



Guidelines for the creation of Seminar-, Bachelor- and Master Theses

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1. General Preliminary Remarks

1.1 Preliminary Remarks to Seminar Attendance

- All seminar participants must attend announced seminar meetings.
- The evaluation of data when analyzing case studies is to be done with the SPSS Software package (SPSS is accessible through the purchase of a license or the temporary usage of a trial which can be downloaded online. SPSS can also be used without additional charges on computers in the library of economics).
- The used datasets are to be submitted to the supervisor in SPSS format.
- In addition to the sources provided by the supervisor, further literature research should be conducted on the chosen topic. This additional research will significantly influence the final grade.
- The final edit of the thesis as well as the applied instruments (e.g. questionnaires, special graphs etc.) must be submitted in Word or PDF format. Furthermore, the document must be handed in in printed form with a hard or soft cover.
- All seminar participants must fill out the registration form (full name, student ID, course of studies, telephone, email address, and topic).

1.2 Preliminary Remarks to the Acceptance of a Bachelor-/Master Thesis

If a student is interested in writing a thesis at the IMM, he/she has to contact the office or the already appointed supervisor and has to provide his/her full name, telephone number and the achieved grades in the attended courses offered by the IMM.

The thesis will be registered in close collaboration with the supervisor and a dedicated form will be filled out with information regarding the chosen topic, the deadline for submission etc., before being sent to the ISC by the IMM. This form will be provided by the IMM.

The processing time is generally 22 weeks (Master thesis) and 8 weeks (Bachelor thesis).

1.3 Preliminary Remarks to Formal Design

The presented guidelines for the formal presentation of a scientific work are not to be understood as dogmatic statements. Each seminar attendee or Bachelor- or Master's degree candidate can feel free to utilize methods from universally acknowledged books on scientific working standards (e.g. Theisen, M. (2011), *Wissenschaftliche Arbeiten*, 15th rev. ed., Munich 2011).

The following explanations demonstrate our preference on how to conduct research. They are designed to provide guidance to those who seek advice. In case of doubt and on important questions of interpretation, feel free to contact the supervisor. Suggestions and indications on possible inconsistencies or ambiguities are always welcome.



2. General Remarks

2.1 Quantity of Examples, Binding Form and Scope

Seminar papers:

Length: project or seminar works approx. **22.200 characters, including spaces** (+/- 10%) **per person** (without appendix and bibliography).

Number of copies to be submitted: per participant and supervisor, 1 copy (e.g. 1 student + 1 supervisor = 2 copies; 2 students + 1 supervisor = 3 copies)

Format: without cover, preferably spiral binding

Bachelor's and Master's Theses:

Scope of Bachelor's Thesis: approx. **70,000 characters including spaces** (without appendix and bibliography).

Scope of a Master's Thesis: approx. **150,000 – 160,000 characters including spaces** (without appendix and bibliography).

Number of copies to be submitted per student: 2 + an electronic version (CD / DVD / Memory Stick).

Binding form: Hardcover (the copy for the ISC should **not have** spiral binding).

Additionally, an electronic version (E-Mail attachment or CD) in Word and PDF format are to be submitted. Furthermore, all relevant records and results (SPSS files, excel charts etc.) are to be provided to the supervisor!

2.2 Visual Specifications

Format: DIN A4, consistent paper quality, one sided print full justification

Edges: Left 4 cm, Top 2,5 cm, Other 2 cm

Line Spacing: Text: 1,5 line spacing, between paragraphs 1 empty line; hyphenation between syllables

Footnotes: 1 line spacing; footnotes will be numbered and separated from the main text by a left bound line.

Font: Arial size 11 or Times New Roman size 12

Sequence of pages:

- For a thesis: empty first page (without numbering)
- Title Page (unnumbered)
- Abstract/Summary (Roman numbering)

- Table of Contents (Roman numbering -continued-)

- List of Figures (if applicable; Roman numbering -continued-)
- List of Tables (if applicable; Roman numbering -continued-)
- List of Abbreviations (if applicable; Roman numbering -continued-)
- List of Symbols (if applicable; Roman numbering -continued-)
- Text (Arabic numbering)
- Appendix (if applicable; Arabic numbering -continued-)
- Bibliography (Arabic numbering -continued-)
- Only applicable for thesis: Affidavit (without numbering)
- Only applicable for thesis: empty final page (without numbering)

Numbering format:

At the top of the page in the center (as seen in this document). The Arabic numerals can be placed between two hyphens. This does not apply for roman numerals. (E.g –x–/VI respectively).

