Paper & Thesis Guide

Guidelines on how to write a term paper or thesis

International Business Administration (BIBA & MIBA)

International Management (BIM & MIM)

Wiesbaden Business School

RheinMain University of Applied Sciences

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**List of abbreviations**

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
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<tbody>
<tr>
<td>BBA</td>
<td>Bachelor of Arts in Business Administration</td>
</tr>
<tr>
<td>BIBA</td>
<td>Bachelor of Arts in International Business</td>
</tr>
<tr>
<td>BIM</td>
<td>Bachelor of Arts in International Management</td>
</tr>
<tr>
<td>CD</td>
<td>Compact Disc</td>
</tr>
<tr>
<td>cm</td>
<td>Centimeter</td>
</tr>
<tr>
<td>IBA</td>
<td>International Business Administration</td>
</tr>
<tr>
<td>MIBA</td>
<td>Master of Arts in International Business</td>
</tr>
<tr>
<td>MIM</td>
<td>Master of Arts in International Management</td>
</tr>
<tr>
<td>URL</td>
<td>Uniform Resource Locator</td>
</tr>
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1 Preliminary remarks

This paper and thesis guide should provide guidance on how to write a scientific paper (term paper, bachelor’s and master’s thesis) for the International Business Administration (IBA) and International Management (IM) program at Wiesbaden Business School at RheinMain University of Applied Sciences. The guide could also be used in other programs (e.g. BBA). If in doubt, please check the relevant literature.1

2 General requirements

2.1 Delivery of paper

A term paper needs to be delivered as one perforated and stapled print-out to the responsible professor. For a bachelor’s and master’s thesis three bound copies have to be delivered to the “Service Center”. Whatever type of work it is (term paper, bachelor’s or master’s thesis) a CD (or another electronic data storage medium) is required, with the paper in digital version (in the original format, typically Word) and all electronic sources that have been used (including internet resources, typically PDF). If you are unable to deliver the paper in person to the department secretariat, you may also use the mailbox at the faculty building (Bleichstraße 44) or send it via post (with a postmark, latest: 24:00 of the deadline day).

The deadline day for the bachelor and master’s theses can be found on the official thesis protocol. For BBA the deadline day is the same weekday as the day of allocation six weeks after the start. For BIBA and BIM the deadline day is the same weekday as the day of allocation nine weeks after the start. For MIBA and MIM the deadline day is the same day of the month three months after the start. This also applies, if the deadline day is a Saturday, Sunday or a holiday (Art. 31,

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The deadline day for a term paper will be communicated in the respective course.

2.2 Length of paper

All papers must be written with a 1.5-fold line distance in Times New Roman, font size 12. Before a new paragraph, a spacing of 6pt is required. Footnotes and font in an image should be written at least in font size 8. The following page margins are to be used: grouped style, left margin 5 cm, right margin 2 cm, top margin 2.5 cm, bottom margin 2 cm. A manual or the automatic hyphenation of the text processing program is to be used.

The permitted page numbers are:

- six week processing time: 15-20 pages,
- nine week processing time: 30-35 pages,
- three month processing time: 40-50 pages.

For term papers the size will be communicated in the related course.

Coversheet / front page, table of contents, list of illustrations, list of abbreviations, bibliography and any attachments do not count towards the permitted page number.

2.3 Paper structure

Scientific papers should be written using the following structure:

1. Coversheet / front page
2. Table of contents
3. List of illustrations
4. List of abbreviations (if used)
5. Text
6. Attachments (if needed)
7. List of references
8. Affidavit
9. Restriction notes (if required)

Roman numerals are used for items 1 to 4 (I, II, III etc.), but the numbering of item 1 does not need to appear in the document. The text itself and also items 6 to 9 have to be marked with Arabic numerals (1, 2, 3 etc.). Examples for each item can be seen in this document and the examples attached.

3 Special requirements

3.1 Abbreviations

Please use standard and common management abbreviations only, as well as abbreviations used in professional journals. All abbreviations used have to be listed in the list of abbreviations, except general abbreviations.

3.2 Illustrations

Illustrations play an important part in visualizing the structure and content of the paper. They have to be integrated into the text, clearly labeled and numbered consecutively. For illustrations that have been copied from elsewhere an indication of the source is indispensable (cf. chapter 3.4). Tables and images are to be treated in the same way as the other illustrations.

Illustrations are no end in itself, but a useful supplement of the text. Therefore illustrations need to fit to the text. If illustrations contain further information which is unnecessary for the main text but interesting for the overall topic, they could be put in the attachment.

3.3 Structure

Consistent structuring (= agenda, table of contents) is a precondition for a clear, implied line of thoughts. Therefore please apply the following rules:

- The overall headline of the paper should be reflected in the agenda.
• If an agenda point is further sub-divided, there must be at least two sub-chapters.

• Agenda points on the same level need to take the same rank from a text and logic perspective and emerge from the same, superordinated agenda point. The criteria of the structure should be clearly identifiable.

• If a point is sub-divided (e.g. 3 is sub-divided in 3.1 & 3.2), there should be no text below the main header (in this case 3). Text is allowed only on the lowest ranked agenda points.

• Headlines should be short and to the point, (half) sentences, questions and punctuation should be avoided. The headlines shouldn’t anticipate the result, but include problem-oriented key words. Articles are omitted in headlines.

