registered on 10 January
- 15 October if registered on 15 April
- 6 January if registered on 6 July
- 15 April if registered on 15 October

The completion period is **six months**.

If the deadline falls on a Saturday, Sunday or public holiday, the Bachelor/Master thesis must be handed in on the next weekday at the latest.

4. The Bachelor/Master thesis must include the following:
- Cover sheet (see template in appendix 1)
 - Table of contents (= outline)
 - List of figures/tables if applicable (for figures/tables in the main text)
 - List of abbreviations
 - Main text
 - Appendix if applicable
 - Bibliography
 - List of legal sources if applicable (with list of 'Other legal sources' where required)
 - Declaration of independent work (see template in appendix 2)

All these sections must start on a new page.

Except for the cover sheet, all pages must be numbered/pagination. Use Roman numerals for the table of contents, list of figures and list of abbreviations and start using

Arabic numerals in the main text (including any appendices, the bibliography and list of legal sources).

5. The length of the text will be agreed with your supervisor. Please consult your supervising professor in good time.

Note: The length restriction is not simply a formal requirement. The student must be able to demonstrate that they are able to explore the key aspects of the topic within the thesis length specified by the supervising professor. Exceeding or failing to meet the prescribed length may therefore lead to deductions in marks.

6. Required standard

Pages are to be single-sided with line spacing of 1.5 lines.

Typography: Justified text, automatic hyphenation

Font: The choice of font is basically yours. Please ensure, however, that the chosen font is easy to read. Serif fonts such as *Times New Roman* are easier to read due to the vertical lines (serifs) on the letters. Avoid using too many different fonts. Constant changes in layout are distracting and tire the reader.

Font size: Main text: 12 pt,

Footnotes: 10 pt. Use single line spacing in footnotes.

Margins: Top: 2.0 cm
Bottom: 1.5 cm
Left: 3.0 cm
Right: 1.5 cm

II. Guidelines for the Bachelor/Master thesis

With regard to academic writing techniques, particularly citation, please refer to the relevant literature. Detailed suggestions on planning and writing seminar papers and Bachelor theses, as well as numerous notes on citation techniques and questions of doubt concerning citation, may be found in works such as the following:

1. English works

- Bryman, A. and Bell, E.: *Business, Research Methods*, Oxford, Oxford, University Press 2015
- Adams, J., Khan, H.A.T. and Raeside, R.: *Research Methods for Business and social Science Students*, London, Sage 2014.
- Saunders, M. N. K. and Lewis, P.: *Research Methods for Business*, Harlow, Pearson Education Ltd 2015
- Kumar, R.: *Research Methodology – a step-by-step guide for beginners*, London, Sage 2014

2. German works

- Becker, Fred G.: *Anleitung zum wissenschaftlichen Arbeiten*, 4th revised edition, Cologne 2004
- Becker, Fred G.: *Zitat und Manuskript*
www.schaeffer-poeschel.de/index.php?mod=zitat&menu=2 (accessed 8 November 2009)
- Brink, Alfred: *Anfertigung wissenschaftlicher Arbeiten: Ein prozessorientierter Leitfa-*
den zur Erstellung von Bachelor-, Master- und Diplomarbeiten in acht Lerneinheiten, Mu-
nich/Vienna 2004
- Disterer, G.: *Studienarbeiten schreiben*, Berlin/Heidelberg 2007

- Kornmeier, M.: Wissenschaftstheorie und wissenschaftliches Arbeiten, Heidelberg 2007
- Rossig, Wolfram E./Prätsch, Joachim: Wissenschaftliche Arbeiten – Ein Leitfaden für Haus-, Seminar-, Examens- und Diplomarbeiten sowie Präsentationen – mit PC und Internet-Nutzung, 4th extended edition, Munich 2004
- Theisen, Manuel René: Wissenschaftliches Arbeiten, 13th edition, Munich 2006

Tip: Thesis examples could be lend at the library.

Please note the following supplementary information:

1. Table of contents/outline

1.1. The outline should reflect the structure of the thesis throughout and provide information about the content of the thesis at a glance.

1.1.1. The outline must match the headings in the main text. The table of contents must also contain the relevant page numbers from the text. The lists specified above must also be included in the table of contents.

1.3. For numbering, the decimal point system is usually used and may be indented: 1

(1		
1.1	...	1.1	...	
1.1.1	...	1.1.1		
1.1.1.1	...		1.1.1.1	...
1.1.1.2	...)		1.1.1.2	...

or a mixed alphanumeric classification may be used and indented: A.

