

# Formal Requirements for Bachelor and Master Theses as well as Written Projects and Term Papers

Chair for Entrepreneurship and Management

Prof. Dr. Christian Schwens

(Last Update: September 2023)

# Formal Requirements

## Font:

- » Times New Roman
- » 12 pt Times New Roman
- » double spaced

## Layout:

- » Left margin 2.5 cm;
- » Right margin 2.5 cm;
- » Upper margin 2.5 cm (up to headline 1.5 cm);
- » Lower margin 2.5 cm (to the footer 1.25 cm)
- » Use full justification and enable automatic hyphenation
- » Each sheet should be printed on one side only

# Formal Requirements

## Page numbers:

- » Cover page: no page number
- » Table of contents: page numbers in Roman numerals
- » Content/Text: page numbers in Arabic numerals (begin numbering anew)
- » Bibliography/Resources: page numbers in Roman numerals (do not begin numbering anew)
- » If necessary appendix: page numbers in Roman numerals (do not start numbering anew)

# General Remarks

- » Technical terminology should be used, technical terms have to be defined with first use
- » Precise expression is best achieved through simple (short) and clear sentences
- » The "I" or "we" form is not common in German scientific texts (only permitted for English texts)
- » No use of "one", i.e. do not use "one knows that" etc.
- » Use gender-neutral language or both gender forms
- » Formal deficiencies have a (negative) influence on the grade

## Scope:

- » Bachelor theses: 25 pages text (+/- 10%), excluding table of contents, appendix and bibliography.
- » Master theses: 40 pages text (+/- 10%), excluding table of contents, appendix and bibliography.

# Front Page

- » Topic and type of work (Seminar Paper, BA- / MA-Theses)
- » Semester/ term in which the seminar takes place or the paper is submitted.
- » Information about the author (student ID number, title, first and last name, study address, e-mail address).
- » Please also follow further requirements of the **examination office**.

University of Cologne  
Faculty of Management, Economics and Social Sciences  
Chair for Entrepreneurship and Management

**Title**  
**Type of work (e.g. Bachelor theses)**

Submitted in the Summer Term 2019

Submitted by:  
First Name and Surname  
Abc street 12  
12345 Cologne  
Email: Max\_Mustermann@...  
Student ID Number : 12345  
Semester: 6  
Study Program: (e.g. B.Sc. Business Administration)  
First Examiner: Max Mustermann I  
Second Examiner: Max Mustermann II  
  
Cologne ... (Month and Year of Submission)

## Front Page Example

# Table of Contents

- » Based on the structure of a scientific journal article
- » Contains the list of all headings of the theses
- » In exactly the same wording as in the text of the theses
- » With indication of the corresponding page numbers
- » Front page and table of contents are not included, however, abbreviations, tables and illustrations, bibliography and appendix with corresponding page references have to be included

# Other Lists

- » List of abbreviation: contains only formulations that are not generally used (see for example Oxford dictionary). Only abbreviations used in the paper have to be listed.
- » List of figures and tables: Only if at least one figure/table is included, the number, heading and page number have to be mentioned.
- » A foreword is not part of a theses, a term paper or project work.



# APA Citation

- » The APA style can be found in the following publication:
  - » American Psychological Association. (2009). Publication manual of the American Psychological Association (6th ed.). Washington, DC: American Psychological Association.
- » The APA style is based on an author-date system, with a **shortened reference to the source in the text** and the **complete source reference included in the bibliography**. Footnotes with references are therefore not required.
- » Useful links on the APA style:
  - » "Guidelines for citation according to APA-Style (6th)" of the University of Zurich:  
[https://www.business.uzh.ch/dam/jcr:e8b8dd18-7dc7-4750-9196-b28349a48d8a/Richtlinien%20zum%20Zitieren\\_Thesis.pdf](https://www.business.uzh.ch/dam/jcr:e8b8dd18-7dc7-4750-9196-b28349a48d8a/Richtlinien%20zum%20Zitieren_Thesis.pdf)
  - » Short manual: <https://www.smu.ca/webfiles/APAInText2020.pdf>

# APA style Citation

## Analogous Quotations:

### » **One** author

- » *Melin (1992) critically reviews the field of international business research.*
- » *There are three themes that help shed light on internationalization as a strategy process (Melin, 1992).*

### » **Two** authors

- » *In the text surnames of the authors are linked with an "and", in brackets with an "&".*
- » *Oviatt und McDougall (2005) show that ....*
- » *It is clear that the domain of international entrepreneurship is rich in opportunity (Oviatt & McDougall, 2005).*

# APA style Citation

## » Three to five authors\*

- » If authors are quoted for the first time in the text, all names are listed. If the authors are cited for the second time in the text, you can use "et al." following the first name.