3.4 Quotation / Citation

Compliance with quotation / citation guidelines is very important. All citations have to be correct from a content and format perspective. All ideas taken from literature (also in illustrations and the summary) need to be marked as such; otherwise they will be counted as plagiarism (this generally leads to a grade of 5.0, i.e. failed). At the end of a citation a footnote is needed. The footnotes need to be numbered consecutively throughout the whole work and are always located in the lower section of the page.

A footnote directly after a word refers to exactly this word. Footnotes after a punctuation mark refer to the (sub-)sentence before the punctuation mark. If a footnote is at the end of a chapter and there is no other footnote, the footnote refers to the complete chapter. If in doubt please make it clear what the footnote refers to, e.g. “Cf. for this chapter...” or “Cf. for the last two sentences ...”.

Within the footnote the short citation style has to be used. It includes the name of the author (optionally with abbreviated first name), the year and also the page(s) of the quotation. Several pages should be marked with the addition f.
For several sources from one author in the same year of publication, mark them with letters following the year of publication. If there are more than three authors only the first author is named followed by "et al." (et alii). At the end of the footnote there is always a full stop, never two full stops.

Examples for the short citation style:


**Direct quotations** (in exactly the same words) need to be marked with quotation marks at the beginning and the end of the citation. Deviations from the original source have to be marked: Omissions with dots (.. for one word, ... for several words), supplements with square brackets (i.e. []) and own emphases with add on [highlighted by author].

The number of the footnote has to follow directly after the quotation, i.e. after the quotation mark and before the punctuation which is not part of the quotation itself. Within the footnote the author is quoted without the addition “cf.” (e.g. Krüger (2014b), p. 39.). Longer direct quotations, as well as one direct quotation after another, should be avoided.

If a text or a line of thoughts of another author is used, it is an **indirect quotation**. In this case the footnote starts with a “cf.” (e.g. Cf. Krüger (2014b), p. 40ff.).

**Secondary quotations** should be avoided if possible. In principle the original source should be checked and quoted. If the original source is not available, a secondary quote is needed. This looks like: Porter (2010), quoted from Krüger (2014a), p. 4.
Further information for quotations could be found in chapter 3.5.²

3.5 List of references

References must meet the following requirements: correctness, completeness, uniformity and clarity.

All sources used have to be listed in alphabetical order in the (just one!) list of references (or bibliography). Several publications of the same author have to be sorted by publishing year. If they are from the same year, sort them by title and mark them with letters after the year (e.g. Krüger, W. (2010a)…, Krüger, W. (2010b)…). Required information: name and abbreviated first names of all author/s, publishing year, title, sub-title and place of publication (alternatively: publishing company). If it is not the first edition (the information “first edition” is does not need to be stated), the edition number has to be added. In general, the latest edition should be used. For articles from an anthology (i.e. not a monograph but a collection of essays / articles) also add the publisher and the title of the anthology and also the page numbers of the corresponding article. In addition, the anthology itself has to be listed separately in the bibliography. For magazine articles add magazine name, volume number, issue number and page numbers. For newspaper articles state the name of the newspaper and the exact date.

If there is no author and not even an institution (e.g. IBM, McKinsey) given, quote instead "w/o A" (without author). A missing publishing year should be replaced with “w/o Y” (without year) and a missing edition number with “w/o No” (without number). If there is more than one place of publication, the first place with the addition "et al." (et alibi) should be used (e.g. New York et al. instead of New York / London / Berlin / Hong Kong).

Here are some examples:

² More information could also be found in the recommendations of Kornmeier (2008), p. 247ff.


For internet sources the URL replaces the non-existing journal. In addition the date of the publication (if available) and the access date need to be listed. If the
downloaded document provides page numbers (e.g. a pdf-file) they have to be listed in the footnotes (e.g. IBM (2012), p. 12). Examples:


### 4 Other remarks

#### 4.1 Conceptual uniformity

To ensure your work is of high quality, conceptual uniformity is absolutely essential. That means that every relevant core term has to be clearly defined and differentiated and used accordingly thereafter. It is also important to maintain a uniform style of writing. Exceptions are direct quotations.

#### 4.2 Spelling

A scientific paper also requires accurate orthography. Typing or spelling errors indicate carelessness which can influence the evaluation. If in doubt consult a dictionary.
Title

BACHELOR THESIS
Examination for a degree in
Bachelor of Arts
in International Business Administration
at the Wiesbaden Business School of the
Hochschule RheinMain

Submitted by: Name, first name
Student ID: 123456

Supervisor: Prof. Dr. xxx

Address
Telephone
E-mail

Date
List of references


Sample affidavit

I hereby declare that I have written this paper by myself by referring only to the sources mentioned. All parts that have been cited directly or indirectly from public and private sources have been marked as such.

The work has not been submitted in an identical or a similar form to any other examination authority.

< Date, Place > < Signature >

Sample restriction notes

The paper “TITLE”, including the attachments on the CD, contains confidential data of COMPANY XYZ. The disclosure of the content of this work as a whole, or in parts, as well as making copies or transcripts, even in digital form, are prohibited. Exceptions require written permission of COMPANY XYZ. The paper is available only to the supervisors and if necessary to the members of the examination board (“Prüfungsauschuss”).