



## **Guidelines for Writing Term Papers and Bachelor Theses**

**Hochschule Geisenheim**

**Degree Program International Wine Business**

**Status: April 2019**

## **1 GENERAL ASPECTS**

As defined by the current Assessment Regulations, the Bachelor Thesis is part of the final examination. By writing such a thesis, students are to show their ability to provide a piece of independent scientific work within a given period of time, which means, depending on the topic, systematically review and critically discuss relevant literature. Another task could be to conduct empirical research, draw respective conclusions or develop and present certain logical solutions. When writing the Bachelor Thesis care has to be taken to strictly follow the provisions regarding form and style. This includes e.g. correct spelling, punctuation, style of language and a consistent systematic approach.

**The length of the thesis has to be agreed on with the thesis supervisor, and it is advisable also to talk about targets to be reached. In any case, students should agree on formal requirements with their thesis supervisor.**

**The structural outline of the formal parts as given below is meant as a guideline.**

The Bachelor Thesis has to be submitted in due time to the Chairperson of the Examination Board via the Examinations Office during office hours. The provisions of the current Assessment Regulations shall prevail. All copies will be stamped with a receipt stamp in the Examinations Office in order to document submission in due time. One copy will be filed in the Examinations Office, one copy each is passed on to the thesis supervisor and the co-supervisor.

## **2 GENERAL INFORMATION ON LAYOUT**

**It is advisable in any case to agree on formal requirements with the thesis supervisor. The following structural outline of the formal parts is meant as a guideline.**

The Bachelor Thesis is to be submitted in 3 bound copies, with the Affidavit having to have the original signature (in each copy). Students should use a clear, easy to read font in appropriate size (i.e. font size 12 for normal text).

Special fonts, such as *Italics* should only be used for emphasizing parts of a

text. However, students should be rather reluctant in highlighting their own words in the text. Only headings may be underlined or **printed in bold**, for all other parts of a text that students want to highlight they should use either *Spacing* or *Italics*.

Page margins should be set as follows:

left margin	3 cm
right margin	3 cm
top of page	3 cm
bottom of page up to page number	1.5 cm
bottom of page up to last line	3 cm

It is advisable to print a **sample copy** on the printer to be used since the printer settings do not always match.

The **line spacing** is 1.5 lines. Footnotes should be written single spaced. Page numbers are to be placed centered, enclosed in dashes (e.g. - 3 -), 1.5 cm from the lower edge of the paper.

Students can decide, at their own discretion, on **spaces** between paragraphs, white spaces, sections (recommendation ½ line), chapters (at least 1 line), etc. as well as the way headings are arranged, however, have to be consistent throughout the entire typescript.

Pages in the text part will be numbered with Arabic numerals (1, 2, 3, ...). All pages preceding the text part (table of contents, list of abbreviations, etc.) are to be numbered consecutively with Roman numerals (I, II, III, ...). For instructions on how to number pages in the Appendix please see chapter 3.2.9.

**It is advisable in any case to agree on formal requirements with the thesis supervisor. The following structural outline of the formal parts is meant as a guideline.**

### **3 FORMAL PARTS OF A BACHELOR THESIS**

#### **3.1 FORMAL STRUCTURE OF THE THESIS**

A Bachelor Thesis is composed of the following parts (binding sequence):

- Front page
- Affidavit
- Preface, if applicable
- Table of Contents
- List of Abbreviations, if applicable
- List of Figures, if applicable
- List of Tables, if applicable
- Main Text
- References
- List of Appendices, if applicable
- Appendix, if applicable

Only pages in the Main Text and in the References will be numbered with Arabic numerals, in all other parts Roman numerals will be used.

For each Bachelor Thesis you will have to write an Abstract (loose sheet) in which you describe your targets, the methods you applied as well as general findings, and which is meant to give a general overview for third parties. It should not be longer than  $\frac{1}{2}$  to  $\frac{3}{4}$  of a page.

