

Guidelines for writing seminar papers and final theses

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1. Introductory remarks

The following guidelines are relevant for writing seminar papers and final theses (bachelor-, master- and diploma theses) at the Chair for Management Accounting, Prof. Dr. Gunther Friedl. It is **required** to follow the instructions laid out hereinafter.

2. Requirements concerning the form

2.1 Length and font

The essay is to be printed single-sided on white paper in machine writing. Choose Times New Roman as **font** and set the text alignment to justified. The **font size** for the main text shall be 12pt, whereas for footnotes it shall be 10pt. Headings shall be printed using the same font size but, where appropriate, bold or italic formatting may be applied. Concerning the **length** of the paper it is required to stick to the following targets:

Seminar papers:	15 pages (+/- 1), if in the corresponding class no differing requirements have been put forward.
Bachelor theses:	40 pages (+/- 10%)
Master theses:	60 pages (+/- 10%)
Diploma theses:	60 pages (+/- 10%)

These page numbers refer to the actual writing itself (text and figures).¹ Indices and appendices are excluded from these page limits.

2.2 Spacing, page layout and pagination

In general, it is recommended handle spacing in the page layout generously in order to ensure optimal readability. Use a **line** spacing of 1.5 for the running text and a line spacing of 1 for the footnotes. The margins shall be set to Microsoft Word defaults: Top 2.5cm, bottom 2.0 cm, left and right 2.5 cm. Pages holding the table of contents, list of figures, abbreviations and appendices are to be numbered using Roman numerals. Beginning with the first page of text and ending with the last page of the bibliography the pagination is done using Arabic numerals.

2.3 Number of copies and handing in

For **seminar papers**, one copy shall be printed and handed in at the chair's front office. Please use only an ordinary document binder and refrain from elaborate bindings or folders. **Final theses** shall be handed in printed in triplicate at the Service Point in the faculty building 1554 during office hours. Other than seminar papers, the final theses' copies are required to be

¹ That is, the last page containing written text is, at max, page number 44 for bachelor and number 66 for master and diploma theses.

bound in boards. Both, seminar papers and final theses shall also be sent as PDF- **and** Word-files to the advisor at the chair by e-mail.

3. Requirements with regard to contents

3.1 Table and structure of required contents

Final theses contain the following twelve parts. For seminar papers, sections 2, 10 and 11 are **not** required:

- 1 Cover sheet (cf. 3.2)
- 2 Abstract in German and English (cf. 3.3)
- 3 Table of contents (cf. 3.3)
- 4 List of figures and tables if required (cf. 3.4)
- 5 List of appendices if required (cf. 3.6)
- 6 List of abbreviations if required (cf. 3.5)
- 7 Main text
- 8 Appendix if applicable (cf. 3.6)
- 9 Bibliography (cf. 3.7)
- 10 Declaration of authorship (cf. 3.8)
- 11 Up to date CV of the author

3.2 Cover sheet

The cover sheet for a seminar paper or finals thesis, respectively, needs to be designed as illustrated:

<p>Topic [Number] [Topic of the seminar paper]</p> <p>Seminar paper in the specialization Finance & Accounting</p> <p>[Class topic]</p> <p>[WS/SS year]</p>	<p>[Bachelor/Master Thesis] for the Attainment of the Degree [Bachelor of Science/Master of Science] at the TUM School of Management at Technische Universität München</p> <p>[Title of the final thesis in English]</p>
<p>Submitted by: [First & family name] [Matriculation number] [E-Mail address]</p>	<p>Reviewer: Prof. Dr. Gunter Friedl Chair for Management Accounting</p> <p>Advisor: [Advisor]</p> <p>Study program: [Course of studies]</p> <p>Submitted by: [First & family name] [Address] [Matriculation number]</p> <p>Submitted on: [Submission date]</p>
<p>Reviewer: Prof. Dr. Gunther Friedl</p> <p>Advisor: [Advisor]</p> <p>Submitted on: [Date]</p>	

3.3 Abstract and table of contents

The table of contents is preceded by a brief summary in German and English (approximately half a page each). This part is called “abstract”. It shall equip the reader with a rough overview of the main contents of the work and lay out the structure (especially the central theme). The following points are paramount for structuring the work:

- The different sections should be structured and denoted using **decimal numeration**.
- Every section listed in the table of contents has to carry the respective page number.
- If a section is further divided into subsections there need to be at least two of them.
- **Neatly arranging** the entries in the table of contents (for example using indents for subsections) makes it more accessible.

