



WIRTSCHAFT
HOCHSCHULE MAINZ
UNIVERSITY OF
APPLIED SCIENCES

GUIDE

TO WRITING TERM PAPERS,
PRACTICAL SEMESTER PAPERS,
BACHELOR'S THESES AND
MASTER'S THESES

JULY 2020

PREFACE

This guide for writing term papers, papers on practical semester projects, bachelor's theses and master's theses intends to provide you as students with assistance in writing academic papers.

Like the common language they share, academic papers have developed a uniform style, so it is important for you to familiarize yourself with it from the start.

The appearance and design of a written paper is an important factor in the assessment process. The formatting conventions you will find explained here are generally binding rules. Please note that you must always discuss the formatting conventions and other requirements for the layout of your paper with your advisor.

You can use theses and textbooks in the library as templates for your papers.

You can find a suggested format template for a thesis (in Word) on the Mainz University of Applied Sciences intranet under Corporate Design. You can also find the corresponding logo files there. Whenever possible, please use word processing features for automatic indexes, references and citations.

Please keep in mind, however, that good formatting aspects cannot compensate for weak content.

The Examination Board of the Consecutive Bachelor's and Master's Degree Programs

TABLE OF CONTENTS

PREFACE	2
LIST OF TABLES	5
LIST OF FIGURES	6
1. GENERAL INSTRUCTIONS	7
1.1 Academic Papers	7
1.2 Submission	7
2. CONTENTS OF A PAPER	8
2.1 Overview	8
2.2 Abstract/Research Plan.....	10
2.3 Introduction/Problem Statement.....	11
2.4 Body	11
2.5 Conclusion/Summary & Outlook.....	11
3. FORMATTING INSTRUCTIONS	11
3.1 Formatting Instructions	12
3.2 Font Style and Margins.....	12
4. STRUCTURAL ORGANIZATION OF THE PAPER/THESIS	13
5. COMPONENTS OF THE PAPER/THESIS IN DETAIL	14
5.1 Restriction Notice.....	14
5.2 Declaration.....	14
5.3 Preface.....	15

5.4 Table of Contents.....	15
5.5 List of Figures and Tables.....	16
5.6 List of Abbreviations and Acronyms.....	16
5.7 Body	17
5.8 Bibliography	17
5.9 Appendix	18

6. CITATION INSTRUCTIONS 18

6.1 Required Citation and Relevance for Citation	18
6.2 Citation Rules.....	19
6.3 Indication of Verbatim Quotations and Paraphrasing in the Text	20
6.4 Short-Form Citation	21
6.5 General Information on Citing Sources	22

LIST OF APPENDICES 23

Appendix I.....	23
-----------------	----

LIST OF TABLES

Table 1: Practical Semester Paper	8
Table 2: Term Paper	8
Table 3: Bachelor's Thesis.....	9
Table 4: Master's Thesis.....	10
Table 5: The Leading Mail-Order Businesses in Germany	17

LIST OF FIGURES

Figure 1: Restriction Notice.....	14
Figure 2: Declaration.....	15
Figure 3: Development of Sales in Million Euros of Company X	17
Figure 4: Title Page	24

1. GENERAL INSTRUCTIONS

1.1 ACADEMIC PAPERS

Under the current examination regulations, several written papers including practical semester papers, term papers, and bachelor's and master's theses are part of the examination process.

By completing such a paper, you as a student are expected to demonstrate the ability to produce evidence of independent scientific work within a specified period of time. This means that subject-specific literature must be systematically prepared and critically discussed, based on the task at hand. The task may also be to develop and present your own empirical investigations, including conclusions or specific logical solutions.

As the author, your own work is required in all areas of an academic paper. Merely copying the sources used (even if this is indicated by verbatim quotations) does not meet the requirements of an academic paper. Your personal contribution consists of reading and processing external sources and arguing in relation to the different layers of the problem addressed by your paper.