#### **3.2 PARTS OF A BACHELOR THESIS IN DETAIL**

##### ***3.2.1 Title Page***

The **Title** of a scientific piece of work has to reflect its contents. The title page needs to include the following information (example see Appendix I):

1. **Geisenheim University**
2. the term **Bachelor Thesis**
3. **Title of the Thesis** (make sure to discuss this finally with your thesis supervisor prior to submitting your thesis, change title if necessary).

4. **Thesis Supervisor:** (academic degree), family name, first name  
(*responsible for topic*) Hochschule Geisenheim University  
(possibly Department XX of Hochschule Geisenheim University)  
(e.g. Prof. Dr. D. Mustermann, Department XX of Hochschule Geisenheim University)
5. **Co-Supervisor** (academic degree), family name, first name  
Hochschule Geisenheim University  
(possibly Department XX of Hochschule Geisenheim University)  
(e.g. Prof. Dr. D. Mustermann, Department XX of Hochschule Geisenheim University)
6. **Submitted by:** Title, family name, first name, address, semester
7. **Place and Date of Completion**

**The title page does not have a number** (it is not counted as the first page of the thesis).

### **3.2.2 Affidavit**

This declaration is to be phrased as follows and to be originally signed in all copies submitted.

#### Sample Affidavit:

Affidavit

I hereby declare that this Bachelor Thesis

*"Title of the Bachelor Thesis"*

... is my own work and I refer only to the sources and resources mentioned. All parts that have been cited directly or indirectly have been marked as such.

(Place, Date)

(Signature)

### **3.2.3 Table of Contents**

The Table of Contents will list all parts of the Bachelor Thesis that are relevant to the topic, including all paragraphs, sections, etc. with respective page numbers:

- List of Abbreviations (if applicable)
- List of Figures and List of Tables (if applicable)
- List of Appendices (if applicable)
- Thesis Structure
- Bibliography (mandatory)
- Appendix (if applicable)

The heading has to be phrased as **TABLE OF CONTENTS**.

The Table of Contents has to include complete, comprehensive headings (single words only when agree with the supervisor). It is to show how the topic was understood and covered. In addition, it will reflect the logical structure of the work ("golden thread"). You should refrain from using abbreviations in headings. Since the Table of Contents provides a first overview of the work it should be phrased in an **understandable, short but precise way**. A coherent train of thoughts requires a perfect logical structure which clearly shows superordination, subordination or co-ordination. All items listed at the same level in the Table of Contents should be of equal importance in terms of content and refer to the same issue. **The wording used in the Table of Contents has to be the same as for the headings used later on in the body of the thesis.**

In subdivisions, a subitem 1.1 has to be followed by a subitem 1.2. Subitems should not repeat the wording of the superordinate item (as e.g., 3. Term and Nature; 3.1 Term; 3.2 Nature). For clarity's sake, subdivisions that are excessively detailed are to be avoided.

There are several types of formal classification of a thesis structure. For reasons of simplification, the most common decimal classification is shown below:

Example of decimal classification:

1	Introduction.....	1
2	Methodical Bases of the Economic Analysis .....	2
2.1	Plant versus Company .....	4
2.2	Plant Analysis versus Company Analysis .....	6
2.3	Business Indicators and Indicator Systems.....	7
2.3.1	Differentiation of the Term "Indicator" .....	9
2.3.2	Informative Content of Business Indicators .....	11
2.4	Comparative Plant Studies as Analytical Tool .....	13
3	Systematics of Comparative Plant Studies.....	15

There is **no full stop** after the last number of an item.

### **3.2.4 List of Abbreviations**

This is a list of all abbreviations used in the text with respective explanations. Commonly used abbreviations which are generally understood can be used throughout the text without limitations. They need not be included in the List of Abbreviations (examples: e.g., i.e., etc.).