Language:

The work is to be written in German or English. The language which will be used in the work will be agreed upon in correspondence with your supervisor.

3. Summary/Abstract

The work is to be preceded by a concise summary. This value-neutral summary of the main contents *and* results is intended to provide the reader an overview of the work.

Length when writing term papers: approx. 10 Lines

Length when writing theses: approx. 20 Lines

4. Table of Contents

Aim:

The table of contents shows the reader in what way the author has understood and edited the subject at hand.

Qualitative requirements:

The table of contents should represent the works' logical structure, should be comprehensible and understandable as well as balanced, extensive, but not unreasonably detailed. For example, multiple paragraph headings on one page are most probably too many!

Formal requirements:

The paragraph headings that are listed in the table of contents must match the headings used in the main text.

Paragraph headings that are on the same level should all originate from a common higher-level issue and match each other logically.

Each subordinate paragraph heading must be accompanied by at least two other paragraph headings of the same rank, e.g. the point 1.1 must be followed by at least 1.2.

Lower rank paragraph headings (e.g. 1.1) should be indented in the table of contents but not indented in the text itself.

5. Figures/Images, Tables and Abbreviations

5.1 Figures/Images and Tables

Aim:

Figures and tables are intended to supplement the text in a concise and clear form. In principle, figures and tables are provided with a caption that should also be listed in the list of figures or list of tables.

Formal requirements:

The labeling of figures and tables includes three elements:

- A continuous numbering of the figures and tables throughout the whole paper.
- A caption that accurately reflects the content of the figure/table.
- An indication of the source (for own illustrations/tables: "Source: own illustration", with considerably altered/modified pictures/tables: "Source: Own illustration based on: [citation and page number]", with fully adopted figures/tables: "source: [citation and page number]")



5.2 Abbreviations

Abbreviations are to be used as little as possible.

Permitted abbreviations that do **not** have to be listed in the abbreviations-directory are common ones such as, but not limited to: e.g., etc. i.e..

Allowed abbreviations, which **must be** listed in the abbreviations directory are:

- Common abbreviations in the area of expertise (e.g. EDP).
- Common abbreviations of journal names (e.g. AMJ).
- Common abbreviations of institutes, organizations or companies (e.g. BMW).

Abbreviations that are used due to laziness or comfort are **not** permitted (e.g. MC for multichannel).

6. Bibliography/List of References

6.1 General

Scope:

All and only sources which are referred to in the text and/or the footer must be cited.

Order:

1. Alphabetically according to the authors'/publishers' surname.
2. In case of citing the exact same author/group of authors, list in increasing publishing years (e.g. 2004 before 2005; 2004a before 2004b).

Form:

As guidance, you can review the regulations of the **American Marketing Association (AMA)** or **American Psychological Association (APA 6th ed.)**

The sources must be included in one list (no division by type of reference).

- Books written by one author:

Author, first name and 2nd first name (year of publication), *Title and subtitle (if applicable)*, Publication series xy, Part. z, Place of publication(s): Publisher.

- **Schwaiger, M. (1997)**, *Multivariate Werbewirkungskontrolle - Konzepte zur Auswertung von Werbetests, Reihe neue betriebswirtschaftliche Forschung*, Band 231. Wiesbaden: Gabler Verlag.
- **Hopfenbeck, W. (1998)**, *Allgemeine Betriebswirtschafts- und Managementlehre: das Unternehmen im Spannungsfeld zwischen ökonomischen, sozialen und ökologischen Interessen*, 12. durchges. Auflage. Landsberg/Lech: Die Wirtschaft.
- Contributions in collective works:

Author, first name und 2nd first name (year of publication), „Title and subtitle (if applicable)“, in *Title, Subtitle, Edition*. First Name of publisher, Surname of publisher ed(s). Place of publication(s): publishing company, Page/column x-y.