In addition to the careful evaluation of literature sources, you should also use a scientific style of language and argumentation, starting with the use of factual language. All explanations should be easy to understand and maintain the necessary distance to the topic. Avoid meaningless expressions (such as *tremendously* or *actually*), abbreviations for the sake of convenience, exaggerations and expressions of emotion. Observance of spelling and punctuation regulations goes without saying; the same applies to a consistent systematic approach to the presentation.

Books on working scientifically are available in the library. These can also be consulted on technical aspects, for example the German book *Wissenschaftliches Arbeiten* by Manuel R. Theisen. Dissertations and textbooks in the library can also be used as templates for papers.

1.2 SUBMISSION

The following applies to submissions in general:

- Term papers are to be submitted directly to your advisor.
- Practical semester papers are to be submitted to the Exam Management Office.
- Final theses such as bachelor's or master's theses must be submitted to the Exam Management Office by the deadline (during office hours). Alternatively, they can be handed in at the reception desk. Direct submission to your advisor is not permitted. Submission to a postal delivery service by the deadline is sufficient to meet the deadline.
- Final theses are to be submitted as two bound copies, with the signed declaration provided for in the examination regulations.
- An additional copy of the thesis is to be submitted in digital form (on a USB flash drive or CD).

2. CONTENTS OF A PAPER

2.1 OVERVIEW

Table 1, Table 2, Table 3, and Table 4 list the basic aspects of the different papers.

Practical semester paper	Length:	Usually approximately 20 pages, including a maximum of 5 pages of an activity report and approximately 15 pages of elaboration of a topic from the practical module, taking the relevant literature into account.
	Coordination of the topic:	The coordination of the topic is to be discussed and arranged with your advisor at an early stage.

Table 1: Practical Semester Paper

Term paper	Length:	The length of a term paper is to be agreed on with your advisor (usually approximately 15 – 20 pages).
-------------------	---------	--

Table 2: Term Paper

Bachelor's thesis	Intention:	A bachelor's thesis is an assessment. It is intended to show that you as a student are able to work independently on a subject-related problem within a given period of time by applying scientific methods.
	Length:	A maximum of 10,000 words
	Registration:	You must submit a two- to three-page research proposal to register for your bachelor's thesis.
	Timeframe for writing the thesis:	8 weeks Your advisor is to define the topic of your bachelor's thesis in consultation with you in such a way that it can be completed within the specified time. The effective workload of a bachelor's thesis, including the written paper, usually corresponds to a time frame of eight weeks. Any necessary preparation work (such as reading up on the task and getting to know internal company processes) is usually done before you register for your bachelor's thesis.

Table 3: Bachelor's Thesis

Master's thesis	Intention:	A master's thesis is an assessment. It is intended to show that you, the student, are able to work independently on a subject-related problem within a given period of time by applying scientific methods.
	Length:	A maximum of 12,000 words
	Coordination of the topic:	The topic must be agreed on with your advisor well in advance. You should contact your advisor at least four weeks before registering for your master's thesis to agree on a topic.
	Registration:	You must submit a six- to eight-page research plan to register for your master's thesis.
	Timeframe for writing the thesis:	<p>5 months</p> <p>Your advisor is to define the topic of your master's thesis in consultation with you in such a way that it can be completed within the specified time.</p> <p>The effective workload of a master's thesis, including the written paper, usually corresponds to a time frame of five months.</p> <p>Any necessary preparation work (such as reading up on the task and getting to know internal company processes) is usually done before you register for your master's thesis.</p>

Table 4: Master's Thesis

2.2 ABSTRACT/RESEARCH PLAN

The abstract outlines the content and conceptual planning of your bachelor's or master's thesis. It should outline (in prose) the research task, including the initial situation, the objectives of the investigation, and the approach to be taken. The proposal is to be supplemented by a preliminary yet informative outline and a bibliography of the sources that have been or will be evaluated. Further, it should include a time schedule for the completion of the work. The abstract should already have the cover sheet required for an academic paper at Mainz University of Applied Sciences with "Proposal" added and should also contain the declaration on academic work required at Mainz University of Applied Sciences. To make your subsequent work easier, it is advisable to use a document template for the abstract that fulfills all of the requirements of this guide and to adapt the list of references to the formatting requirements for the bibliography. The length of the abstract must be agreed on with your thesis advisor.