However, all abbreviations that are specific for the topic or area covered and which are not generally understood must be explained in the List of Abbreviations, even if this abbreviation is used only once:

- e.g.: ha     hectare
- B2B    business to business
- MP     man power
- ET     expectancy theory
- BS     balance sheet

**Important: Do not forget to list abbreviations of tables and figures copied into your text!**

In general, it is not allowed to create your own abbreviations, unless they do not affect the clarity and readability of the text and they are justified by the

space saved this way. Law titles, commentary abbreviations and magazine titles used in the thesis have to be specified in detail in the List of Abbreviations.

e.g.: MWBI            Meiningers Wine Business International  
      JET             Journal of Economics Theory  
      GJAE            German Journal of Agriculture Economics

### **3.2.5 List of Tables/ List of Figures**

If more than one figure and/or table are used in the Bachelor Thesis, you have to set up a List of Tables and/or a List of Figures. The figures and tables used in the thesis will be numbered consecutively in the text. The list will then show the figures and/or tables in the right sequence with headings and pages numbers. Instead of "figure", also "diagram/chart" can be used and an alternative term for "table" would be "overview". However, once you have decided in favor of a term, you have to use it throughout the entire thesis.

In tables/overviews, headings (numbered) are placed above and sources used below the respective table.

In figures/graphs/charts, the title (numbered) as well as the sources used are given below the respective figure/graph/chart.

### **3.2.6 Main Text**

This part includes everything you write on a certain topic. You should choose a short, clear and precise style of writing (objective and neutral, no informal journalistic style), in general, **no use of "I"**. Some thesis supervisors, however, do not have any objections against using the "I" form, so you have to agree on this with your supervisor. For all aspects of formal layout, please see chapter 2 of this guideline. Make sure to talk to your supervisor about all respective requirements.

### **3.2.7 Footnotes**

In social science footnotes can be used for **extra information, explanations or comments** given by the writer. They have to be separated from the main text on the page by a short line and can either be numbered by individual page or consecutively. They are to be written single spaced and in font size 10. For referencing, see chapter 5 of this guideline.

### **3.2.8 Bibliography**

The heading "Bibliography" will be written in the same way as the heading "Table of Contents" (see chapter 3.2.3). Here, you have to list all literature and sources used in your thesis. All titles in the Bibliography section have to be listed **in full** (see chapter 5).

- Titles and other sources must be listed in the Bibliography in chronological and alphabetical order by author's surname.
- In the Table of Contents, the Bibliography is **not** given a sequence number.

#### Examples:

CHUNG, J. E., YAZDANIFARD, R. (2014). The Impact of Employee's Satisfaction on Company's Well-being and Sustainability of the Company in the Long Run. *Journal of Research in Marketing*, Vol. 3(1), p. 239-242

KIDWELL, R. E., FISH, A. J. (2007). High-performance human resource practices in Australian family businesses, *International Entrepreneurship and Management Journal*, Vol. 3(1), p. 1-14

### **3.2.9 Appendices**

Appendices provide additional information and are thus no mandatory part of the thesis. All material referenced in the main text which, however, cannot be verified at all or only in exceptional cases by third parties, are to be included in the Appendices. This refers to, for example, unpublished manuscripts, company internal papers,

documents, certificates, memorandums, case records, own documents such as questionnaires, empirical material, statistics, as well as all material that is frequently used. In case of a huge number of appendices they should be provided on a digital storage medium, such as a USB stick.

If necessary, the appendices will be preceded by a separate list of all material used, indicating its number (Roman numerals) and its heading.

Appendices are to be numbered consecutively with Roman numerals. You will, however, have continuous page numbering to the last page (Arabic numerals).

Examples:

Appendix I: Source Material for Profitability Analysis, Winery Müller, Department of Business Administration and Market Research, Geisenheim, 1992

Appendix II: Raw Data of the Microbiological Counts for Colonizing the Berry Skin Surface of *Vitis vinifera* cv. Riesling, Department of Crop Protection, Geisenheim, 1998

## **4. STRUCTURE OF ACADEMIC PAPERS**

### **4.1 THESES IN THE DISCIPLINES "ECONOMIC AND SOCIAL SCIENCES"**

In general, academic papers written in the disciplines "Economic and Social Sciences" must be structured as shown in the following.

