

The examination board

## **Information for the design of scientific works**

**Guidelines of academic work**

**Guide for academic writings**

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## 1 THE BACHELOR THESIS/ MASTER THESIS

The bachelor thesis should demonstrate that the candidate is capable of independently working on a task from a subject area of the chosen study program, according to scientific methods and within a specified period of time.

When writing a bachelor thesis, the **standards of scientific work, such as the structure of the document**, must be followed. The quotation of sources, referencing and the provision of a full list of references must adhere to the Harvard referencing format.

The working period for the bachelor thesis is usually 3 months, for the master thesis 4 months. However, the working periods valid for the respective study program are to be taken from the valid examination regulations. Moreover, 12 or 15 ECTS (16 ECTS for the MBM master program) are credited for the completed and passed work/ thesis.

## 2 EXTERNAL DESIGN OF THE SCIENTIFIC WORK

Binding: DIN A4, it must be bound (case bound/ cased) (no spiral binding), color: optional.

Number of copies: 3 complete copies must be submitted.

Paper size: DIN A4, written on one side.

Font/ font size: Times New Roman, font size 12, for chapter headings the maximum font size is 14

**OR**

Arial, font size 11, for chapter headings the maximum font size is 12.

Side distance: Left hand margin to be set at 5 cm, right hand margin at 2 cm. The top and bottom margin width should be approximately 2 cm.

Row pitch/ line distance: 1.5 line spacing, however longer direct (word-for-word) in-text quotations should have one-line spacing.

Scheme for the formal order:

- Empty cover sheet
- Title page (see Appendix 1)
- Restriction note (see Appendix 2)
- Table of contents (see Appendix 3)
- List of abbreviations (see Appendix 4)
- Table of figures (see Appendix 5)
- List of tables
- Text
- Appendix (if necessary)
- List of references (see Appendix 7)

- Signed insurance
- Empty final sheet
- Storage medium (glued to the back of the thesis) (p. 10 and Appendix 9)

Scope/ extent: To be taken from the individual valid examination regulations.

### 3 STRUCTURE

The structure is intended to show how the given task was structured and processed in terms of the contents. Therefore, it must explain the development of the topic as well as the structure of the thesis? in an understandable and comprehensible way. Moreover, the headings which were used for each chapter must accurately describe the content of the relevant chapters. They must be repeated in the exact and precise wording in the text. Additionally, the corresponding page in the text on which a chapter starts must be specified and represented in the table of contents (see Appendix 3).

The outline logic requires that each hierarchical outline level consists of at least two parts, i.e. if point 1.1 exists, t point 1.2 must follow.

There are no fixed rules for the designation of the outline of points, i.e. for the formal classification of the chapters. Classification possibilities are:

(a) Numeric order / classification (according to the line principle):

1  
 1.1  
 1.1.1  
 1.1.2  
 1.1.3  
 1.2  
 1.2.1  
 1.2.2  
 1.2.2.1  
 1.2.2.2  
 2  
 2.1  
 2.2  
 3  
 etc.

(b) Numeric order / classification (according to the gradation principle)

1  
     1.1  
         1.1.1  
         1.1.2  
         1.1.3  
     1.2  
         1.2.1  
         1.2.2  
             1.2.2.1  
             1.2.2.2

- 2
  - 2.1
  - 2.2
- 3
- etc.

(c) Alpha-numeric order / classification (according to the line principle):

- A.
  - I.
    - 1.
      - a)
      - aa)
      - ab)
    - b)
  - 2.
  - 3.
- II.
  - 1.
  - 2.
- B.
- etc.

(d) Alpha-numeric order / classification (according to the gradation principle)

- A.
  - I.
    - 1.
      - a)
        - aa)
        - ab)
      - b)
    - 2.
    - 3.
  - II.
    - 1.
    - 2.
- B.
- etc.

For the creation of the structure, the numerical classification system according to the line or gradation principle is recommended.

#### 4 LIST OF ABBREVIATIONS

Abbreviations should be avoided as much as possible in the structure. In the case of quotations, when referring to certain laws or courts, abbreviations can be used. Common abbreviations such as etc., e.g., i.e. are also permissible.