2.3 INTRODUCTION/PROBLEM STATEMENT

The problem statement should explain the reasons, factors, and development trends that make the selected topic important (currentness and relevance). A problem as such must be recognizably formulated. In addition, the aim of the investigation must be explicitly formulated and should make clear what you as the author intend to achieve with your work. In a master's thesis in particular, the current state of science and the course of the investigation must also be described. It must consist of more than a mere reproduction of the outline. Hence, not only the main topics should be listed, but also the approach, the structure and the focus chosen should be justified in terms of content and the methodology should be shown in particular. It is your obligation as the author to define your own premises, which are necessary for the development of the main contents of the thesis.

2.4 BODY

The actual analysis of the problem takes place in the main part of the paper, the body, whereby scientific work in business and economics is not exhausted simply by describing interdependencies. Instead, these interdependencies must be explained and possible recommendations for action derived from them. A conceptual distinction of expressions related to the topic (definitions) should be made either in the introduction/problem statement before the course of the investigation or at the appropriate point in the body.

Supplements, additional information, comparisons with further literature, and references to the appendix of the text are usually given in footnotes.

2.5 CONCLUSION/SUMMARY & OUTLOOK

The conclusion of an academic paper should neither be a pure position paper nor merely a summary; rather, conclusions should be drawn from the statements made in the body of the paper. The relationship to the problem must become clear and the approaches to the solution must be summarized. References to additional scientific questions complete the paper.

3. FORMATTING INSTRUCTIONS

3.1 FORMATTING INSTRUCTIONS

Bachelor's and master's theses are to be bound and furnished with a hard cover.

Term papers and practical semester papers are to be submitted in a slotted (*German: Schlitzhefter*) or hole-punched folder (*German: Ösenhefter*). The paper should be DIN A4 size and of uniform good quality.

3.2 FONT STYLE AND MARGINS

The use of a word processing program is required for term papers, practical semester papers, bachelor's theses and master's theses, using a neat, legible, and not too small font (e.g., Arial 10 point or Calibri 11 point).

Only use special font styles like italics or boldface for emphasis. You should be very conservative with the use of emphases in the text section.

The margins of the pages should be:

- left side: 4 cm
- right side: 1.5 cm
- top and bottom 2 cm each

The line spacing is generally 1.5 lines, and the spacing between two paragraphs is generally 2 lines.

The page number is placed in the header or footer; it can be centered or right-justified.

The spacing between paragraphs, gaps, sections, chapters, etc., as well as the placement of headings, may be determined at the author's discretion, but must be maintained uniformly throughout the entire typescript. Paragraphs must be distinguished by appropriate spacing.

It is not customary to indent lines at the beginning of a new paragraph. The typography must maintain a uniform appearance throughout the manuscript.

The text is to be written in justified type, the footnote text in justified type with hanging indent, taking care to use proper syllabication. Holes in the body of the text are to be avoided by using the hyphenation function.

If there are figures and tables in the paper (either in the body or in the appendix), they must be referred to in the body of the text. Any figures and tables used must be explained in the body of the text and their relationship to the content must be presented; it is not sufficient to simply refer to them.

Numerical data and figures should be included in the paper if they are meaningful and relevant (keeping the length restrictions of the paper in mind). Whether figures or tables are presented within the text flow or in the appendix is to be discussed with your advisor.

The layout of your paper must be discussed with your advisor in advance.