#### *(1) Introduction*

The Introduction should start with the topic to be covered, proceed with the targets pursued in the thesis and also outline the methodology to be used. It should further shortly characterize the object of research, such as a description of the area

investigated in case of consumer research.

#### *(2) Theoretical Background*

This section covers the theoretical background, as e.g. conceptual distinctions and definitions, the economic parameters, but also the critical examination of analysis methods chosen or derived. It should also give definitions of the target groups and/or objects investigated and the analytical methods used, in particular, market-based

parameters. This chapter should also provide a literature review representing the current state of research, unless a literature review is provided in a separate chapter.

#### *(3) Findings (for empirical studies)*

In this chapter you should present the results of the issues raised and which you obtained by using the defined research methodology. This has to be done in a clear and precise way. For this purpose, it is recommended to critically consider whether and how to use graphs, tables and texts. It might be advisable to contact your supervisor in this matter.

#### *(4) Discussion*

All results outlined in the Findings section have to be critically discussed in terms of issues raised, methods chosen as well as usefulness of your findings. Based on your experience and knowledge when writing the thesis, you might want to point out possible improvements referring to methods or demand for additional research in this field, or report on the implications of your findings on practice.

#### *(5) Summary / Conclusion*

This section should provide a summary of the issues covered, as well as a conclusion.

A conclusion is not to be mixed up with the summary. The latter summarizes the topic, specifies the research results, outlines the main points that have emerged, answers issues or questions raised and outlines open questions.

You have to write a short version of this summary to be filed in the theses database of Hochschule Geisenheim University. It will extend on above mentioned points and exemplify the main topics and the methods you use for dealing with them.

## **4.2 SCIENTIFIC PAPERS AND THESES IN VITICULTURE AND ENOLOGY**

If you write a scientific paper, you have to discuss and agree on the procedure with your supervisor.

## **5 RULES FOR REFERENCING**

### **5.1 GENERAL INFORMATION**

When using other people's ideas either by direct quotation or paraphrasing you have to indicate the respective sources in full detail.

In this connection, the Affidavit has to be taken very seriously! Sources have to be indicated in such detail that they can be verified at any time. For theses written in the disciplines Economic and Social Sciences, pages have to be given in addition. Sources are to be **included in the text (referencing system based on Harvard Short)**. You should not use footnotes for this purpose.

## **You will always have to indicate the use of other people's ideas as such!**

For in-text citation you proceed as follows:

- a) At the end of a direct quotation, the author's surname, the year of publication and the page number(s) are to be given in brackets, e.g. (Müller, 1993, p.234). This is the Harvard referencing system.
- b) Page is abbreviated as "p." and column as "col."
- c) When a direction quotation comes from two successive or more than two pages, you have to provide the respective page range (pages from – to), e.g. (Müller, 1983, p. 234-238).
- d) If you quote the publication of more than one author, both names are to be indicated in brackets, e.g. (Müller and Schmitt, 1983, p.54). When there are more than two authors, use the first and replace the others with "et al."
- e) If you want to include the opinion of a certain author when discussing a topic directly in your text, you simply need to state the year and the page number in brackets after the author's name in the normal flow of the text.

Example:

The target of the vertical plant comparison is the development analysis of the company. According to KIMME (1981, p.65), the time or vertical comparison is the most important method when comparing an individual plant.

- f) For bulleted lists, you will have an introductory sentence (referring to the list to follow) including the source in brackets, followed by the bullet points.

Example:

This is why in the following four structuring principles for indicator systems shall be differentiated and shortly discussed under the aspect of using them in the analysis model at hand (MÄRZ, 1983, p. 65-68):

- Mathematically linked systems,
- classification systems,
- heuristically structured systems and
- empirical statistical systems.

## 5.2 DIRECT QUOTATIONS

Direct quotes are enclosed in a pair of quotation marks. You must be absolutely precise, i.e. also use exactly the same punctuation, emphasizing of text, etc.

Anything which is not part of these exact words, e.g. text that you want to highlight or add, has to be enclosed in square brackets [ ... ] and mentioned in a footnote

("author's note" or "emphasis added by the author").

