

Citation Guide for Academic Research Papers for the Business Sciences Faculty

The ability to draft academic research papers correctly is a core competence required in any course of studies. The purpose of such papers is not only to present the results of one's research logically, but also to facilitate critical examination and evaluation (transparency and source reference). This scholarly piece of work serves as a personal "business card" which students submit to their academic mentors in the course of their studies.¹ In addition to fulfilling an educational function, these papers also serve as examinations and, therefore, as proof of academic achievement for credit. Moreover, students at the West Coast University of Applied Sciences should also be able to objectively perform an academic critical review of their own activities later on in their careers. In order to meet these professional demands, it is considered essential that, in the course of their studies and with proper mentoring, students have drafted such academic papers according to appropriate scholarly guidelines. The following guide should help students prepare an academic research paper in business studies. The same rules apply for the completion of an academic text, whether it is a term paper for seminar credit or a final thesis.

The following guidelines are binding for all professors, university personnel and students at the West Coast University of Applied Sciences. Exceptions to these rules and procedures are possible if well-grounded reasons are presented and both examiner and student mutually agree that this change in procedure could have a positive effect on the research results. In no case should students who adhere to these guidelines – despite the opposing wishes of their examiner – be assessed disadvantageously. Deviation from the corporate design of the West Coast University of Applied Sciences is not acceptable.

1. General Information

Examples of academic research papers are term papers and final theses (Bachelor thesis / Master thesis).²

Papers must be written using full justification of margins (blocked style print) and syllable division. Arial and font size 12 should be used as well as 1.5 line spacing for the body of the text and each page should be printed on one side only. The left-hand margin should be 4 cm, the right-hand margin 2 cm.

The paper must be divided into parts which must be in the following order: Cover page, Table of Contents, List of Figures, Tables and Diagrams, List of Abbreviations³, Text, References, List of Appendices, Declaration of Independent Authorship, Blocking Notice (if necessary). All pages except the cover page should be consecutively numbered using Arabic numerals.

¹ For reasons of expediency, the feminine form will not be used in the following text.

² This citation guide should also be used in internship semester reports and project work.

³ Such a list is only necessary and useful in the case that a large number of tables and figures have been presented in the paper.

Term papers should be submitted in duplicate, final theses should be properly bound and submitted in triplicate. Additionally, the entire paper should be made available to the examining mentor on another data medium (CD / DVD) as PDF and word document or any other data medium previously agreed upon.

2. Cover Page

The cover page must show the university logo according to the FHW CD manual as well as the theme of the paper. This is followed by the author's name, the title and name of the university mentor as well as the author's course of studies. For term papers the title of the module according to the staff and lecture directory must be given. At the bottom of the page on the right-hand side the semester number and the deadline for submission should appear, on the left-hand side the author's semester address. (Refer to sample in appendices, as data medium available.) Aside from the logo in the proper characters and line spacing, the ordering of text elements on the cover page can be changed for the purpose of integrating the particular theme.

3. Table of Content

The table of contents includes the titles and designation of the paper's different chapters. This structured listing should demonstrate the way the author has understood, dealt with and presented the theme in a recognizably logical way, never losing sight of the central theme. This approach must be comprehensible and set up in a well-balanced way. Here it is essential that the structure of the table of contents with its main and sub-points demonstrate a coherent and consequent train of thought. This structure must be consistent. This means, for example, that a main point I must be followed by a main point II, chapter 1 by chapter 2, a by b, content point 2.1.1. must be followed by 2.1.2. and not by 2.2. Between 2 consecutive hierarchical levels there should be no text. After the 'table of contents' should come the individual chapters and paragraph titles indented in tabular form with the page number appearing on the right.

Example of such a structure:

	Page
1. _____	1
1.1 _____	1
1.2 _____	4
2. _____	8
2.1 _____	8
2.1.1 _____	8
2.1.2 _____	11
2.2 _____	15
3. _____	19

Parentheses, underlining and italic type should be avoided in this structure which serves as the table of contents. In this way requirements for a clear and logical overview of the table of contents page will have been fulfilled. The table of contents ends with reference to the appendices and literature sources. The structure points should be repeated as titles in the text.

4. Introduction

The research paper should begin with an introduction which emanates from the objectives and problems dealt with in the paper. The methodical structure which appeared in the table of contents should be explained. The author should give clear and plausible reasons as to why he has chosen this particular structure and why he has approached the problem in this way. Furthermore, it is essential that the author gives a sound explanation concerning the selection of the thematic contents, i.e. why the author has chosen to elaborate on certain themes and why other problem areas have not been included in this paper. The author must avoid any discussion regarding content in the introduction as this should be dealt with in the following chapters of the paper.

The introduction should be utilized to demonstrate the framework and limitations which confronted the author when writing the paper. This is particularly appropriate when, for example, the author has used empirical research, but has had only limited data to rely on. He should give a short explanation as to why this is so. The author should decide whether or not it is necessary to provide the reader of his paper with an explanation if the limitations were so abundant that they had a great influence on the outcome of the paper.

5. Conclusion

The final and closing chapter in the research paper should be a concluding statement of the results accumulated in the paper. The main findings should be deliberated upon in the context of the defined theme(s) of the paper. In this part the author should come to his own independent evaluation of his research activities. The paper should end with an outlook to aspects of the theme which have not been dealt with in the paper or ones that remain unresolved. The heading for this last chapter should make clear where the author personally sees the main focus of his final conclusions. In this last chapter it is of great importance that the author undertakes a purely personal reflection. New facts and sources must not appear in the final elaborations.