In the text, abbreviations of technical terms are to be used sparingly. References to sources can be used generally. They must then be explained in alphabetical order in a list of abbreviations preceding the actual text (see Appendix 4).

## 5 TEXT

The text needs to be stylistically flawless. A journalistic language style should be avoided, as well as the "I" or "we" style. The rules of English spelling and punctuation must be observed.

## 6 APPENDIX

Attachments must be submitted with the work if they contribute to a deeper understanding of the thesis. Attachments are to be provided when for formal or factual reasons; they cannot be accommodated in the form of illustrations or tables in the text. Each component and part of the Appendix must be referenced/ in the text at the appropriate place. The Appendix must be positioned at the end of the text.

## 7 HARVARD CITATION FORMAT AND SOURCES

The individual quotations are integrated into the current text, i.e. after a passage of text quoted verbatim or in meaning, the author (or publisher), the year of publication and the page reference are given in brackets (see the example in the box).

Example for literal (direct) quotation: (Müller, 1993, p. 223) alternative:  
(Müller 1993, p. 223)

Example with analogous (indirect) quotation: (see Müller, 1993, p. 223)

If several works by the same author with the same year of publication are to be cited, they are identified by a, b, c, etc., after the year.

Example for literal (direct) quotation: (Müller 1993a, p. 223)  
(Müller 1993b, p. 14)

Example:

The theoretical frame of reference must be supplemented by person - and situation-specific moderator variables that can influence confusion triggers and reduction strategies (see Grunder, 2006, p. 66). Walsh (2002) also assumes a multidimensional frame of reference. He understands confusion to be a "disturbance in the information processing of consumers of a temporary nature" triggered by external stimuli" (Walsh,

2002, p. 46), which can lead to suboptimal purchasing decisions. A perceived excessive demand in a purchasing decision situation can lead to stress, frustration, uncertainty and disorientation. The quality of decision-making suffers from this (see Loken/Ross/Hinkle, 1986, p. 195 f.; see also Mitchell/Papavassiliou, 1999).

If more than three authors are mentioned, the first author is named, followed by "et al.". However, in the source list all names of the authors are listed.

A second or later published edition is only indicated in the source list.

Example: (see Crisand/Crisand 2007, p. 61)

List of sources: Crisand, E./Crisand, M. (2007): Psychology of conversional leadership (=Workbooks on Leadership Psychology, Vol. 11), 8th edition, Frankfurt am Main 2007.

If a source without author is quoted, the author is indicated as N.N.

Example: (see N.N., 1992, p. 90)

List of sources: N.N. (1992): Practical design, 2nd edition, Adelaide 1992.

A contribution from an anthology is indicated with the author of the contribution.

Example: (see Geise 2009, p. 229)

List of sources: Geise, W. (2009): Purchase decision and consumer confusion, in: Seeber, G.: Research Fields of Business Didactics, Schwalbach/Ts. 2009, pp. 228 - 253.

In the case of documents from the Internet, the author and the date of publication are indicated. The date of access is listed in the list of sources.

Example: (see Steven/Telleen 2006, p. 1)

List of sources: Steven, L./Telleen, D. (2006): Understanding Intranets, [http://www.ip.com/html\\_docs/info/iorg1.html](http://www.ip.com/html_docs/info/iorg1.html), last access(ed) 6.6.2007.

If documents from the Internet are cited without a date, the indication "n.d." (no date) is used.

Example: (see Hawkins, n.d.)

8 **LIST OF SOURCES: HAWKINS, S., (N.D.), SPACE AND TIME WARPS, [HTTP://WWW.HAW-KING.ORG.UK/ SPACE-AND-TIME-WARPS.HTML](http://www.haw-king.org.uk/space-and-time-warps.html), LAST ACCESS(ED) 12.09.2012.ILLUSTRATIONS AND TABLES**

Illustrations and tables must always be marked with a name and number. Moreover, the source must also be cited, e.g.:

Figure 1: Order-to-Deliver Process Retail chain 1– Distributor; Source: Gronwald (2017), p. 13.