4. STRUCTURAL ORGANIZATION OF THE PAPER/THESIS

Your bachelor's or master's thesis or term paper or practical semester paper is comprised of the following components (the order is obligatory):

Component	Required	Page numbers	Remarks
Restriction Notice	No	No	See guidelines for sample text
Title Page	Yes	No	See guidelines for sample text
Declaration	Yes	No	See guidelines for sample text
Preface/Foreword/ Dedication and Acknowledgements	No	No	Not customary for final theses
Management Summary	Yes	No	A maximum of one page
Table of Contents	Yes	Roman	
List of Figures	No	Roman, consecutive	Required if figures are used
List of Tables	No	Roman, consecutive	Required if tables are used
List of Abbreviations and Acronyms	No	Roman, consecutive	Required if abbreviations and/or acronyms are used
List of Symbols	No	Roman, consecutive	Required if symbols are used
List of Formulas	No	Roman, consecutive	Required if formulas are used
Body	Yes	Arabic	Starting with page number 1
Word Count	Yes		Add under body section Texts in figures, tables, and citation are not included in the word count
Bibliography	Yes	Roman, consecutive	
List of Case Law	No	Roman, consecutive	Legal sources may also be integrated into the bibliography
List of Appendices	No	Roman, consecutive	Only if there is an appendix
Appendix	No	Roman, consecutive	

All lists and the appendix are numbered (consecutively) in Roman numerals; the Arabic numbering begins on the first page of the body and ends on the last page of the body.

Check with your advisor as to whether it is possible to omit alternating between Roman and Arabic numbering.

5. COMPONENTS OF THE PAPER/THESIS IN DETAIL

5.1 RESTRICTION NOTICE

If your academic paper contains data that should not be made accessible to the public, you must include a restriction notice as the first page before the title page. This notice is not numbered and is not part of the table of contents. A template for a restriction notice can be found in Figure 1. A restriction notice is not intended for term papers or practical semester papers.

Restriction notice

This thesis bearing the title _____ (title) contains internal and confidential data of the company/institution _____ (name of company/institution). This thesis may only be made accessible to the reviewers (in particular the first and second reviewers), the members of the examination bodies (including assessors & plagiarism checkers) and those entrusted with any legal redress proceedings.

Furthermore, publication and duplication of the thesis, including excerpts thereof, is not permitted. With the exception of the regulations governing the examination procedure and the examination, any inspection of the paper by third parties requires the express permission of the author and the above-mentioned company/institution. This confidentiality obligation applies until the expiry of the deadline _____.

Figure 1: Restriction Notice

Any deadline must be coordinated with the collaborating company/institution.

The title page of the paper must contain the following information:

- The title of the paper
- The term designating the type of paper: bachelor's thesis, master's thesis, practical semester paper, or term paper
- The degree program, e.g., Business Administration with degree, e.g., B.Sc.
- Mainz University of Applied Sciences
- The school (School of Business)
- Submitted by: First and last name, Address, Student ID No.
- Submitted to: Advisor (academic degree), first and last name
- Submitted on: Date of submission

The title page does not have a page number.

For an example of title page layout, see Figure 4 in Appendix I.

5.2 DECLARATION

This declaration (see Figure 2) must be attached to every paper, should have the following wording, and must be signed by the student (original signature on all copies submitted). This page is not numbered.

Declaration

I hereby declare that I have written this bachelor's thesis on

topic of the paper

on my own and without any help from others. I have used only the sources and resources specified in the thesis.

I also confirm that I have not submitted nor will I submit this or any related work as an assessment for any other subject.

Figure 2: Declaration

5.3 PREFACE

The body of a bachelor's or master's thesis may be preceded by a preface or foreword in special cases.

5.4 TABLE OF CONTENTS

The table of contents reflects the outline and thus the logical structure of your paper. It should be extensive, but not excessively detailed, and it should be understandable and balanced, showing the reader how the author has understood and presented the topic. Avoid subdivision beyond the third level.

A consistent and self-contained line of thought requires an outline in main sections, secondary sections and subsections. Sections that are on the same level of structure should logically occupy the same position and originate from a superordinate problem. In general, chapter headings should describe the content of the sections to which they are assigned in a concise manner.

The table of contents lists all components of the paper that deal with the topic, including the outline sections, with the corresponding page number in Arabic numerals:

- Preface/foreword (if applicable)
- List of tables, figures
- List of abbreviations and acronyms and list of symbols (if applicable)
- Outline of the body (required)
- Bibliography (required)
- List of appendices (if applicable)
- Appendix (if applicable)

The heading must be "Table of Contents" and its page numbering must use Roman numerals. The table of contents must include complete, comprehensive headings. The wordings of the outline in the table of contents must match the headings in the body.