First citation in the text:

- » *Zahra, Ireland, und Hitt (2000) encourage managers to articulate, identify, and capture the technological learning achieved by their new ventures.*
- » *Managers should articulate, identify, and capture the technological learning achieved by their new ventures (Zahra, Ireland, & Hitt, 2000).*

Following citations in the text:

- » *Zahra et al. (2000) stress the importance of international business operations for successful new venture performance.*
- » *The importance of international business operations for successful new venture performance is emphasized (Zahra et al., 2000).*

\*Oriented towards the German APA Standard

# APA style Citation

## » More than five authors\*

- » For each citation in the text, you can use "et al." following the first name.
- » *Martinez et al. (1994) explore the following determinants of ...*
- » *The following determinants are... (Martinez et al., 1994).*

\*Oriented towards the German APA Standard

# APA style Citation

## Literal Quote (fewer than 40 words)

» Citation rules of the analogous quotation apply.

Additionally:

- » When quoting a short passage, incorporate the quotation into the text of your paper, placing the quoted words in double quotation marks.
- » The page number of the quotation must be stated (if possible).
- » If a text passage is omitted, this is symbolized by three dots in square brackets.
- » If a literal quotation is supplemented with a word or a passage (e.g., for better comprehensibility), this is symbolized in square brackets.
- Example:
  - » *When workplace teams encounter incivility “it has catastrophic effects on the team’s collaborative processes and severely impacts the way team members perform their tasks” (Porath et al., 2015, p. 260).*
  - » *Burgelman (1983, p. 1350) explains that „[the model] provides a more or less shared frame of reference for the strategic actors in the organization, and provides the basis for corporate objective-setting in terms of its business portfolio and resource allocation.”*

# APA style Citation

## Block Quotation (more than 40 words)

» Citation rules of the analogous quotation apply.

Additionally:

- » When quoting a passage of 40 words or longer, start the quotation on a new line, indented 1.27 cm (0.5 in.) from the left margin, and double-space the text. Do not use quotation marks.
  - » The page number of the quotation must be stated (if possible).
  - » If a text passage is omitted, this is symbolized by three dots in square brackets.
  - » If a literal quotation is supplemented with a word or a passage (e.g., for better comprehensibility), this is symbolized in square brackets.
- Example:
    - A study by Craft et al. (2017) found:*
    - Individuals who give credence to conspiracy theories know comparatively little about how the news media work. The greater one's knowledge about the news media—from the kinds of news covered, to the commercial context in which news is produced, to the effects on public opinion news can have—the less likely one will fall prey to conspiracy theories. (p. 396)*

# Citation Software

- » The use of a citation program such as Endnote or Citavi is recommended.
- » Both programs are free of charge for students:
  - » Citavi: <https://rrzk.uni-koeln.de/citavi-campuslizenz.html>
  - » Endnote: <https://rrzk.uni-koeln.de/endnote-campuslizenz.html>

# APA style Bibliography

## Books

- » One or more Authors
  - » Drucker, P. (2014). *Innovation and entrepreneurship*. London: Routledge
  - » Storey, D. J., & Greene, F. J. (2010). *Small business and entrepreneurship*. Harlow: Financial Times Prentice Hall
  
- » Organisation/Institution/Corporation/Association as Author
  - » World Trade Organization. (2019). *WTO Ministerial Conferences (1. edition)*. Cambridge: Cambridge University Press.
  
- » Editorial Work
  - » Hood, N. & Vahlne, J. (Eds.). (1988). *Strategies in Global Competition*. New York: Croom Helm.
  
- » Contribution to an Editorial Work
  - » Johanson, J. & Mattsson, L.G. (1988). Internationalization in Industrial Systems - A Network Approach. In: Hood, N. & Vahlne, J. (Eds.), *Strategies in Global Competition* (pp. 287-314). New York: Croom Helm.
    - *Internationalization in Industrial Systems - A Network Approach* is the title of the chapter written by Johanson and Mattsson.
    - *Strategies in Global Competition* is the title of the entire work published by Hood and Vahlne.