6. Abbreviations

Abbreviations in research papers should be used as sparingly as possible – especially in the main body of the text. Only very few exceptions to this rule – such as (etc, e.g.,) as well as abbreviations for currencies, weights and measures – are generally accepted. But in the course of time abbreviations for institutions (BGH, GATT, EU,...) and laws (BGB, HGB,...) have found their way into research papers. However, these should preferably be listed alphabetically in a list of abbreviations which precedes the actual text. Abbreviations generally well-known (BGB, EU,...) need not be mentioned in such a list for brevity's sake, but symbols used in the main

body of text ($C, i, Y, \alpha, L_t^j, \sum_{t=1}^T \lambda_t^2, \dots$), in graphs and in the appendix should be included.

7. References and List of Cited Literature

The rules for the Harvard citation method apply when compiling a list of references and a list of cited literature. *The Guide to the Harvard Style of Referencing* can be found on the homepage of the Anglia Ruskin University and downloaded using the following link:
<http://libweb.anglia.ac.uk/referencing/harvard.htm>

The standards valid at the beginning of the preparation period for the research paper are binding. If a paper is written in English, these valid citation guidelines must be dutifully adhered to. For papers written in German the following adaptations will be accepted.

Harvard-Zitation	German Adaptions
p.	S.
pp.	Plural: S. X – Y; S XY f. / S. XY ff.
Ed.	Hg.
n.d.	o.J.
Anon / Anonymous	o.V.
Cited in	Zitiert nach
In assoc.	i.V.m.
Available at	Verfügbar unter
Accessed	Aufgerufen am
In press	Im Druck

Additional Guidelines:

The page number with an “f” (for following) refers to that page and the one following it. The page number with “ff” (for further following) refers to that page and the ones following it, whereby the exact number of pages is not mentioned.

Scripts and popular science literature are not considered quotable.

Second-hand references are only acceptable in exceptional cases and should be avoided (see *Guide to the Harvard Style of Referencing*, 2.15 Secondary sources.)

All works which have been quoted in the author’s written text should be included in References. This list is to be margined on the left-hand side of the page in alphabetical order of the authors and should be divided in the following manner:

- **Books, essays and articles**
- **Internet** (sources from the internet)
- **Other sources** (law reference books, official statistics and documentation, popular science sources such as newspapers, company reports, interview partners, etc)⁴

For each internet source used a copy should be provided in the appendix. If a large number of sources from the internet or from longer texts have been used, they should be submitted only in the form of a data medium (CD/DVD). (One copy is sufficient.) The same applies for sources not available to the general public (e.g. internal statistics or reports of cooperation partners.)

Extracts from expert interviews should be quoted in the text giving the name of the persons concerned and the year in which the interview took place. Complete details to person and interview should appear in the list of references under “Other Sources”. The exact record of the interview or conversation should be included in the appendix.

8. Formulas and Mathematical Expressions and Symbols

If the author chooses a mathematical means of portrayal, whether it should appear in the body of the text or not depends on its importance for achieving the paper’s objectives. If formulas are essential to understand the text, then they should be integrated in such a way that they are optically distinguishable from the rest of the text and numbered in order of appearance.

⁴ See the example for preparation of List of References on pg 8

9. Special Guidelines for Legal Papers

See German Version of the "Citation Guide for Academic Research Papers for the Business Sciences Faculty".

10. Appendix

The appendix includes all tables, figures, all mathematical evidence or proof, text extracts and printed records of interviews or discussions which the author has cited in his paper. The length of the appendix should be an appropriate reflection of the actual number of pages in the paper itself. Lengthy appendices should include a table of contents on the first page of the appendix. Reference to the appendix should be made with the page number.

The following samples show

- **Cover page for final thesis (Bachelor thesis)**
- **Cover page for term paper**
- **References**
- **Declaration of candidate under oath and according to regulations of examination board**
- **Blocking notice**

Behavioral Targeting als Instrument des Online-Marketing

Vorname Name des Autors / der Autorin

Bachelor-Arbeit im Studiengang

bei

Titel und vollständiger Name des Dozenten / der Dozentin

Anschrift

der/des Studierenden

Fachsemesterzahl

Abgabetermin

Behavioral Targeting als Instrument des Online-Marketing

Vorname Name des Autors / der Autorin

Hausarbeit im Studiengang

im Rahmen des Seminars

bei

Titel und vollständiger Name des Dozenten / der Dozentin

Anschrift

der/des Studierenden

Fachsemesterzahl

Abgabetermin

Literaturverzeichnis

Bücher, Aufsätze und Artikel

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[Aufgerufen am 09. Oktober 2009].

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**Erklärung gem. § 4 (10) Prüfungsverfahrensordnung
über die selbstständige Anfertigung der Abschlussarbeit:**

Erklärung

Hiermit erkläre ich, dass ich die von mir eingereichte Bachelor-(Master-)Arbeit „... (Titel der Arbeit)“ selbstständig und nur unter Verwendung der angegebenen Quellen und Hilfsmittel angefertigt habe.

Ort und Datum

Persönliche Unterschrift
(Name des Verfassers)

**Erklärung gem. § 15 (5) Prüfungsverfahrensordnung
über die selbstständige Anfertigung einer Hausarbeit:**

Erklärung

Hiermit erkläre ich, dass ich die von mir eingereichte Hausarbeit „... (Titel der Arbeit)“ selbstständig und nur unter Verwendung der angegebenen Quellen und Hilfsmittel angefertigt habe.

Ort und Datum

Persönliche Unterschrift
(Name des Verfassers)

Sperrvermerk:
(Auf Wunsch des Auftraggebers)

Diese Arbeit enthält vertrauliche Daten und Informationen des betreuenden Unternehmens. Sie darf Dritten deshalb nicht zugänglich gemacht werden.

Die drei für die Prüfung notwendigen Exemplare verbleiben beim Prüfungsamt und bei den beiden betreuenden Hochschullehrern.