

# Guidelines for Thesis Submission

- Version: 2014, September -

## I General Information

### 1 Format and Page Layout

- Limit:  
Each thesis should be preferably within 10,000 and 13,000 words for Bachelor thesis and 16,000 and 19,000 words for Master thesis (excluding bibliographic references, abstracts and any appendices which provide supporting information). Abstract (this is optional) should not be more than 500 words.
- Font and Size  
Point 12, Arial. Main headings-and subheadings 12. Please use **BOLD** for paper title and chapters.
- Spacing:  
Between every two lines 1.5 spaces must be maintained.
- Margins:  
Keep a margin of 3.5 cm from left hand side and 2 cm on all other sides. Single spacing may be used only in the Table of Contents, footnotes and endnotes, charts, graphs, tables, quotations, captions, glossary, appendices, and bibliography.
- Paragraphing:  
A blank line between paragraphs should be left without indent. All paragraphs should be aligned to both the left and the right margin.
- Page Number/Header:  
Page numbers are to be integrated into the header. In addition to the blank cover sheets and the title page all sheets shall be numbered. All preliminary pages preceding the actual text must be numbered in roman page numbers (contents, lists of figures and abbreviations), the remaining pages are to be provided with Arabic numerals.

- Binding:

The thesis shall be bound within boards in black, blue or brown buckram. The binding shall be of a fixed kind in which leaves are permanently secured. The boards shall have sufficient rigidity to support the weight of the work when standing upon a shelf. The front cover should be left blank.

- Tables and Figures

Each figure is to be numbered and captioned. In the text, all figures should be referenced to with their respective numbers; there should be no figures to which no reference is made. The numeration of figures is based on the chapter: The first digit represents the chapter and the second one is given by consecutive enumeration. A uniform style should be used for all figures (shading, frames, line width, font size etc.).

Table numbers are built up in the same way, but separately from the figures. The sources of all figures and tables have to be cited.

- Footnotes

Footnotes are to be numbered continuously throughout the document<sup>1</sup>. The same font as in the text should be used but the footnote font size should be 10.

- Formula

In general, all formulas, except of short or insignificant ones which are included directly in the text, should be numbered in the same style as used for numbering the figures and tables. Each formula, except for generally accepted and well-known formulas, either has to be mathematically derived, to be explained, or a literature source has to be provided. This applies especially to complex models, where each constraint should be described and explained.

- Following is the structure of the report layout:

- 1 Title Page [see Appendix 1]
- 2 Table of Contents
- 3 List of Figures (if needed)
- 4 List of Tables (if needed)
- 5 List of Abbreviation (if needed)
- 6 Main Text (including introduction and conclusion)
- 7 Appendix (e.g. Tables)
- 8 Bibliography

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<sup>1</sup> This is a footnote.

## **2 Abstract**

The Abstract should not exceed 500 words, and should be given within a single paragraph. The first few sentences identify the topic, the next few the research design, then the basic observations and/or results, and the last one or two, the theoretical implications of the observations and/or results. It should not contain references to figures, tables or literature. Being an overview of the thesis, the Abstract should be written last. Avoid jargon (i.e., “the language, especially the vocabulary, peculiar to a particular trade, profession, or group”).

## **3 Introduction**

The introduction sets the scene. It sets out the broad parameters of the domain to be addressed and provides a road map of what follows. Among other things, the introduction should deal with the questions that inspired your research interest and set them in context. Regardless of whether the research problem is inspired by a contemporary or historical social, political, economic, cultural, media issue or by a specific problem raised in the literature, it should be set in its broader conceptual context, and the potential contribution of the proposed research explained. In other words, a good introduction starts with a broad base and ends with a specific point. It first considers the importance of the major area being investigated, primarily to provide the reader with a frame of reference from which to consider your work. Then, within the chosen area, it identifies a gap in our knowledge, or a precise question, or a particular controversy. Finally, it pinpoints the intended value of the present research. New approaches and assumptions on which the work is based should also be identified at this point.

## **4 Data Analysis**

This section is organized into discrete subunits without any overall order. An improvement would be to present the subunits in some logical and obvious pattern, such as chronological order, or from the most general to the most specific (e.g., from the simplest to the more complex analyses). An alternative improvement would be preface this with a description of the planned layout of the subunits.

Within each subunit, much data can be summarized within tables and figures. Doing so has several advantages. Tables and figures require less space than text for an equivalent amount of data; and their content is more easily deciphered. For example, a paragraph can begin with “Figure 3 shows ...” and then proceed to identify the major aspects of the figure.

## 5 Discussion

Data presented needs to be critically discussed in here in relation to each other, to the results of other studies and to the proposed hypothesis (if any). These relationships are rarely so straightforward that only one conclusion is possible. They must, therefore, be interpreted. But the 'interpretations' are not as subjective and arbitrary as the word implies: the arguments must be logical and firmly based on facts.

There should be a brief introductory paragraph that refers to the problem raised in the *Introduction* and states how the results will be discussed. Lack of a preface or of any obvious order in the discussion's contents is a very common mistake. Another element is consideration of all subunits of the Results. Failure to do so is a surprisingly frequent error. Also a good discussion is that they never gloss over contradictory or apparently uninterpretable data. Another element is full recognition of the relevant findings and hypotheses of other researchers. And, lastly, speculations are given but only when they suggest testable hypotheses or fruitful observations. The discussion can end with suggestions for future work.