Table 2: Comparison between ACID and BASE; Source: Meier, A.: Tools of the digital economy: Big Data, NoSQL & Co. An introduction to relational and non-relational databases, Wiesbaden 2018, p. 35.

Or:

Fig. 1: Order-to-Deliver Process Retail chain 1– Distributor; Source: Gronwald (2017), p. 13.

Tab. 2: Comparison between ACID and BASE; Source: Meier, A.: Tools of the digital economy: Big Data, NoSQL & Co. An introduction to relational and non-relational databases, Wiesbaden 2018, p. 35.

It is important that the text refers to the respective illustration or table. This ensures that the reader knows exactly to which statement or statements an illustration/table belongs (see Appendix 10).

Example: TextTextText (see illustration 1).

Example: TextTextText (see table 2).

Example: TextTextText (see table 2), TextTextText.

## 9 REFERENCES

All sources used in the work/paper should be listed in alphabetical order by author (see Appendix 7/8).

Example:

Popper, K. (1980): The Open Society and its Enemies, Munich 1980.

While in the text of the work the page number of the cited text is to be indicated, in the source list a page addition is to be made only with essays or contributions in collective works. Then, however, the total number of pages of the essay/contribution (e.g.: pp. 47 - 55) is indicated.

Example:

Henzler, H.: Critical appraisal of the debate about Germany as a business location, in: Journal for Business Administration, 1993, pp. 5 - 21.

## 10 INSURANCE SIGNED IN PERSON

The bachelor/ master thesis concludes with the following declaration:

I declare that I have completed the above work independently and have not used outside help.

I have marked all places which are taken literally or analogously from published or unpublished sources.

The work has not yet been submitted to any other examination authority in the same or similar form.



Place, date

Signature

## 11 STORAGE MEDIUM

According to the examination regulations, a CD-ROM is part of the bound thesis. The CD-ROM documents the entire thesis, including any internet sources. The status of the internet sources must be documented at the time and date of the quote. The storage takes place as a complete web page or as a PDF document.

It is recommended to save in them separate folders, under the name of the author of the respective source.

Alternatively, a USB stick can be used instead of the CD-ROM. However, the stick must not exceed the following dimensions: 11 x 8 x 0.3 cm.

Each of the three copies of the work/paper to be submitted to the Examination Office contains a paper bag/pocket with the CD-ROM / USB stick on the inside of the back cover.

The content of the data carrier consists of:

- Table of contents of the data carrier as PDF document (list of existing PDF files and Internet sources on the storage medium)
- The bachelor thesis / master thesis as a PDF document with executable links
- All Internet sources cited in the work/paper (storage as a complete web page/website or as a PDF document).

**DESIGN OF THE TITLE PAGE**

**Topic of the work**

**Bachelor thesis / Master thesis**


Submitted by

First name surname  
From *Place of residence of the author*  
Born on: ....  
Matriculation/ Student Number:

Hochschule Niederrhein  
Faculty of economics  
Study programme: ....

Summer term/ Winter term ....

1. Examiner: Title, academic degree, name
2. Examiner: Title, academic degree, name



## **RESTRICTION NOTE**

If internal company data are used in a bachelor or master thesis and the company concerned wishes to maintain confidentiality, **this must be agreed with the auditor** and subsequently included in the work of one of the following blocking notices: This bachelor/master thesis contains confidential data of company (name).

This work may only be made available to the first and second reviewers and authorized members of the board of examiners. Any publication and duplication of this bachelor/master thesis - even in part - is prohibited.

An inspection of this work by third parties requires the expressed permission of company (name) and the author.

## EXAMPLE OF A TABLE OF CONTENTS

LIST OF ABBREVIATIONS	
TABLE OF FIGURES	
LIST OF TABLES	
1 OBJECTIVES AND STRUCTURE OF THE WORK .....	1
2 THE CONCEPT OF 'TRADE MARK' AND ITS MEANING FOR UNDERTAKINGS .....	3
2.1 Definition of the brand term.....	3
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3 DEFINITION AND DELIMITATION OF THE LUXURY BRAND .....	11
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6 THE APPEARANCE OF LUXURY BRANDS ON THE INTERNET .....	41
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**EXAMPLE OF A LIST OF ABBREVIATIONS**

....