Headings of individual outline sections, even if it is the body, must not be completely identical to the title of the paper. The headings in the body must correspond to the wording of the outline sections and are to serve as indicators for the contents to follow.

Headings should always be written out. Abbreviations such as “etc.” are therefore also not permissible. For subdivisions, it must be ensured that, for example, a sub-section 1.1 is also followed by a sub-section 1.2. Sub-sections should not be verbatim repetitions of the higher-level section (e.g., 3. Concept and Essence; 3.1 Concept; 3.2 Essence). Avoid excessive subdivisions in the interest of clarity.

Each outline section that is not followed by lower-level outline section must also be filled with text; otherwise, this section is unnecessarily outlined.

If lower subsections follow, these subsections are usually preceded by no text or only a short text explaining the outline or introducing the topic of the chapter.

Example:

2.3 Effects of the Spelling Reform

2.3.1 Effects on Spelling Consistency

2.3.2 Effects on the Press

There should be no text between 2.3 and 2.3.1. At most, there could be some indication here as to why the topic is divided into the two following sub-sections (max. 8 lines of text). Additional notes on the common thread or a description of what the reader can expect in 2.3.1 and 2.3.2 would be allowed. The type of outline chosen must be used consistently throughout.

5.5 LIST OF FIGURES AND TABLES

Figures and/or tables used in the text must be listed.

5.6 LIST OF ABBREVIATIONS AND ACRONYMS

Use abbreviations as little as possible in the text flow. The use of common abbreviations (see <https://apastyle.apa.org/style-grammar-guidelines/abbreviations/latin> and https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/apa_abbreviations.html), such as “e.g.” and “etc.”, is permitted. They may not, however, be used in headings. Abbreviations for convenience (e.g., F for financing) are not allowed. Abbreviations of a factual nature commonly used in the subject area (e.g., BA for Business Administration) may be used. Likewise, the abbreviation of the names of periodicals (e.g., AER, AMJ, ASQ, JRI, JBF) is common in references. However, these must be indicated in the list of abbreviations. The same applies to the permitted abbreviations of names of institutions, organizations or companies (e.g., BMW).

The list of abbreviations must be presented in alphabetical order; it does not include commonly used abbreviations that can be found as terms in the dictionary (see <https://apastyle.apa.org/style-grammar-guidelines/abbreviations/definition>). Unusual or topic-specific abbreviations are to be defined at the point in the body of text where they are used for the first time. This applies even if an abbreviation is used only once. However, the single use of an abbreviation should be avoided whenever possible.

Examples:

UN – United Nations

EU – European Union

WEF – World Economic Forum

OECD – Organisation for Economic Co-operation and Development

WHO – World Health Organization

NGOs – Non-governmental organizations

Do not forget to include abbreviations used in adopted tables and figures.

5.7 BODY

The body contains all elaborations on your topic. Formulate the content clearly and concisely (factually neutral, not casual and journalistic or colloquial). The “I” or “we” form is generally not permitted and should therefore only be used in consultation with your advisor.

Tables and figures are labeled underneath, numbered consecutively and included in the corresponding index; the sources are to be indicated (“Source: ...”). If no source is available, “Source: own figure/graph” may be used as an addendum.

Examples:

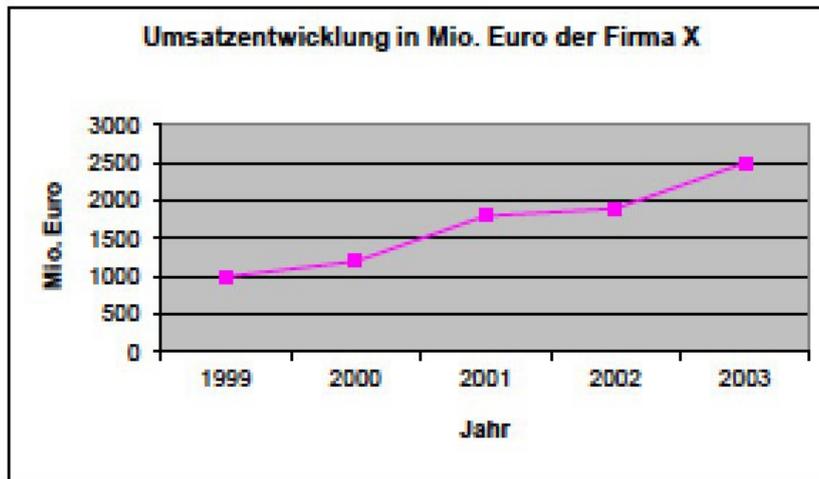


Figure 3: Development of Sales in Million Euros of Company X¹

Sales incl. VAT Company	2005/2006 in million Euro	% compared to previous year
Schleudermann Catalog	7,716	+3,6
Pleitegeier	5,589	+2,8
Zahlemann & Söhne	4,897	+2,4

Table 5: The Leading Mail-Order Businesses in Germany²

5.8 BIBLIOGRAPHY

The heading “Bibliography” is written in the same way as the heading “Table of Contents”. Only include the literature you have used. All titles must be included as full references (see below). You can use the reference management tool provided by your word processing program here. Please note:

- Authors and titles, where applicable, must match in the footnotes and bibliography.
- The bibliography must be arranged alphabetically by author. Works by the same author are arranged by year of publication. Works by the same authors in the same year are listed with the addition of “a”,

1 Source: Self-produced diagram based on Mustermann (ed.), Versandhandels-Atlas, Hamburg 2006, unpagged.

2 Source: Mustermann (ed.), Versandhandels-Atlas, Hamburg 2006, unpagged.

“b”, etc. to the year (Example: (Wagner, 2010a); (Wagner, 2010b)).

- For legal papers, the bibliography should be subdivided into textbooks, commentaries, essays, and other sources.

Any laws, similar legal regulations and official statements you have applied are to be listed in a separate “List of Sources” after the bibliography. Where necessary, this should then be subdivided by laws, statements, etc.

Cited judgments are to be listed in the subsequent “List of Case Law”, arranged by court of law.

5.9 APPENDIX

All materials listed in the text but not verifiable by third parties belong in the appendix. In particular, this includes unpublished manuscripts, internal company materials, documents, certificates, interview notes, court records, own documents such as questionnaires, empirical material, methodological explanations, statistical materials, documents that are frequently worked with, Internet sources, etc. The appendix should also include copies of brochures and information sheets (practical semester topic), as well as examples of advertisements and/or storyboards for TV commercials.

Alternatively, consult your advisor to see whether these documents can be submitted on the data storage medium as pdfs saved in a separate directory.

The appendix is preceded by a separate list in which the material used is listed with its number and the respective heading. Number the appendix consecutively using Roman numerals. Continue page numbering to the last page.

6. CITATION INSTRUCTIONS

6.1 REQUIRED CITATION AND RELEVANCE FOR CITATION

If, as the author of an academic paper, you rely on the thoughts of others, either verbatim or in spirit, you must cite them. This shows that the expressed opinion or idea does not originate from you yourself, but that you have considered it and are of the same opinion, that you want to support your own argumentation with the statement, or that you cannot agree with it for various reasons. The basic idea, the main motive for citation, is understanding the statements made as a combination of your own intellectual contribution and the processing of external ideas from existing sources.

An exemption from the citation requirement only exists if it is a matter of general scientific knowledge (e.g., The Internet is booming). In all other cases, adopting the ideas of other people without explicitly referring to the source is considered a serious violation of academic ethics.

A violation of the citation requirement, i.e., plagiarism, will inevitably lead to the paper being graded as “unsatisfactory”. Papers are regularly checked for plagiarism.

In principle, only that which can be reproduced and checked by the reader can be cited. This is usually the case with published works. Accordingly, unpublished theses, lecture notes, etc. cannot be cited.

Submit unpublished, not generally accessible sources (e.g., statistical material of a company and interviews) as attachments (at least excerpts thereof) together with your thesis, and you may then also cite them. However, the permission of the author must be obtained before using such sources.