- Every heading shall **clearly express** the content of the following section. Thus, instead of having the heading “Input-Output-Model” one shall use something more precise, e.g. “Characterization and evaluation of the Input-Output-Model.”
- Sections that are equally important in terms of their content should be on the same **formal level** in the structure inherent to the table of contents.

3.4 Figures and list of figures

Figures serve to complement the text in a short and precise manner. Therefore only figures that are referred to or explained in the text shall be included. It is important to test, however, whether extensive figures are not better suited to be included in the appendix. Figures within the running text shall be numbered independently of the text and be assigned an expressive caption. The source of every figure is to be denoted in a footnote. All figures within the main text part have to be listed in the list of figures by their number and together with the number of the page they appear on.

For works that rely to a great extent on data displayed using tables it may be necessary to include a separate **list of tables**.

3.5 Abbreviations and list of abbreviations

If possible one should refrain from using abbreviations in the text. **Abbreviations in common use**, such as e.g., etc. and so on, may be used. To check whether the abbreviation in question is a common one it is recommended to draw on standard dictionaries.² These common abbreviations also do not need to be included in the list of abbreviations. Abbreviating words for convenience reasons only, e.g. using info instead of information, is **not** allowed. Abbreviations that are **common in the scientific community** again are permitted but need to be included in the list of abbreviations. The same applies to abbreviations **specific to the topic** of the essay. This last category of abbreviations, however, is required to be written out in the running text or in a footnote when they first occur, e.g. Computer Aided Planning (CAP).

The following abbreviations are in common use in footnotes or the bibliography and therefore are not required to be included in the list of abbreviations: Cf. (Confer, Latin for compare) / Cp. (Compare), Ed. (Edition), ed. by (edited by), eds (editors), p. (page) / pp. (pages), Vol. (Volume), Iss. (Issue), No. (Number) and N.N. (Nomen Nominandum, Latin for name not yet known).

3.6 Appendix and list of appendices

The kind of contents that would, if included into the main text, impair the flow of argumentation therein, but otherwise are of paramount importance to the understanding of the essay are put into the appendix. Examples are large tables, questionnaires and figures, extensive derivations

² Examples for such dictionaries may include, but are not limited to, The Oxford English Dictionary or Collins English Dictionary.

of formulas or unpublished sources. All appendices are, similar to figures, required to be numbered, captioned and listed in a separate list of appendices.

3.7 Bibliography

For every scientific piece of writing solid literature research is indispensable. It is expected that not only textbooks but also papers in journals that are relevant to the topic are included. Since it is rather difficult for someone new to the topic to properly assess the relevance of a specific journal, it is recommended to resort to journal rankings such as the VHB-JOURQUAL 2 (www.v-h-b.de), the Handelsblatt BWL-Ranking 2012 or others. If a journal is rated at the top area of the scale (A/B) this is a first indicator for a quality publication.

In the bibliography all sources used shall be arranged in alphabetical order based on the author's last name. Multiple works from the same author shall be sorted chronologically, starting with the oldest publication, and listed one after another. In the case of several publications from the same author in one year the suffices "a", "b", "c" and so on are to be placed after the year of publication in order to distinguish individual publications. One shall not subdivide the bibliography (e.g. into books, papers and doctorate theses).

Sources **where the author is unknown** appear under "N.N." or the name of publishing institution (for example in the case of annual reports, marketing leaflets or market studies) in the bibliography. For in-text citations one shall employ the keyword used in the bibliography. The underlying principle is that it must be possible for the interested reader to find the sources given only the citations and information in the bibliography. Therefore, in certain situations it might be beneficial to **include additional information**, e.g.:

- Name of the series of works (cf. example 3.7.1)
- Descriptive extra information such as "talk" or "contributions to a discussion"

The listings in the bibliography shall appear in the order put forward above and are required to contain the information and stick to the form of the example references provided in the following. Works that have been read but not cited shall not be included in the bibliography. In between the entries one is to insert a blank line. If some of the information required is not available for a specific source it is necessary to consult with the advisor.

3.7.1 Referencing books

- Surname(s) and full first name(s) of the author(s), if applicable add (Ed.) (degrees or titles shall **not** be included)
- Year of publication in brackets:
- Title including subtitle,
- If applicable volume,
- Edition (not required for the 1st edition),
- Place of publication (in case of several places only the first one shall be mentioned with the suffix "et al.")
- Year of publication.