EBITDA Earnings before interests, taxes, depreciation and  
amortization

EEZ exclusive economic zone

e.g. exempli gratia

etc. et cetera

EU European Union

i.e. it est

n.d. no date

...

**EXAMPLE OF A TABLE OF FIGURES**

Figure 1: market shares of the automobile manufacturer in 2014 .....	1
Figure 2: driver's license holders divided by age (2014) .....	3
Figure 3: Innovation cycle .....	6

...

## EXAMPLE OF A DOCUMENTED EXPERT INTERVIEW

### Expert interview

Information about the expert: Müller, Friederike

Function of the expert: Head of the development department E-Mobility at BMW, since 2010

Topic of the interview: **Electromobility**

Date und duration/length of the interviews: 13.01.2014, 9:00 a.m. until 10:30 a.m.

### Records of the interview

Question 1: How does BMW solve the question of electricity storage?

(List the expert's answer!)

---

Question 2: What charging options do you intend/offer/propose/consider for the i3 model?

(List the expert's answer)

---

Question 3: What strategies does your company pursue for the further development of electric mobility?

(List the expert's answer)

---

...

Question n:

(List the expert's answer)

## EXAMPLE OF A LIST OF REFERENCES

- AG Energiebilanzen e.V. (2017, December 21). *AG Energiebilanzen e.V.* Retrieved February 2, 2018, from AG Energiebilanzen e.V.: <https://ag-energiebilanzen.de/6-0-Primaerenergieverbrauch.html>
- Annual Report . (2016). *Annual Report* . Retrieved January 30, 2018, from Annual Report: <https://www.eon.com/de/investor-relations/finanzpublikationen/geschaeftsbericht.html> GESchäftsbericht 2016
- Annual report. (2000). *Annual report*. Retrieved January 24, 2018
- Annual Report. (2009). *Annual Report 2009*. Retrieved January 24, 2018
- Annual Review 2016. (n.d.). *Annual Review 2016*. Retrieved January 25 2018, from Annual Review 2016: <http://annualreport2016.fortum.com/en/>
- BioPower - Development GmbH. (n.d.). *BioPower - Development GmbH*. Retrieved March 29, 2018, from BioPower - Development GmbH: <http://www.biopower.com/standortd.html>
- Central Intelligence Agency. (n.d.). *Central Intelligence Agency*. Retrieved January 16, 2018, from Central Intelligence Agency: <https://www.cia.gov/library/publications/the-world-factbook/geos/fi.html>
- Central Intelligence Agency. (n.d.). *Central Intelligence Agency*. Retrieved January 16, 2018, from Central Intelligence Agency: <https://www.cia.gov/library/publications/the-world-factbook/geos/gm.html>
- Chamber of Commerce and Industry Nuremberg for Middle Franconia. (2015, November 12). *Chamber of Commerce and Industry Nuremberg for Middle Franconia*. Retrieved April 4, 2018, from Chamber of Commerce and Industry Nuremberg for Middle Franconia: [https://www.nachhaltigkeit.info/artikel/umweltvertraeglichkeitspruefung\\_1771.htm](https://www.nachhaltigkeit.info/artikel/umweltvertraeglichkeitspruefung_1771.htm)

...



### EXAMPLE OF A FIGURE IN THE TEXT

Since luxury goods increase in value or desirability by increasing their rarity effect, the strategy of selective or even exclusive distribution is generally pursued with luxury brands. In order to not damage the brand image of luxury goods, their distribution should be divided strategically. Three sales channels are particularly suitable here, which differ in terms of product range breadth, sales volumes and target groups (see Fig. 7).



Fig. 7: Distribution channels of luxury brands; source: Meffert/Lasslop (2004), p. 942.

## **EXAMPLE OF A TABLE OF CONTENT OF THE STORAGE MEDIUM**

### **Content of the storage medium**

1 Name\_of\_the\_thesis.pdf

2 Internet sources

2.1 Lülfs, F./Spiller, A.: Customer (in)satisfaction with school meals

2.2 N.N.: brand alliance

2.3 Siemens AG: Revenues and earnings