The quality of the sources you use is essential. Wikipedia, blogs and websites along the lines of “Business for Dummies” are not citable.

Reference all publications using the most recent edition. Only use older editions to show certain statements in the context of time or in the development over time.

6.2 CITATION RULES

6.2.1 Fundamentals

The use of the intellectual property of other people – whether as a verbatim quotation or paraphrasing as an adaptation or derivation – must be identified by a precise and preferably up-to-date citation of the source. The source citation must be detailed enough to be verifiable at any time; it must therefore also include the exact page number (see Section 6.4 – Short-Form Citation).

A general reference to a scientific discussion (“It is consistently predicted in the literature that...”) strictly requires the citation of the most important sources (at least three) to substantiate the statement.

The three basic rules for each citation are directness, accuracy, and purposefulness, as described below.

6.2.2 Directness

The quotation must be taken directly from the primary source and not copied from a secondary source. If the primary source cannot be obtained for consultation, the (most reliable!) secondary source may be cited. The original source must be named in the bibliography and in the short-form citation in the text. In addition, the secondary source is cited with the remark “... quoted according to: ...”.

The abbreviation “cf.” in the footnote or in the body introduces a reference to further literature, works of fundamental importance, or literature sources with a nuanced view. You may also use this abbreviation used within your own work in the context of cross-references. Opposing opinions are introduced in the footnote with “differing opinion”.

6.2.3 Accuracy

Literal accuracy includes outdated and incorrect spelling or punctuation. If possible, even errors in the content or orthography of the source should be adopted. Use the [!] mark to indicate that the error did not occur during the transcription process. Literal accuracy also includes marking changes to the source text; put your own additions in square brackets.

Abridgements are marked by inserting three dots in square brackets [...]. If a quotation begins or ends in the middle of a sentence, [...] dots should also be used. In case of extensive deletions, it is recommended to close the quotation, and after continuing your own text, insert the continuation as a new quotation.

Your own emphasis on parts of the quotation should be indicated in the source citation with the remark “(emphasis/emphases not present in the original)”.

As a general rule, the exact page number of the referenced source must be given. When multiple consecutive pages are referenced, use pp. in the footnote after the page number. If there are more than two consecutive pages, the first and the last page of the citation must be indicated. The use of “ff.” (meaning “and the following pages”) for several consecutive pages is usually not permitted, because the reader is left in the dark as to how far the literature reference actually extends. Please only use this after receiving explicit approval from your advisor.

An abbreviated reference (short-form citation) is sufficient for the first citation (see section 6.4. Short-Form Citation).

You should discuss the citation style of your paper with your advisor in advance, but APA citation style is usually considered the standard.

Passages in foreign languages can be quoted verbatim or as a translation. In accordance with the “accuracy” rule of citation, the literal citation should be included in the respective foreign language. A translation can then be added in the footnote, with the note that it is your own translation. However, this can only be useful for non-English sources. The requirement to cite the source also applies to the paraphrased rendering of a foreign-language source.

6.2.4 Purposefulness

A citation should contain what the individual citing it wishes to establish.

This requires a compromise based on the following rule: The quotation must be extensive enough, but it should not be quoted in more detail than is necessary for the intended purpose. This means that the scope is determined by the author's own train of thought.

For this reason, verbatim quotations are to be used very sparingly and only in cases where:

- you cannot present the idea itself in a better and shorter way,
- it is precisely the existing wording that matters,
- it concerns formulations of concepts,
- it is a question of a particularly original wording,
- it concerns critical discussions of the text, i.e., when you want to analyze or interpret the statements of an author,
- foreign literature is used to supplement the translation, so that the reader can check whether the author has translated the text correctly.

6.3 INDICATION OF VERBATIM QUOTATIONS AND PARAPHRASING IN THE TEXT

The beginning and end of a verbatim quotation are separated from the rest of the text by double quotation marks (“ ”); a quotation within a quotation is enclosed in single quotation marks (‘ ’). Place the source citation at the end of the verbatim quotation.