# APA style Bibliography

## Journal article

### » One author

- » Burgelman, R. A. (1983). Corporate entrepreneurship and strategic management: Insights from a process study. *Management science*, 29(12), 1349-1364. doi:10.1287/mnsc.29.12.1349

The DOI is a unique and unchangeable identification number for digital objects. If you add "https://doi.org/" before the DOI, it can be used as a URL.

### » Two to five authors\*

- » *For two to five authors, all names are given. The "&" is preceded by a comma.*
- » Oviatt, B. M., & McDougall, P. P. (2005). Defining international entrepreneurship and modeling the speed of internationalization. *Entrepreneurship theory and practice*, 29(5), 537-553. doi:10.1111/j.1540-6520.2005.00097.x
- » Zahra, S. A., Ireland, R. D., & Hitt, M. A. (2000). International expansion by new venture firms: International diversity, mode of market entry, technological learning, and performance. *Academy of Management journal*, 43(5), 925-950. doi:10.2307/1556420

### » More than five authors\*

- » *If there are more than five authors, the names of the first four and the last author are given.*
- » Schlaepfer, T. E., Cohen, M. X., Frick, C., Kosel, ... Sturm, V. (2008). Deep brain stimulation to reward circuitry alleviates anhedonia in refractory major depression. *Neuropsychopharmacology*, 33(2), 368-377. doi:10.1038/sj.npp.1301408

\*Oriented towards the German APA Standard

# APA style Bibliography

## Internet sources

### » Website

- » Depiereux, P. (2018) Warum Unternehmen den Startup-Spirit nicht einfach kopieren können. Accessed on 01. March 2019 from <https://www.gruenderszene.de/business/6-tipps-startup-spirit-konzerne>
- » *If no publication date is stated, “n.d.” is written instead (no date)*

## Further information on the bibliography

- » Sources need to be in alphabetical order
- » For several publications by one author with the same year of publication use: 1994a; 1994b

# Quoting – „DOs and DON‘Ts“

## DOs

- » Use of scientific articles from (international) journals.
- » Little use of literal quotations (e.g., to define a term).

## DON‘Ts

- The use of monographs should be avoided if possible.
- Internet sources should be avoided if possible.
- Plagiarism (intellectual theft, that is the adoption of other people's thoughts without corresponding proof of source) is prohibited (results in a grading of "not sufficient"!)

# Quality of scientific studies

We recommend citing studies solely from top journals (VHB-JOURQUAL A, B, (C)).

» VHB Jourqual (<https://vhbonline.org/vhb4you/jourqual/vhb-jourqual-3/gesamtliste/>)

» Handelsblattranking

([https://docs.google.com/spreadsheets/d/1GaU\\_tSl3kC2FtE7xYnSElktSX9DUKei\\_qhQKipqyJQ4/pub?output=html](https://docs.google.com/spreadsheets/d/1GaU_tSl3kC2FtE7xYnSElktSX9DUKei_qhQKipqyJQ4/pub?output=html))

» Association of Business Schools (<https://charteredabs.org/academic-journal-guide-2018/>)

Teilrating HSM
Teilrating INT
Teilrating LOG
Teilrating MARK
Teilrating NAMA
Teilrating ÖBWL
Teilrating OR
Teilrating ORG / PERS
Teilrating PROD
Teilrating RECH
Teilrating SM
Teilrating TIE
Teilrating WEW
Teilrating WI
Teilrating DL-Handel
Teilrating Entrepreneurship
Teilrating Gesundheitswesen
Teilrating KMU
Teilrating Medien Kultur Freizeit
Teilrating Versicherungswirtschaft
Tabellen zum Download
VHB-JOURQUAL: Archiv
Ethik
KFA - Frauen in Aufsichtsräte
Events & more
Facharbeit in der BWL
Klassiker der BWL
Vakanzenstudie

Grenzen von Teilratings hinweg wenig sinnvoll ist und durch diese Gesamtliste kein Gesamtrating vorgenommen wird. Ein Vergleich von Zeitschriften sollte ausschließlich innerhalb eines Teilratings vorgenommen werden, das die jeweilige Beurteilung der Vertreter einer spezifischen betriebswirtschaftlichen Teildisziplin zum Ausdruck bringt.