- **Schwaiger, M. und R. Rix, (2005)**, “On the Performance of Algorithms for Two-Mode Hierarchical Cluster Analysis – Results from a Monte Carlo Simulation Study”, in *Data Analysis and Decision Support*, Daniel Baier, Reinhold Decker, Lars Schmidt-Thieme, eds. Berlin Heidelberg: Springer, 141-148.
- **Schwaiger, M. (2006)**, “Art as `Saletainment““, in *Art and Branding. Principles – Interaction – Perspectives*, H.-J. Heusser, K. Imesch, eds. Zürich, 107-122.
- Contributions in journals and newspapers:

Author surname, first name and 2nd first name (Year), "Title and subtitle (if applicable)", *Journal title*, Year or volume (if applicable month/issue), pages y-z.

- **Eberl, M. und M. Schwaiger (2005)**, “Corporate Reputation: Disentangling the Effects on Financial Performance”, *European Journal of Marketing*, 39 (7/8), 838-854.
- Court verdicts:
Party v. Party, volume no. Reporter Abbreviation page number
 - e.g. Christopher S. v. State of Wisconsin, 384 F.3d 1205
(where: 384 = volume 384; F.3d = Federal Supplement 3rd Series; 1205 = page 1205)

- Other Sources:

Publisher (Year of publication), Title, Series, Year, Place of publication.

- Special note for online sources:

The quotation is analogous to the "conventional" publications (depending on the type: e.g. dissertation, contribution on own homepage or online magazine, etc.). In addition, the Internet address (URL) is to be specified (no hyperlink) and the date of the last visit of this page by the author.

- **Schwaiger, M. und H. Locarek-Junge (1998)**, „Recognizing Customer Retention Possibilities by Electronic Banking“, *Financial Services Journal Online*, 11. URL: <http://fsc.fsonline.com/fsj/archive/110198schw.html> [last accessed: 22.01.2004].
- **Schwaiger, M. und H. Locarek-Junge (1998)**, „Realizing Customer Retention Potential by Electronic Banking“, *Electronic Markets*, 4. URL: <http://www.tandfonline.com/doi/abs/10.1080/10196789800000051> [last accessed: 03.04.2013].

- Working Paper:

Author surname, first name (year of publication). „Title“, paper number, name of the organization. URL [last accessed: date].

- If the information is not available, sources can be cited as follows:
Name of the institution (year of publication), title of the website. URL: xxx [last accessed: date].
 - **Institute for Market-based Management (2006)**, Forschung – Ludwig-Maximilians-Universität München. URL: <http://www.imm.bwl.uni-muenchen.de/forschung/index.html> [last accessed: 03.04.2013].

Comments:

Generally, **all authors** are mentioned in the **bibliography**. The abbreviation **et al.** (et alii.) may be used only in the main text in relation to more than two authors and/or publishers. In contrast, multiple places of publishing may be abbreviated in the bibliography.

In case of multiple editions the most recent edition should be used, in general. This does not apply if e.g. a certain quote is only available in an older edition or the newest edition is not available.

If several works by the same author are cited and were all published in the same year, they should be referred to with added lowercase letters e.g. (2006a), (2006b).

- **Schwaiger, M. (2006a)**, „Art as „Saletainment““, in *Art and Branding. Principles – Interaction – Perspectives*, H. Heusser, K. Imesch, eds. Zürich, 107-122.
- **Schwaiger, M. (2006b)**, „Unternehmensreputation im Wettbewerb, Ergebnisse einer empirischen Untersuchung zur Wirkung des Kultursponsoring“, *Stiftung & Sponsoring*, 3/2006, 12-14.

If an article has no author (frequent in articles in popular magazines), the name of the author is replaced with N.A ("No author"):

- **N.A. (1992a)**, „Print gewinnt, GfK-BehaviorScan“, *Viertel-Jahresheft für Media- und Werbewirkung*, 1, 10-17.
- **N.A. (1992b)**, „Abschied von den Europa-Plänen“, *Markenartikel*, 4, 132.