For paraphrased (indirect) quotations, the position of the source citation in the text designates the area of applicability:

- at the end of the sentence before the period -> for the sentence before
- at the end of the sentence after the period -> for the entire paragraph before it
- in the middle of the sentence -> for the part of the sentence up to the citation/footnote

The use of footnotes in headings is not permitted.

6.4 SHORT-FORM CITATION

Short-form citation is to be used in continuous text. In addition to the last name of the author(s) and the exact page number, there must be another clear reference to the cited work, such as the year, which is the most common option. You can use the reference management tool offered by your word processing program here.

If you quote from a work, you have the following basic possibilities of short citation, to be used uniformly throughout your paper:

a) Citation in the text is done using the academic standard under APA citation style (please see the link to additional citation examples using the APA at the end of section 6.5 General Information on Citing Sources):

The source citation here normally follows the citation. If the sentence ends with the citation, the information is inserted before the concluding punctuation mark:

This finding was first described in 1997 (Männel 1997, p. 309).

Two authors are connected in the continuous text by an “and”; in parentheses or footnotes by an ampersand “&”. Example:

This finding was described by Männel and Müller in an earlier study (Männel & Müller, 1997, p. 309).

If several works are referred to in the citation in the text, the source references must also be

enumerated in each case, separated by a semicolon. Example:

This finding has been described by numerous authors so far (Männel, 1997; Dichtl, 1991; Burkart, 1995).

If several papers are cited from one author with the same year of publication, a lowercase letter (starting with a, b, c, etc.) is placed directly after the year. Example:

This phenomenon is explained from the consumer's point of view (Männel 1997a, p. 309) as well as

b) Citation using footnotes is the classic citation method, and is especially common in the humanities. The connection between the citation or text and the footnote is established by assigning the same marking (superscript) at the end of the citation (or the corresponding text passage) and at the beginning of the footnote. Numbers are used for this marking. Footnote numbering is to be continued throughout the paper.

Example:

*This finding was first described by Männel in 1997.*¹

The footnote would use the short-form citation:

¹Männel 1997, S. 309

[In the bibliography, the source should always be given in full in addition to the short-form citation. In APA style this would be as follows:

Männel, W. (1997). Make-or-buy Entscheidungen, in: krp, Vol. 41, No. 6/1997, pp. 307-311.]

In addition to the proposed APA standard, the literature includes numerous citation styles that can be used if agreed on in advance (e.g., MLA, Chicago A, Vancouver, etc.). It is imperative that you agree on your citation style with your advisor. Once you have chosen a citation method, you must use it consistently throughout your entire thesis.

6.5 GENERAL INFORMATION ON CITING SOURCES

If the information on author, place of publication, year of publication is missing from a source, this must be explicitly noted in the source reference. If the author is unknown, cite the source by its title in the signal phrase or use the first word or two in the parentheses. If the author is not a natural person, but a legal entity (e.g., a company), this can be used as well. If the place of publication is unknown, use s.l. (*sine loco*).

For an unknown date of publication, use n.d. (no date). However, because of the particular importance of the year of publication, a substitute year should be given if possible, provided that an appropriate date can be used, e.g., the date of the preface. In these cases, add the source of the substitute year to the year in brackets, e.g., Stuttgart 1975 (Preface).

Do not include academic titles of the author in the source citation.

You can find more information on APA guidelines here:

https://owl.purdue.edu/owl/research_and_citation/apa6_style/apa_formatting_and_style_guide/general_format.html

LIST OF APPENDICES

List of Appendices VI

APPENDIX I

Example of the title page layout of a bachelor's thesis/master's thesis

Bachelor's Thesis/Master's Thesis

Degree Program of Business Administration BSc/Management MSc

The Launch of a Branded Dishwashing Detergent on the French Market

Mainz University of
Applied Sciences
School of Business

Presented by: Max Mustermann
Musterallee 93
55128 Mainz
Student ID No. 4862496
Presented to: Prof. Dr. Susi Sonnenschein
Presented on: 09/15/2020