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Title of the paper

Seminar paper/Bachelor’s Thesis/Master’s Thesis

within the seminar

„Sample topic“

at the Chair of Innovation Economics and Entrepreneurship

(University of Münster)

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*Note*

If no tables are used in the paper, the list of tables should be removed. Likewise, if there are only a few entries, the list of figures and tables can be displayed one below the other on one page.

List of Abbreviations

BBN Bundeseinheitliche Betriebsnummer

CCG Centrale für Coorganisation

DFÜ Datenfernübertragung

dpi dots per inch

EAN Europäische Artikelnumerierung

GoM Grundsätze ordnungsmäßiger Modellierung

VBA Visual Basic for Applications

WWS Warenwirtschaftssystem

ZfB Zeitschrift für Betriebswirtschaft

ZuO Zuordnung

Note

The list of abbreviations includes all abbreviations that are not in common use or are not listed in the Duden dictionary. Abbreviations such as “etc.” and “e.g.” do not belong in the list.

List of Symbols

a0 Anschaffungsauszahlung in t = 0

C Kapitalwert

dt Einzahlungsüberschuss in Bezug auf t

i Kalkulationszinsfuß

n Nutzungsdauer

q Zinsfaktor 1 + i

rs Abstand der Stufe s in cm vom Seitenrand

s Stufenindex

t Periodenindex

Note

Sorting of the (marked) entries is possible via “Table/Sort”. A symbol directory is not necessarily required in every work.

# Introduction

In this section of the paper, the aim of the paper is formulated, placed in a larger context, and distinguished from other topics. The most important terms of the topic must be classified in the introduction within the context of the paper; careful formulation is particularly important here. Furthermore, references to the research methodology used can be given. The structure of the paper should be outlined. Thus, the first chapter includes the following points (this is only a list of the contents that should be included in the introduction, the introduction should not be divided into further subsections):

1. motivation
2. objective of the paper
3. structure of the paper
4. short description of the results (only relevant for Bachelor’s and Master’s Theses)

For seminar papers, the introduction should not exceed one page; for Bachelor’s and Master’s Theses, the introduction should consist of one to three pages.

Experience shows that the introduction should be formulated only at the end of the work. This avoids repeated changes to the text.

# First Chapter of the Main Part

## First Subsection

The text of the paper is written in Times New Roman in full justification with a font size of 12pt.

To emphasize individual words, these words can be printed in *italics* or **bold**. *Italic* emphasis is preferable.

## Second Subsection

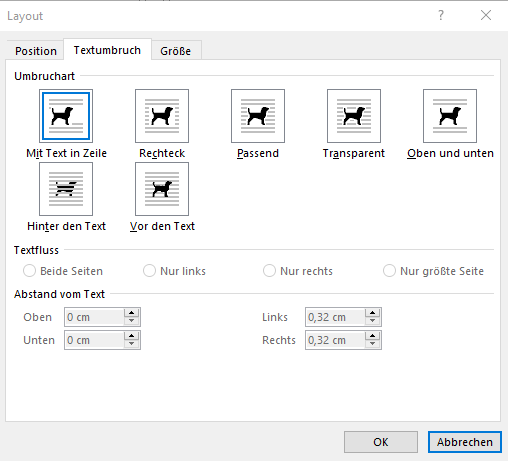
The document can be suitably subdivided with the help of headings. Different levels are available for this purpose. If a heading is followed by only a small amount of text, e.g. a single paragraph, a subheading may be more suitable.

It should be noted that a chapter that is divided into subsections must always have at least two of these subsections. In other words: If there is a chapter 2.1, then there must also be a chapter 2.2.

# Use of Illustrations

When including multiple figures, a main formal requirement is the uniformity of the font sizes used. Two graphics created in the same or comparable notation should also use the same font size. The additional requirement of readability of all fonts used in the graphic makes it very difficult to use Word's scaling feature to resize the graphics to the correct size. As far as possible, therefore, figures should be included in the text with the scaling set to 100%.

If possible, graphics should be created by the students themselves. The recommended program is Visio, which is available free of charge to students of economics via Microsoft Azure Dev Tools. Graphics taken from other works should also only be included in a scanned version if they are highly complex and the quality of the scan is sufficiently good.



