



## Style and Writing Guide for Seminar Papers and Final Papers (BA/MA Theses) at the Chair of Business Dynamics, Innovation and Economic Change

**Hinweis: Dieser Guide wird nur auf Englisch gepflegt. Bachelorarbeiten, sowie Seminararbeiten im Bachelor dürfen auch auf Deutsch verfasst werden. Weiterhin können die Seitenzahlen in Seminaren abweichen.**

### Formal Requirements

- **Front Page:** Please use the provided template (see Appendix; the use of the University logo is not allowed)
- **Table of contents:** Index of chapters, sections and subsections of the work numbered with Arabic numbers (1, 1.1, 1.1.1, etc.).
- **Abbreviations list: (if applicable):** List only abbreviations used in text; commonly used abbreviations, such as "etc." "et al." should not be listed.
- **Lists of Figures: (if applicable):** List figures with respective page numbers.
- **List of Tables (if applicable):** List tables with respective page numbers.
- **Main text:**
  - *Margins:* above / below 2 cm, right / left each 2.5 cm,
  - *Main Text Font:* Times New Roman 12 point (footnotes, tables, captions: 10 points),
  - *Line spacing:* 1.5 times the main text (footnotes easy); justified text,
  - *Length (plain text):* approx. 15 pages (Seminar paper), 30 pages (Bachelor Thesis), 60 pages (Master Thesis),
  - *Citations:* Author-Year style (consistent use of e.g. APA or Harvard citation formats), see Section Citation for more information,
  - *Figures and tables:* numbered with Arabic numbers,
  - *Footnotes:* in respective page (not at the end of the Thesis), only for additional information and not to quote,
  - *Page numbering:* Arabic numbers, starting on the first page of the introduction (the pages before the introduction do not have to be numbered),
  - *Formulas in the text:* Formulas and symbols should be in an italic font, out-of-line formulas should have some space to the preceding and subsequent text and they should be subsequently numbered.

Example:

$$y = f(x) \tag{1}$$

so that you can refer to formula (1) in the text.

### Writing Style

- Write in clear and straight English, avoid expletives, flowery phrases and buzzwords.
- Avoid too long and complicated sentences, and an exaggerated use of foreign words.
- Avoid normative judgments as well as a journalistic loose style.
- Ideas taken from the literature should be expressed in own words.
- Use literal quotations very scarcely, quotes are not a substitute for own explanations.



- Better deep than broad: try not to include additional material as long as you have not explained all relevant arguments fully.

## Content

- Introduction:
  - Motivation: Convince the reader of your topic.
  - Relevance of your topic: Outline the relevance of your topic, mention e.g. current developments and/or describe the larger context.
  - Research question: Make clear, which issues are discussed and which are omitted in your paper.
  - Briefly summarize your paper.
  - Outline the structure of your paper.
- Main body:
  - The content can vary according to the type of your paper.
  - Usually there is a section that introduces the theoretical background, a section that applies this background to your particular topic and a section that outlines the results and implications.
- Conclusion:
  - Summarize and discuss your work.
  - Discuss potential limitations of your research.
  - Provide an outlook for future avenues of research.
- Bibliography:
  - List alphabetically all sources, which have been used in the main text, works of the same author should be arranged chronologically, several titles by the same author in one year should be distinguished with small letters.
  - Example:  
Casson, M., & Wadeson, N. (2007a). The discovery of opportunities: Extending the economic theory of the entrepreneur. *Small Business Economics*, 28(4), 285–300.  
Casson, M., & Wadeson, N. (2007b). Entrepreneurship and macroeconomic performance. *Strategic Entrepreneurship Journal*, 1(3–4), 239–262.

## Citation

- Please use the American citation style (APA), i.e. cite in the text, not in the footnote.
- Use only the last name(s) and the year of publication.
- If you are referencing the entire article (or book) of an author, then you can omit the page number.
- In case of more than two authors it is allowed to cite only the first author, followed by “et al.”, such like “Mankiw et al. (2002)”.
- It is possible to bundle different sources in one citation like “(Keynes, 1938 ; Pigou, 1941)”.
- Always try to investigate the original source, do not cite an author who is cited in a secondary source. If this is not possible then – as an exception - you should cite like e.g. “Keynes (1936) as cited by Smith (1998)” (not: “Smith (1998)”).

## Submission

- Please submit your seminar paper to the Chair printed in two copies as well as email your seminar paper as a PDF file to your supervisor.
- In case of your BA or MA thesis you have to hand in three bound hard copies to the examination office as well as email your thesis as a PDF file to your supervisor.



## Sources and Research

- Use the IP address of the university to gain access to scientific journals.
- Consequently, if you do your research at home, you need a VPN connection to the university network.
- Potential databases are e.g. EconLit, ScienceDirect, JSTOR, Google Scholar
- We accept only sources in German or English language.
- Books, articles from academic journals or edited collections, working papers, and other periodical proceedings (incl. press) can be cited.
- If you find more than one version of a paper, please note that the version which is published by a journal should always be preferred over a working paper.

## Plagiarism

Using the words or ideas of others without acknowledgement is plagiarism. If you are quoting the words of someone else make this clear. Similarly, if you paraphrase the words of someone else make this clear. There is nothing wrong with substantiating your argument through reference to other people's work. It is wrong not to acknowledge that this is what you are doing. Plagiarism is a serious offence, is a severe form of cheating and will be heavily punished. You will be asked to sign a declaration that your work does not contain plagiarized material (see Section Declarations). Remember that whoever marks your essay will have an excellent knowledge of the relevant literature, so that plagiarism will be easily detected. The simple rule to follow is always to acknowledge your sources.

## Declarations

In the last page the following statement should be signed (also available at the website of the examination office):

### For Seminar Papers

I hereby affirm that the work I am submitting for this assessment is entirely my own, that I have read and understood what constitutes plagiarism. I also hereby affirm that this work has not been already published or submitted of any other kind of assessment.

Place, Date Signature

### For Final Papers (BA/MA Theses)

Statutory Declaration:

I declare that I have developed and written the enclosed Master Thesis completely by myself, and have not used sources or means without declaration in the text. Any thoughts from others or literal quotations are clearly marked. The Master Thesis was not used in the same or in a similar version to achieve an academic grading or is being published elsewhere.

Place, Date Signature



**Appendix**

***This is the Title of Your Thesis***

**– Master Thesis –**

to be awarded  
Master of Science in Economics

submitted by  
*Your Name*

*Month, Day, Year*

Name: Max Mustermann  
Email: max.mustermann@uni-jena.de  
Street: Fürstengraben 1  
PLZ City: 07743 Jena  
Student ID: 123456

1<sup>st</sup> Supervisor: *Name of your first supervisor*  
2<sup>nd</sup> Supervisor: *Name of your first supervisor (if applicable)*

Friedrich Schiller University Jena  
Faculty of Economics and Business Administration  
Chair of Business Dynamics, Innovation and Economic Change  
Carl-Zeiß-Straße 3  
07743 Jena