6.2 Basic Literature

The following literature is recommended for basic information on the relevant topics but should not be regarded as a sufficient review. A detailed and thorough literature review is expected of each student.

Empirical research, questionnaire and scale development:

- **Bühner, M. (2011)**, *Einführung in die Test- und Fragebogenkonstruktion*, 3rd updated edition. Munich: Pearson.
- **Atteslander, P. (2010)**, *Methoden der empirischen Sozialforschung*, 13th new, updated and extended edition. Berlin: Schmidt Erich Verlag.
- **Schnell, R., P.B. Hill und E. Esser (2011)**, *Methoden der empirischen Sozialforschung*, 9th edition. München et al.: Oldenbourg Wissenschaftsverlag.

Market research, multivariate analysis and statistics:

- **Backhaus, K. (2011)**, *Multivariate Analysemethoden: eine anwendungsorientierte Einführung*, 13th updated edition. Berlin et al.: Springer.
- **Berekoven, L., W. Eckert und P. Ellenrieder (2006)**, *Marktforschung: methodische Grundlagen und praktische Anwendungen*, 11th updated edition. Wiesbaden: Gabler Verlag.
- **Bortz, J. (2010)**, *Statistik für Human- und Sozialwissenschaftler*, 7th edition. Berlin et al.: Springer.
- **Brosius, F. (2011)**, *SPSS 19*, 1st edition. Heidelberg: Verlagsgruppe Hüthig-Jehle- Rehm.
- **Freund, J. E. und B. M. Perles (2007)**, *Modern Elementary Statistics*, 12th edition. Upper Saddle River: Prentice-Hall.
- **Hair, J., G. Hult, C. Ringle und M. Sarstedt (2013)**, *A Primer on Partial Least Square Structural Equation Modeling (PLS-SEM)*. Thousand Oaks, CA: Sage Publications.
- **Malhotra, N. K. und D. F. Birks (2007)**, *Marketing Research. An Applied Approach*, 3rd edition. European Edition. Harlow et al.: Financial Times Prent.Int.
- **Sarstedt, M., T. Schütz und S. Raithel (2011)**, *IBM SPSS Syntax. Eine an-*



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- Sarstedt, M. und E. Mooi (2011), *A Concise Guide to Market Research: The Process, Data, and Methods Using IBM SPSS Statistics*. Heidelberg: Springer.

7. Citations

7.1 General

The basic aim of proper citation is enabling the comprehensibility of the author's argumentation by combining their own intellectual line of thought with the ideas and conclusions from other sources.

The citation style should be consistent and comply with these guidelines.

You are generally obliged to proper citation, regardless of whether the aim is the documentation of the thoughts of others, their modification or further development. This obligation also applies to tables, figures, drawings, photos etc. In principle, it is advised to always refer to the primary source (i.e. citing author X) and **not rely** on secondary citation (i.e. citing author Y who cited author X). Referring to secondary sources is only allowed in cases where the original source is hard or impossible to find.

It is acceptable to refrain from citation in cases of (scientific) general knowledge.

!! A violation of the rules of citation is treated as academic misconduct and will cause the paper/thesis to be graded as "insufficient" !!

In general, only published works are citable. Unpublished sources, or excerpts from them (e.g. company statistics), should be included in the appendix. Prior to using such a source, please seek approval from the copyright claimant.

7.2 Types of Citation

Direct Quotes:

The reason for using a direct quote is usually the highlighting of an exact statement which is meant to supplement and enforce the author's line of thought where a paraphrase could change the original meaning, e.g. in case of definitions. In such a case the quote must be put between quotation marks and carefully inserted between sentences such that its original meaning could not be misunderstood. Direct quotes should be used as following:

"For practical applications we conclude from our results that reputation should be measured and visualized by using a portfolio chart that shows the **two dimensions of sympathy and competence**. Analyzing the company's position within the strategic group enables the communications manager to derive valuable hints on the **configuration of corporate communications**." (Schwaiger 2004, p. 67).