Source: Microsoft Word (2019)

Figure 3.1 Layout Options in Word 2019

In Table 3.1, the three possible combinations of referencing mappings are explained with an example.

|  |  |
| --- | --- |
| Examples for source citations | Note |
| Source: Becker, Schütte (2004), p. 399. | The illustration has been taken over without any changes. It is identical to the original (and even contains possible spelling mistakes of the original source). |
| Cf. Becker, Schütte (2004), p. 399. | Changes or additions have been made to the illustration. These may include corrections or additions to the content as well as formal changes (language, spelling errors, etc.). |
| {no information} | The figure is an own representation. It is in no way based on the graphical representations of other authors. The indication of a source is omitted. |

Table 3.1 References for Illustrations

# Use of Tables

Tables can be imported from a spreadsheet such as Microsoft Excel or created directly in Word. Especially for tables that do not contain calculations, the latter variant is the best choice, as the contents of the table fields can be designed much more flexibly here.

Column headings in tables can be formatted in bold. The default font size of 10pt is only a recommendation. Depending on the size of the table, the size can be adapted to the usual font size of 12pt or reduced to 8pt. When using multiple tables, as with graphics, care should be taken to ensure the greatest possible self-similarity.

Information about the sources applies analogously to graphics.

# Citation

A main formal criterion in the preparation of a scientific paper is correct citation. Use American citation style, so cite directly in the text! If there are three or more authors, name only the first author in the text with the suffix “et al.”. Footnotes are used only for additional information and should be used more sparingly overall

Citation is to be done within the text, not in footnotes. Here, the following format should be followed (Smith 2003) or (Smith 2003; Bonini 1963) or (Chenhall and Romano 1989) or (Broadbent et al. 1996).

In the case of verbatim quotations, the corresponding page numbers should be given. Example: (Jones et al. 1995, p. 17). This is not necessary for other forms of text references.

* If the citation refers to two consecutive pages, this should be marked with "f.". Example: (Jones et al. 1995, pp. 17f.)
* If the citation refers to several consecutive pages, these must be explicitly stated. The use of "ff. is not permitted. Example: (Jones et al. 1995, pp. 17-20).

The listing in the bibliography must be complete. All references listed in the text must appear in the index and vice versa. When formatting the bibliography, you can use the following examples as a guide.

# Conclusion

At the end of the paper, a thesis-like summary of the research results can be given in the last part. Other possibilities here are also the outlook on further - still unresolved - questions in connection with the topic. As a rule, no citations and hardly any footnotes are used in this last chapter.

List of References

The bibliography is an integral part of every scientific paper. Precise and meaningful information facilitates research for later readers. The use of quotations or ideas from other works or from other sources without clear indication of their origin represents one of the most serious academic offenses. An academic paper in which this error is made repeatedly (and thus most likely deliberately) is called plagiarized. Such a paper will be graded “insufficient”. This note has often been ignored in papers, so again for clarification:

An essay, bachelor thesis or diploma thesis without references to scientific literature will automatically receive a grade of “poor”.

A bibliography lists all literature cited in the paper alphabetically by author name. A categorization of the entries according to the type of works cited (as done in the following for explanation) is not to be made. Only in the case of longer works such as dissertations can paragraphs be formed according to the first letters of the author names (A for all works whose authors begin with A, B to Z accordingly).

Exemplary List of References

Azoulay, Pierre, Joshua S. Graff Zivin, and Jialan Wang (2010). “Superstar extinction.” *The Quarterly Journal of Economics,* 125(2), pp. 549-589.

Bonini, Charles P. (1963). Simulation of Information and Decision Systems in the Firm, Englewood Cliffs, NJ: Prentice-Hall.

Cohen, Patricia (2017). “‘Superstar Firms’ May Have Shrunk Workers’ Share of Income.” *The New York Times*. Available at [https://www.nytimes.com/2017/ 03/08/business/economy/labor-share-economic-output.html](https://www.nytimes.com/2017/%2003/08/business/economy/labor-share-economic-output.html) [Accessed July 5, 2022].

Pichai, Sundar (2022). *Our plans to invest $9.5 billion in the U.S. in 2022.* Available at <https://blog.google/inside-google/company-announcements/investing-america-2022/> [Accessed June 8, 2022].

Scott, Chaunda L. (2018). “Historical perspectives for studying diversity in the workforce”, in Byrd, Marilyn Y., and Chaunda L. Scott (eds.), Diversity in the Workforce, New York: Routledge, pp. 3-27.

Final declaration - Affidavit

(see PDF file “Declaration on oath”, to be found on the website of the examination office)

Declaration of Consent

to check my work with a plagiarism detection software.

(see PDF file “Declaration of consent of the use of plagiarism software“, to be found on the website of the examination office)