## 6 Conclusion

The final chapter should be the conclusion chapter. This needs to address the above discussed problems again in more conclusively and precisely. This should illustrate the results which was found in the main parts of the study. The results can be presented in a different order than in the text of the main parts, provided that it facilitate the discussion of the results. The final chapter should allow the reader to familiarise with the topic and distinguish the content of the work and the main results. It also should provide a brief outline of the possibilities for further research.

## 7 Style of the Thesis

Algorithms and methods should be explained in detail and should be illustrated by the application to new and self-constructed examples. The examples can be filed in the appendix if they are too extensive. The writing style should be accessible also to readers without specific detailed knowledge of the subject area. The usage of the pronouns "I" or "we" should be avoided. In addition, the style of the thesis should be factual, and not narrative.

The structure of the thesis has to be consistent and logical. A clear thread should lead through the thesis which reveals in which way individual ideas and concepts are deduced from each other. Each single paragraph should usually develop one idea, and hence the sentences within a paragraph should be linked coherently and logically.

## 8 Working with References

Impeccable Quote is an expression of scientific care and depends on honesty. The general rule is that each quote with the help of the bibliography must be verifiable. Scientific work is not to be ranked as many verbatim quotes completely against each other. Analogous quotes are the rule.

**Direct quotations** begins and ends with quotation marks. They require literal accuracy. Comments of the author or visual changes are identifiable (for e.g.: within the direct quote: [editor's note], in the footnote: [emphasis not in original]). Omissions are indicated by consecutive points [...].

**Indirect quotes** are the quotes from acquisition of thoughts of another author. The scope of the quotation must be clearly identifiable. The source indication (in the footnote) in indirect quotations begins with "changes ..."

For direct quotations, the footnote number is always after the end of the quote, i.e. directly put after the second quotation mark. The footnotes are reproduced on the bottom of the page, where the quoted number should be on the main text. A wrap of the footnote text on the next page is not allowed. Principle, is to quote according to the original text and not the secondary literature. Only if the original (despite great efforts) is inaccessible, may be quoted according to a source in the secondary literature. According to the original source, the secondary source is then quoted "by..." or "cit. op..." was added in the bibliography. The footnotes needs to be proceed accordingly. No quote may be taken out of the context. In all quotations the entire page information is required. If, for example, cited several pages, is a quote "pp. 15 ff "not allowed, since it is unclear whether it means, for example, pp. 15-17 or the pp. 15-25.

## II Examples

### 1 Footnotes and References

The design of the footnotes or references should be uniform. In the footnote body text should be used to a short citation. Here, the author's last name, year of publication and page number(s) are merely of specifying the reference for each citation. Only in the bibliography, the source must be fully specified. If several sources cited by an author from the same year, this must be indicated by appending letters to the year of publication.

<sup>9</sup> See. Fama/Jensen (1983), pg. 305.

<sup>10</sup> See. Fama/Jensen (1983a), pg. 330.

## 2 Bibliography

In the bibliography all sources should be in alphabetical and in ascending chronological order to be included, even they are quoted directly or indirectly in the text. For magazines, there are usual and recommended abbreviations, such as "JoF" for "The Journal of Finance". On these abbreviations may be used if they are explicitly mentioned in the list of abbreviations.

<b>1</b>	<b>Journal Articles</b>
	<p><b>Sharma, Pramodita (2004):</b> An Overview of the Field of Family Business Studies: Current Status and Directions for the Future, in: FBR, Vol. 17 (2004), pp. 1–36.</p>
<b>2</b>	<b>Books</b>
	<p><b>Brealey, Richard A./Myers, Stewart C./Allen, Franklin (2008):</b> Principles of Corporate Finance, 9. Aufl., New York et al. 2008.</p>
<b>3</b>	<b>Single Chapters</b>
	<p><b>Gimeno Sandig, Alberto/ Labadie, Gaston J./Saris, Willem/Mendoza Mayordomo, Xavier (2006):</b> Internal factors of family business performance: an integrated theoretical model, in: Poutziouris, Panikkos Zata et al. (Ed.): Handbook of Research on Family Business, Bodmin 2006, pp. 145–164.</p>
<b>4</b>	<b>Working Papers</b>
	<p><b>Morck, Randall/eung, Bernard Yin (2003):</b> Family Control and the Rent-Seeking Society, in: William Davidson Institute (Hrsg.): Working Paper Series, Nr. 585, Stand: June 2003.</p>
<b>5</b>	<b>Web/Internet Sources</b>
	<p><b>Global Reporting Initiative (2014):</b> Sustainability Reporting, Internet: <a href="https://www.globalreporting.org/information/sustainability-reporting/Pages/default.aspx">https://www.globalreporting.org/information/sustainability-reporting/Pages/default.aspx</a>, Year, Month, Day.</p>

### **III Appendix**

#### **1 Cover Sheet**

**[Main Thesis Theme]**

**[Issue of the Thesis]**

Name of the Supervisor:

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Author:

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Siegen, [Place and Date]