(A.			
I. ...		I. ...		
1. ...			1. ...	
a. ...				a. ...
aa. ...				aa. ...
ab. ...				ab. ...
b. ...)				b. ...

The student is free to use a classification style that suits their individual requirements unless the supervising professor specifies a certain style. It is recommended that you consult your supervising professor in good time.

Note that items on the same level in the outline must appear in the equivalent positions in the contents. Avoid using many sub-sections. A sub-section should always appear with at least two other sub-sections at the same level.

2. List of abbreviations

Only common abbreviations may be used (in German, for example, please refer to Duden). Do not use non-standard abbreviations such as dev. for development. Standard abbreviations such as those for German legislation (for example, EStG) are permitted for reasons of practicality. The list of abbreviations must include all the abbreviations used in the thesis!

Examples of abbreviations in common use

fig. = figure

para. = paragraph [when quoting a paragraph, the word 'sentence' should be written out]

ed. = edition; edited by; editor

i.e. = that is (id est)

vol. = volume

p. = page

cf. = compare (confer)

3. Citation method

- It must be possible to check every citation! Any use of someone else's ideas must be identified by a precise source citation.
- The footnote in conjunction with the bibliography or supporting documents must allow the source to be clearly identified.
- Sources are cited in full in the bibliography or list of legal sources. At the same time, clear and unambiguous attribution must be made in the footnotes so that the reader can locate sources easily.
- Please note that you do not need to include the publisher's name in the footnote.
- Word for word/verbatim quotes should only be used by way of exception unless the exact wording is relevant.
- Additions and emphases by the student should clearly be identified as such, for example with brackets and the note 'comment/emphasis added by the author'. Indicate the omission of one word with two dots '(..)' and the omission of several words with three dots '(...)'. Quotes within a quote are indicated by single quote marks at the start and end. Generally, however, the ideas reported should not be quoted Word for word/verbatim, but rather expressed in your own words.
- **As a basic principle, quote the original text.** If, having exhausted all reasonable means, the original text is not accessible; you may quote by citing a secondary source. In this case, include a specific note that the text is 'quoted according to ...'.
- In terms of form, quote **consistently** in the footnotes, bibliography and throughout the thesis!

Appendix 1: Cover sheet template for **Bachelor/Master thesis**

University of Applied Sciences Landshut
Faculty of Business Administration

Bachelor/Master thesis

Title/Topic

Bachelor/Master thesis to obtain the following academic degree:
Bachelor of Arts in Business Administration at the University of Applied Sciences Landshut

Submitted by

First name, last name, place of residence

Submitted to

Supervising professor/ Prof. Dr. XY

January 2020

Anlage 2: **Eidesstattliche Erklärung**

Der Bachelorarbeit ist gemäß § 11 Abs. 3 der Allgemeinen Prüfungsordnung der Hochschule Landshut folgende Erklärung beizufügen (= in jedes Exemplar der Arbeit einzubinden), die unterschrieben werden muss:

Appendix 2: **Statutory Declaration**

According to Section 11 (3) of the General Examination Regulations of the University of Applied Sciences Landshut the following declaration needs to be signed and included to the Bachelor/Master thesis (bound into every copy of the thesis):

Eidesstattliche Erklärung

Ich versichere, dass ich die Arbeit selbstständig verfasst, noch nicht anderweitig für Prüfungszwecke vorgelegt, keine anderen als die angegebenen Quellen oder Hilfsmittel benutzt sowie wörtliche und sinngemäße Zitate als solche gekennzeichnet habe.

Ich erkläre mich ferner damit einverstanden, dass die Digitalversion dieser Arbeit zum Zwecke der Plagiatsprüfung auf den Server externer Anbieter hochgeladen und geprüft werden darf. Die Plagiatsprüfung stellt keine Zurverfügungstellung für die Öffentlichkeit dar.

Declaration of independent work

I declare that I have authored this thesis independently, have not submitted it for exams elsewhere, have not used any other than the specified sources and indicated direct and indirect quotations.

I agree that the digital copy of this thesis may be uploaded to servers of external providers for plagiarism checking. This plagiarism check does not represent a provision for public.

Landshut,

(Date)

.....
(Unterschrift mit Vor- und Nachname)
(Signature Full Name)

Appendix 3: Library Declaration

Please submit together with the Bachelor/Master thesis!

Do not bound the form as part of the thesis – include one separate copy of the form!

Library Declaration

I agree that my Bachelor/Master thesis with the topic:

.....
.....
.....
.....

- will be made available via the university library
- will be made available via the university library after a period ofyears
- I do not agree that my thesis will be made available via the university library.

Landshut,.....

.....

Signature and Full Name