Für die korrekte Ansicht der nachfolgenden Tabelle benötigen Sie Javascript. Bitte aktivieren Sie JavaScript in Ihrem Browser. Wie Sie JavaScript in Ihrem Browser aktivieren, können Sie [hier nachlesen](#).

Zeitschriften	ISSN (Druckversion, sofern verfügbar)	JQ3	Enthalten in folgendem(n) Teilrating(s)
4OR	1619-4500	C	OR
Abacus	0001-3072	B	BA-FI, STEU, RECH
Absatzwirtschaft	0001-3374	k.w.Z.	MARK
Academy of Management Annals	1941-6520	A	ABWL
Academy of Management Journal (AMJ)	0001-4273	A+	ABWL
Academy of Management Learning & Education	1537-260X	B	HSM, ORG / PERS
Academy of Management Perspectives	1558-9080	B	ABWL
Academy of Management Review (AMR)	0363-7425	A+	ABWL
Accountancy	0001-4664	D	RECH

# Effective literature research

What to do if...

## **...you find little literature**

- » Have a look at the bibliography of the sources you found (backward search)
- » Or look who quotes the literature you found (forward search); e.g. Google Scholar "quoted by"

## **... you want to quote from the Internet, books or scripts**

- » Search for the primary source
- » If you can't find a primary source:
  - » Assess the credibility of the source
  - » Do not overrate the results
  - » If necessary, critically address the credibility of the work

# Effective literature search

Scientific databases are suitable for literature searches, as they provide a comprehensive overview as well as allow a specific search.

**Possible online databases are:**

- ▶ **EBSCO** (<https://search.ebscohost.com>)
- ▶ **REPEC** (<http://econpapers.repec.org>)
- ▶ **JSTOR** (<https://www.jstor.org>)
- ▶ **Web of Science** (<https://www.webofscience.com/wos/woscc/basic-search>)
- ▶ **Google Scholar** (<https://scholar.google.de>)

# Footnotes

- » Footnotes should generally be avoided, because "Footnotes [...] are additions to the current text [...]" (Seivert, 1976: 128, quoted from Weber, 1994: 120).
- » Permitted only if reference is made to other opinions, to further, more detailed or special aspects whose analysis in the text would go too far.
- » The footnote is introduced by a corresponding reference ("other view is ..." or "see however ...").

# Tables / Figures

- » Present facts in a clear and structured way from different points of view.
- » Contain quantitative facts such as numbers or qualitative values, the content of which must be explained in more detail in the text.
- » Sequential numbering (tables and figures separated) and descriptive heading (table header).
- » If tables of other authors are used, the corresponding source reference must be listed directly below the table (analogous to figures).
- » All tables/figures need to be also mentioned in the text ("as the following figure 4 illustrates...").
- » Other font sizes and types may be used in tables / figures.



# Declaration in lieu of an oath

» Must be attached to each theses.

Please use the template on this page:

<https://www.wiso.uni-koeln.de/en/faculty/managing-board/examination-office/2015-examination-regulations/theses/>

# Consent form for the use of plagiarism detection software

In addition, each theses must be accompanied by the following text:

Consent Form for the use of plagiarism detection software to check my theses

Furthermore, I agree that my written work submitted to the Endowed Chair of Interdisciplinary Management Science, may be subject to automatic plagiarism checking at [www.turnitin.com](http://www.turnitin.com) or similar plagiarism testing tools.

The examination of the work is carried out exclusively by staff members of the chair and will only take place anonymously and without permanent storage in the database of the plagiarism examination tool.

I assure you that the submitted electronic version corresponds exactly to the present work. I have been informed that the result of the plagiarism check, which can be inferred from the use of foreign, unmarked sources, constitutes an attempt to deceive in terms of the examination regulations and will lead to the thesis being graded as "failed". In consultation with the Examination Office further actions according to examination regulations or criminal law may be taken.

\_\_\_\_\_  
Place, Date

\_\_\_\_\_  
Signature

# Information on the Submission

Further information on formal requirements and the submission of your Bachelor/Master theses can be found in the material provided by the **Examination Office**:

<https://wiso.uni-koeln.de/en/faculty/managing-board/examination-office/2015-2021-examination-regulations/final-theses>