Example 3.7.1:

Friedl, Gunther (2006a): Real Options and Investment Incentives, Berlin 2006.

3.7.2 Referencing journal papers and newspaper articles

- Surname(s) and full first name(s) of the author(s)
- Year of publication in brackets:
- Title including subtitle,
In: Title of the journal or newspaper respectively,
- Volume
- Issue (nonessential in case of continuous pagination or daily newspapers)
- Year or date of publication,
- Number of the first and last page of the paper.

Example 3.7.2:

Friedl, Gunther / Schwetzler, Bernhard (2011): Terminal Value, Accounting Numbers, and Inflation, in: Journal of Applied Corporate Finance, Vol. 23, No. 2, pp. 104-112.

3.7.3 Referencing edited books/collections

- Surname(s) and full first name(s) of the author(s)
- Year of publication in brackets:
- Title including subtitle,
In: Title of collected edition,
- ed. First and family name(s) of the editor(s).
- Edition (not required for the 1st edition),
- Place of publication,
- Year of publication,
- Number of the first and last page or column of the paper.

Example 3.7.3:

Hammer, Carola / Friedl, Gunther (2011): Estimating the Short-Term Impact of the European Emission Trade System on the German Energy Sector, in: Operations Research Proceedings 2010, ed. Bo Hu / Karl Moraschl / Stefan Pickl / Markus Siegle, Berlin et al., 2011, pp. 505-510.

3.7.4 Referencing research papers

- Surname(s) and full first name(s) of the author(s)
- Year of publication in brackets:
- Title including subtitle,
- Additional specification "Working paper" or "Research paper",
- University
- Year of the version used.

Example 3.7.4:

Friedl, Gunther / Wagner, Stephan (2004): Supplier Switching Decisions Under Information Asymmetry, Working Paper, Universität München 2004.

3.7.5 Referencing internet sources

- Surname(s) and full first name(s) of the author(s)
- Year of publication in brackets:
- Title including subtitle of the contribution,
- Online on the internet: URL,
- Date and time of access,
- If applicable number of the first and last page or column of the paper.

Example 3.7.5:

N.N. (2015): TMC Announces Results for January 2015, URL:
<http://newsroom.toyota.co.jp/en/detail/6510829>, 13/03/2015, 01.13 a.m.

Online sources shall be referenced **only if no correspondent print publication** of these contents is available. All sources from the internet are required to be handed in together with the seminar paper or thesis using a USB-Stick or a CD. Alternatively they may also be printed out and attached using a file folder.

3.7.6 Referencing other kinds of sources

- Applicable laws: Current laws are not included in the bibliography but, if abbreviated, in the list of abbreviations.
- Legal commentaries or handbooks: In general these sources are cited the same way edited books/collections are.
- Legal sources, ministerial directives: For judgments of the BFH it is also required to cite the file number and the date of the verdict. Furthermore the source of information named shall be the collection of decisions of the Federal Fiscal Court or the Federal Tax Gazette with the pages referenced.

3.8 Declaration of authorship

The following is the template for the declaration of authorship:

Declaration of Academic Integrity

I hereby declare that I have composed the present paper independently and on my own without any other resources than the ones indicated. All thoughts taken directly or indirectly from external sources are properly denoted as such.

I am aware of the fact that this paper will be screened for the use of any unauthorized means and checked whether it is – partially or as a whole – plagiarized. In order to compare my paper with existing sources, I allow it to be added to a database and remain there to screen papers submitted in the future against plagiarism. Any other rights of reproduction or exploitation are not granted.

This paper has neither been previously submitted to another authority nor has it been published yet.

Munich, (Date)

(Signature)

4. Citations

4.1 Denoting citations

Citations are statements from other authors that have been adopted literally or in other words. Thus, they are from someone else's body of thought and therefore need to be marked as such, regardless whether it is a direct or indirect citation. Furthermore, it is essential that citations can be verified only by means of the bibliography. In order to achieve that, each citation has to be denoted by continuous numeration in superscript after the citation. Page wise numeration is not allowed.

Scientific working does not mean stringing together as many direct quotations as possible. Quite to the contrary, in the scientific community **indirect quotations are much more common.**

4.2 Citability and the need to cite

In general, every source that can be obtained and verified is citable. This is the case for all published works. Sources that have not been published or are not available to the public (e.g. undisclosed statistics) need to be appended to the paper and may subsequently be quoted, too. Before using such sources, however, it is required to obtain the permission of the author to use them in the way described above. Personal (verbal) communication is only citable if based on records in writing, which need to be explicitly listed in the bibliography. In order to simplify the process it is sufficient to indicate only the date the communication took place, the people

involved and to give a brief overview of the most important points made during that conversation. Revision courses, lecture or personal notes are not citable.