If you want to leave out certain passages, you need to indicate this by three dots in a row enclosed in square

brackets [ ... ]. The reference is given in the normal flow of the text.

**This means: Any changes to the original text must be indicated as such.**

Direct quotations should not be longer than two or three sentences. You should also avoid having two direct quotations one after the other. In general, the number of

direct quotations in a Bachelor Thesis should be kept as low as possible.

### Example:

Kotler (2012, p. 29) defines the marketer as „...someone who seeks a response – attention, a purchase, a vote, a donation – from another party, called the prospect.”

## 5.3 ANALOGOUS (INDIRECT) QUOTATIONS

You talk about an analogous quotation when using or following the thoughts of another author. This means that you do not use the exact words of the person being quoted. You have to make absolutely clear where your paraphrasing starts and where it ends. This means, you might need a sentence introducing your analogous quotation, e.g. The following description follows Kotler (2012, p.33).

When paraphrasing, you do not use quotation marks since you rewrite an original text in your own words. As with direct quotations, the reference is given in the normal flow of the text.

Example:

Good marketing has become one of the key drivers of success in today's business environment says Kotler (2012, p. 25) and provides the following main facts.

#### **5.4 QUOTATIONS IN A FOREIGN LANGUAGE**

Quotations taken from German or French sources normally do not have to be translated. Longer quotations (more than three sentences) need to be translated, with the original quotation being given in a footnote. Quotations in other foreign languages have to be translated and the translator's name to be indicated.

#### **5.5 QUOTATIONS WITHIN QUOTATIONS**

Quotations within quotations are enclosed in single quotation marks.

#### **5.6 PRIMARY AND SECONDARY QUOTATIONS**

In principle, quotations are to be taken from the original text; only in exceptional cases, when the original source cannot be accessed, is it allowed to include a quotation from secondary literature. In this case, also the secondary literature has to be indicated as reference. First, the source that cannot be accessed is given, followed by the remark "quoted in ..." and the full secondary source information.

Example:

(Mayer, 1982, p. 123-125, quoted in Huber, 1990, p. 555)

#### **5.7 FIGURES AND TABLES**

It is recommended to critically consider whether and how to use graphs, tables and texts.

In theses written in the disciplines Economic and Social Sciences you will have the reference directly below the figure or table (overview) used in the text, starting with "Source: .....". You will also have to indicate a source for such figures or graphs that are not taken from literature sources but show, e.g., the results of a survey carried out by yourself; example "Source: own survey".

## 5.8 CROSS REFERENCES

Any references to other parts in your own paper (pages, tables, charts), called cross references, will be enclosed in brackets in the normal flow of the text.

### Example:

(see Table 11), (see Chapter 3.7.3) or (see Overview 1a)

## 6 BIBLIOGRAPHY

### 6.1 GENERAL OVERVIEW

A bibliography is a detailed description of all the sources used for your research, i.e. besides specialized literature also unpublished texts, discourses, hectographed and archived material, documentaries, letters, films, records, radio and television programs, etc. Not only have the sources used to be listed with all necessary bibliographic

information, but also to be referenced each time they are mentioned in the text.

This applies especially to sources which are not quoted directly but which are paraphrased.

**Any omission to do so may give rise to suspicion of plagiarism.**

There are various ways of referencing in literature.

### 6.2 SHORT REFERENCE

By indicating the author name and the year of publication of the article, the book or the dissertation that is cited you allow the reader to look up the title and bibliographic information in the Bibliography. If you cite more than one article etc. of one author which were published in the same year, you reference them by a), b) etc.

### Example:

MÜLLER (1993) and MÜLLER (1993a) or  
(Müller, 1993) and (Müller, 1993a)

It is recommended to refer to the Bibliography when quoting a text. By indicating the author name as well as the year of publication of the book or essay, etc. you enable the reader to find the respective source in the Bibliography.