Indirect Quote:

The aim of an indirect quote is to highlight another author's line of thought, to which the author wants to refer, which they want to develop further or to which they want to point out a certain similarity. The passage the author refers to must be cited with an exact page number. The use of the abbreviation "cf." is permitted.

As shown in Schwaiger (cf. Schwaiger 1995, p.129), a projection using object weighting provides,

under certain circumstances, better results than traditional procedures.

Or – also permitted:

As shown in Schwaiger (1995, p.129), a projection using object weighting provides, under certain circumstances, better results than traditional procedures.

Or

Classical advertising increasingly tends to fail... (cf. Kroeber-Riel 1988, p. 15, and accordingly Weinberg 1996, p. 25).

Quotes from foreign languages:

English and French quotes do not have to be translated. With all other languages, a worded translation is required with the translator being named. A change of language within a sentence is to be avoided.

Form:

The direct quote must not differ from the original and should be highlighted through the usage of quotation marks (“...”).

The page number, from which a quote was taken, should be provided as well.

Omissions of single words are identified through the use of [...], omissions of longer parts – through [...].

Every change that is made to a quote, e.g. in order to ensure grammatical correctness in the context of the surrounding sentences is highlighted through the use of box brackets, e.g. “[...] professional[s] [...]”.

Emphases (*italics*, **bold**, underlining etc.) must be adopted from the original or clearly identified as added by the editor, for example through using the phrase “emphasis added”:

“Nature selects variations that are advantageous for survival and reproduction in a *particular environment* [emphasis added], just as farmers artificially select for economically desirable characteristics” (Cullen, 2006, pp. 52-53).

Plagiarism check:

The submitted thesis is checked by a plagiarism software to determine whether ideas and words of others are displayed as your own. What matters is whether the source was cited correctly or not. If a source is concealed, it is considered plagiarism. Consequences of such a discovery may, in addition to failing the exam requirements due to attempting to deceive, lead to legal sanctions. With the submission of a thesis/paper, each student agrees that it is tested using the above mentioned plagiarism software.



8. Exemplary Templates

8.1 Template for the Affidavit of Academic Honesty

Affidavit of Academic Honesty

I solemnly declare that I have prepared the present work independently; the thoughts which were acquired from other sources, both directly or indirectly, are clearly identified as such.

The work has not been submitted to any other examination board and has not yet been published.

Munich, [Date of Signature]

[Signature]



8.2 Cover Sheet for a Seminar Thesis

Empirische Befunde zur Kooperation zwischen Hersteller und Verwender innovativer Güter:
Ein Überblick

Seminararbeit zum Proseminar/Hauptseminar „[Titel der Veranstaltung]“

Submitted to: Prof. Dr. Manfred Schwaiger

by: James Bond
Matrikel-Nr. 007
Studiengang BWL
5. Semester
Goldfinger 70
80539 München
Tel.: (089) 1000 0007

Submission Date: 1st August 2017

8.3 Cover sheet for a Bachelor Thesis

Vertragsforschung in den U.S.A.: Ausprägungsformen, Determinanten und Erfolgsfaktoren

Freie wissenschaftliche Arbeit zur Erlangung des Grades eines
Bachelor of Science an der Fakultät für Betriebswirtschaft der
Ludwig-Maximilians-Universität München

Supervisor: Prof. Dr. Manfred Schwaiger

Submitted by:

James Bond
Matrikel-Nr. 007
Goldfinger 70
80539 München
Tel.: (089) 1000 0007

Submission Date: 1st August 2017



8.4 Cover sheet for a Master Thesis

Vertragsforschung in den U.S.A.: Ausprägungsformen, Determinanten und Erfolgsfaktoren

Freie wissenschaftliche Arbeit zur Erlangung des Grades eines
Master of Science an der Fakultät für Betriebswirtschaft der
Ludwig-Maximilians-Universität München

Supervisor: Prof. Dr. Manfred Schwaiger

Submitted by:

James Bond
Matrikel-Nr. 007
Goldfinger 70
80539 München
Tel.: (089) 1000 0007

Submission Date: 1st August 2017