Thoughts directly or indirectly taken from other authors are required to be marked by means of quotations as laid out in this document. Violating this **obligation to cite** is a grave error and leads to a failing grade for the seminar paper or final thesis, even if the topic itself has been dealt with in a satisfactory manner.

4.3 Footnotes and citation style

The sources of quotations within the text shall be given in the footnotes indicated by the aforementioned numbers in superscript following the citation. Handling references that way is advantageous for two reasons: On the one hand, they clearly point to the source of each citation on the same page as the quotation itself. On the other hand, the footnote allows the author to add further remarks. These remarks are relevant to and complement the text with regard to content but would impair the flow of the argumentation if included in the main text. Footnotes are to be separated from the text on the respective page by means of an approximately 5cm long line. Each footnote needs to be printed on the page that contains the part of the text from which it is referred to. The initial words of footnotes are capitalized and the last word is succeeded by a full stop (period). In accordance with the use of shortened reference technique, the footnote includes the surname, the year of publication in brackets (if necessary complemented by additional information as described in section 3.7) and the number of the respective page the quotation has been taken from within the source. Beyond that, it is important to consider the following special cases:

- If the section that is cited from the source is not limited to only one page but stretches across several pages, it is required to indicate the first and last page of the section cited. The two numbers shall be hyphenated. Abbreviations such as “et seq.,” “ff.” or “f.” are not permissible.
- If the source cited is the work of more than three authors it is sufficient to only name the first one with the addition “et. al.”. Note, however, that this does not apply to the bibliography, where it is required to name all authors of a specific source.

4.4 Quotations

4.4.1 Direct quotations

Direct quotations are the literal reproduction of (partial) sentences, terms, definitions or the like. Failing to denote literal citations as such is a particularly grave formal deficiency and leads to a failing grade. At the beginning and at the end of each citation, quotation marks (“...”) shall be put. The text reproduced needs to correspond to the original text letter by letter; therefore it is important to pay attention to the following aspects:

- **Omissions and intermissions**

In order to fit a quotation neatly into the text one has written oneself, it may be necessary to omit parts of the sentence quoted. These omissions need to be marked by three dots placed within

parentheses (...). The same holds for parts of sentences that were skipped because they are nonessential.

- **Additions**

Explanatory remarks to the cited sentence shall, too, be placed in brackets. Furthermore, to enable the reader to distinguish the remark from the quotation, these remarks shall be succeeded by “author’s note”.

- **Remarks and highlighting**

Remarks or highlighting by means of visual changes in the quoted text are to be reproduced as well and labeled accordingly (“emph. in the original”). For changes one made to the appearance of the text oneself, the appropriate label is “author’s emphasis”. Literal quotations from sources in English language may be translated, but may as well be reproduced in English. The rules for citing English sources are the same as for German quotations in either case. When literally quoting sources in a foreign language that is not English, it is required to translate these. The corresponding footnote then also has to include the original text in brackets and quotation marks.

Example 4.4.1.1:

For the decision which cash flows to include in terminal value calculations, it is important „ (...) not only the cash flows of all future projects, but also the cash flows from investments made after time 0 but before the point when terminal value is calculated.“³

Example 4.4.1.2:

„The terminal value is highly sensitive to the growth parameter in the GS (Gordon-Shapiro, author’s note) model.“⁴

4.4.2 Indirect quotations

Indirect quotations do not entail a literal reproduction of the original text, but paraphrase it instead. As with direct quotations, also in the case of indirect quotations it must be clearly discernible which sections of the main text are taken from other sources and which are written by the author. Thus, one shall clearly mark the beginning and the end of the contents cited.

Yet again, because it is drawn upon someone else’s body of thought and explanations, indirect quotations are required to be denoted accordingly. In order to do this, the corresponding footnote shall start with “cf.” and may carry additional information, such as “for the following”, clarifying which parts in particular are from someone else’s works.

Example 4.4.3.1:

Cf. Friedl (2002), p. 64.

Example 4.4.3.2:

Cf. for example Friedl (2006b), pp. 154-155.

³ Friedl / Schwetzler (2011), p. 107.