Example:

Müller (1993, p. 17) or (Müller, 1993, p. 17)

If you cite more than one text of an author that were published in the same year, you will have to provide another distinguishing feature in addition to the year to make it absolutely clear which source you are talking about.

Example:

Müller (1993a, p. 17) or (see Müller, 1993a, p. 17)

**For your Bachelor Thesis, the Harvard Reference System is mandatory and you have to use it consistently throughout the entire thesis. Make sure that you agree on the referencing system to be used with your supervisor.**

### **6.3 REFERENCING FOR SELECTED LITERATURE CATEGORIES**

In the bibliography, you have to list the publications of the author in an appropriate way. It is not required to distinguish in the bibliography by the different literature categories.

#### **6.3.1 Journals**

Example (1):

Kidwell, R.E. and Fish, A.J. (2007): High-performance human resource practices in Australian family businesses, *International Entrepreneurship and Management Journal*, Vol. 3(1), p. 1-14

Example (2):

Niklas, B., Storchmann, K. and Vink, N. (2017): Fairtrade Wine Price Dispersion in the United Kingdom, *Journal of Wine Economics*, Vol. 12(4), p. 446-456

### **6.3.2 Books**

Example:

Dessler, G. (2016): Fundamentals of Human Resource Management, Harlow, Pearson, p. 145 -151

Dessler, G. (2016a): Fundamentals of Human Resource Management, Harlow, Pearson, p. 215 -220

### **6.3.3 Personal Information**

Personal information provided by, for example, your supervisor are to be indicated in the following way:

Example:

MUSTERMANN, P.: personal information, Forschungsanstalt Geisenheim, 1996

### **6.3.4 Anonymous Publications**

Publications without author name are to be listed as follows:

Example:

ANONYMOUS: The Flower Shop - Successful throughout the Year, workbook Sales Concepts in Practice, published by CMA Bonn, 1986

### **6.3.5 Internet Publications**

**General rule: If a written version of the text exists, you should get this text and use it as the source to be quoted!!!**

Information is listed as follows:

1. Author Surname(s), Initial(s),
2. Year of first publication (if available)
3. URL (in FULL)
4. Date when information retrieved

However, even if the year of publication is not known, you always have to indicate the date when you retrieved the information.

Example:SCHULZE, B. University Hannover. The Meaning of Something.

<http://www.uni-hannover.de/texts/something.html>, retrieved 05/04/2000

If the author is unknown, there are several ways of how to proceed. In order to be consistent, the most logical indication would be to use 'Anonymous'. If it is referred to an institution's/author's own website, it might be useful to give the details of this website.

Example:

ANONYMOUS: University of Hannover (1996)

<http://www.unihannover.de/texts/irgendetwas.html>, retrieved 05/04/2000

If you only refer to one paragraph of an internet publication (as for example when quoting a chapter from a book, with the page number having to be indicated in this case), you might have problems, since the page numbers do not always correspond depending on the browser, printer, etc. you use. One possibility would be to reference subdocuments of a main document. If, for example, the document <http://www.mnd.fh-wies-baden.de/texts/something.html> comprised the subdocuments <http://www.mnd.fh-wiesbaden.de/texts/something2.html> and <http://www.mnd.fh-wiesbaden.de/texts/something3.html>, you could list them in full in your Bibliography.

Example:

SCHULZE, B. University of Hannover (1996). *The Meaning of Something*.

<http://www.uni-hannover.de/texts/something2.html>, retrieved 05/04/2000

SCHULZE, B. University of Hannover (1996a). *The Meaning of Something*.

<http://www.uni-hannover.de/texts/something3.html>, retrieved 05/04/2000

and reference them in the normal flow of the text as (SCHULZE, 1996) and (SCHULZE, 1996a).

## **Appendix**

### Appendix I:

Geisenheim University

Bachelor Thesis

**T I T L E**

Thesis Supervisor: Prof. Dr. M. Mustermann

Co-Supervisor: Dr. M. Mustermann

Submitted by: Mustermann, Jan  
Musterstr. XX  
55555 Musterhausen  
Semester ...  
Geisenheim, Date