

Academic paper writing

Formal requirements for bachelor/master/diploma theses and seminar papers

- Seminar papers should not include more than 15 pages (+/- 1), bachelor thesis should not have more than 20 pages (+/- 3) and master/diploma thesis should not cover more than 60 pages (+/- 6), always excluding cover page, table of contents, references and annex). A page consists of 2500 characters (including blanks).
- An academic paper consists of the following parts: cover page; table of contents; list of figures (if more than 4) and separate list of tables (if more than 4); list of abbreviations (if more than 4 non-standard abbreviations); list of symbols (if more than 4 non-standard symbols); text; bibliography; if necessary: annex; at the end the statutory declaration (signed and without page-number).
- The font for standard text is 12 pt Times New Roman with 1.5 lines spacing. Footnotes shouldn't be smaller than 10 pt.
- The margins to be used are: 3 cm on the left side, 2 cm on the right side and 3 cm at the top and at the bottom.
- The middle of the footer contains the page number, 1.5 cm away from the bottom of the page.
- Figures and tables may appear in the main part or in the annex. Those ones central to your argument should be part of the main body.
- The cover page includes: university, faculty and chair; professor and assistant supervisor; title of the academic paper; your name, address and e-mail; study-program/course and number of semesters studied; date of submission.
- Page numbering includes all parts of your oeuvre: the title page (counted but not marked with a page number), all directories, e.g. the table of contents (in Roman numbers: I, II, III) as well as the main text including bibliography, annex, etc. (in Arabic numbers).
- The headlines (and table of contents) should be structured using Arabic numbers. A page should never conclude with a headline. Chapter headlines should be positioned on top of a new page. Symbols and shortenings need to be explained the first time used.

- All figures and tables should be numbered continuously and have a headline. It is also important to mention and explain a figure/table explicitly in the text. If an existing figure/table is used/altered, the source has to be revealed using at least a font size of 10 points, e.g. “Source: (adapted from) Paqué, 2009: 107”.
- The annex includes important information, which would render the main part too complex. However, the direct relation between text and annex must be explained with a direct reference to the annex. The annex should neither be abused to optically shorten the main text nor to artificially blow up an argument.
- The sources of direct and indirect quotes have to be accompanied by a footnote. Direct quotes should be marked with quotation marks, indirect quotes are written without them. The footnote related to the indirect quote begins always with “See”. Secondary quotes should be avoided, since they are not regarded as good academic style. The footnote contains: Author (year), page number(s). For example¹. A footnote includes the first letter(s) of a first name if authors with the same family name are quoted. For different publications by the same author from the same year, small Arabian letters in addition to the year may be used.
- The references of all the sources quoted have to be included in the list of references (in alphabetical order). Only the first author and ‘et al.’ is used if there are more than three authors/editors and the abbreviation etc. is used if more than three loci of publication are given.
- If page numbers in journals do not cover the whole volume, but refer to an individual issue, the number of the issue has to be included into the bibliography in addition to the volume. Only sources which are publicly accessible can be quoted. Thus, diploma/bachelor/master theses cannot be used as sources. Sources not yet published may still be quoted if the author’s permission is obtained. For some examples of references, see below.

Paper Submission

The paper has to be submitted on time. A print as well as an electronic copy of the paper has to be handed in. Please send your electronic copy directly to your supervisor.

Good luck!

¹ See Paqué (2009), p.75.

References

- Barney, J.B./Hesterly, W. (1996), Organizational Economics: Understanding the Relationship between Organizations and Economic Analysis, in: Clegg, S. R./Hardy, C. (Eds.) (1999), *Studying Organization. Theory and Method*, Sage: London, Thousand Oaks, New Delhi, 109-141.
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- Harm, C. (2000), *The Limits of Corporate Governance: An Examination of the Manager-Shareholder Conflict*, <http://www.wiwi.uni-muenster.de/iw/forschung>, 11.10.2000.
- Jain, S. C. (1993), *Marketing Planning and Strategy*, 4th ed., South-Western: Cincinnati/OH.
- Kahnemann, D./Knetsch, J. L./Thaler, R. H. (1986), *Fairness as a Constraint on Profit Seeking. Entitlements in the Market*, in: *American Economic Review* 76, 728-741.
- Kogut, B./Parkinson, D. (1993), *The Diffusion of American Organizing Principles to Europe*, in: Kogut, B. (Ed.) (1993), *Country Competitiveness: Technology and the Organizing of Work*, Oxford University Press: New York, Oxford.
- Lazear, E. P. (1998), *Personnel Economics for Managers*, John Wiley & Sons: New York etc.