⁴ Friedl / Schwetzler (2011), p. 112.

4.4.3 Citing secondary sources

Secondary sources are not cited directly but instead are referred to by means of a citation in another (secondary) author's text, i.e. one does not cite author A but instead cites author B who in turn cited author A. In principle, citing secondary sources is not allowed. Every quotation, whether direct or indirect, that one has not come up oneself, needs to be verified using the original source.

If, despite extensive inquiry, it is not possible to come by the original text from author A with reasonable efforts, it is permitted to cite a secondary source as an exception. This needs to be labeled by linking the two sources using the term "qtd. in" within the footnote.

Example 4.4.3.3:

Cf. Crasselt (2003), p. 28 (as qtd. in Friedl (2005), p. 6).

4.5 Citing factually correct

Both, direct (literal) and indirect (paraphrasing), quotations have to reflect the opinion of the author(s) quoted correctly and in the original context. Using statements made by a certain author out of context in order to support an opinion not held by him or her is a grave violation of the standards of thorough scientific working.

5. Recommended readings for writing scientific essays

Hofmann, Angelika H. (2014): *Scientific writing and communicating*, 2nd Ed., Oxford 2014.

Silyn-Roberts, Heather (2000): *Writing for Science and Engineering – Papers Presentations and Reports*, Oxford 2000.

Williams, Joseph M. (2007): *Style – Lessons in Clarity and Grace*, 9th Ed., London 2007.

Swales, John M. / Feak, Christine B. (2012): *Academic Writing for Graduate Students – Essential Tasks and Skills*, 3rd Ed., Ann Arbor 2012.

Bailey, Stephen (2011): *Academic writing for international students of business*, London 2011.

Osmon, Alex (2013): *Academic writing and grammar for students*, London 2013.

German-language recommended readings:

Bänsch, Axel (1998): *Wissenschaftliches Arbeiten: Seminar- und Diplomarbeiten*, 6th Ed., Munich 1998.

Jacob, Rüdiger (1997): *Wissenschaftliches Arbeiten: eine praxisorientierte Einführung für Studierende der Sozial- und Wirtschaftswissenschaften*, Opladen 1997.

Peterßen, Wilhelm H. (1996): *Wissenschaftliches Arbeiten: Eine Einführung für Schüler und Studenten*, 5th Ed., Munich 1996.

Preißner, Andreas (1994): *Wissenschaftliches Arbeiten*, Munich 1994.

Seidenspinner, Gundolf (1994): *Wissenschaftliches Arbeiten: Techniken, Methoden, Hilfsmittel; Aufbau, Gliederung, Gestaltung; richtiges Zitieren*, 9th Ed., Munich 1994.

Theisen, Manuel R. (2005): *Wissenschaftliches Arbeiten: Technik-Methodik-Form*, 12th Ed., Munich 2005.

Bibliography

Crasselt, Nils (2003): Accounting-based Investment Incentives and Real Options, Working Paper, Ruhr University of Bochum.

Friedl, Gunther (2002): Sequential Investment and Time to Build, in: Schmalenbach Business Review, Vol. 54, No. 1, 2002, pp. 58-79.

Friedl, Gunther (2005): Incentive Properties of Residual Income when There is an Option to Wait, in: Schmalenbach Business Review, Vol. 57, No. 1, pp. 3-21.

Friedl, Gunther (2006a): Real Options and Investment Incentives, Berlin 2006.

Friedl, Gunther (2006b): Discussion of Optimal Debt Service: Straight versus Convertible Debt, in: Schmalenbach Business Review, Vol. 58, No. 2, pp. 152-156.

Friedl, Gunther / Schwetzler, Bernhard (2011): Terminal Value, Accounting Numbers, and Inflation, in: Journal of Applied Corporate Finance, Vol. 23, No. 2, pp. 104-112.

Friedl, Gunther / Wagner, Stephan (2004): Supplier Switching Decisions Under Information Asymmetry, Working Paper, Universität München 2004.

Hammer, Carola / Friedl, Gunther (2011): Estimating the Short-Term Impact of the European Emission Trade System on the German Energy Sector, in: Operations Research Proceedings 2010, ed. Hu, Bo; Morasch, Karl; Pickl, Stefan; Siegle, Markus, Berlin et al., 2011, pp. 505-510.

N.N. (2015): TMC Announces Results for January 2015, URL:
<http://newsroom.toyota.co.jp/en/detail/6510829>, 13/03/2015, 01.13 a.m.