



Baden-Wuerttemberg Cooperative State University  
Stuttgart

Binding instructions on the use of quotations and general guidelines for the production of academic papers

Subjects:  
Business Administration-International Business

Date: August 2014

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## 1. Formal requirements

### 1.1 General information

The following binding instructions and guidelines are designed to enable the production of a flawless written composition according to a standard academic style. In particular, they should ensure that the sources used are noted in a way that the reader is able to find or look up the cited quotations.

The guidelines give an introductory overview of the production of written papers at the *Baden-Wuerttemberg Cooperative State University Stuttgart*. When applicable, further instructions will be given by the supervising tutor or can be drawn from additional reading (cf. p. 35). In addition, the lecture notes concerning academic papers that are handed out remain valid.

All papers have to be submitted accordingly:

- 2 copies at least 1 bound copy (adhesive or spiral binding) with a transparent cover;
- 1 copy stapled copy hole-punched on the left; both copies can be bound as well;
- 1 electronic copy (glued on the last page of the bound copy).

A seminar paper is a written composition of 10-15 pages. The length of a project thesis should be 20-30 pages, and that of a bachelor thesis should be 60-80 pages. According to the study and examination regulations not approved deviations lead to an appropriate deterioration of marks.

Changes in the topic, particularly for a bachelor thesis, have to be approved by the supervising tutor and the head of department. Otherwise the paper will be declined for marking and is rated as failed.

## 1.2 Page layout and numbering

The papers have to be written by using a word processor and then printed out. As a general rule white DIN-A4 paper should be used. Each page of the body of the work should be written using a spacing distance of one and a half (a maximum of 40 lines per page). The default font is Arial 11. The text layout should be justified and the use of automatic syllable division is recommended. The left margin should be 4 cm wide; the right margin should be 1.5 cm wide. The upper 2.5 cm of the page should be left empty – the page number should be inserted in this space (centred) – the lower 1.5 cm of the page should also be left empty. One blank line should be inserted between chapter headings and between chapter headings and paragraphs. Two blank lines should be inserted between each chapter. New chapters of the thesis or paper can begin on a new page, large spaces between the new chapters and the previous chapter or section should be avoided.

Footnotes contain sources. The footnotes have to be numbered consecutively (if not using a word processor the numbering should start afresh with each page) Additional information may be contained in the footnotes. The notes should be separated from the text by a 4 cm long continuous line and written on single lines in a smaller font size (Arial 10).

All pages should be numbered with the exception of the title page and the Declaration of Honour. In order to make a distinction:

- Roman numerical page numbers: the pages before the main body of the text should be numbered using Roman numerals. I should be used for the cover page but should not be printed, followed by II, III etc. for preface, non-disclosure note, table of contents, etc.
- Arabic numerical page numbers: the remainder of the text, including the appendices and sources should be numbered using Arabic numerals (1, 2, 3 etc.).

Attachments in the appendix have to show (additionally to the page number) a consecutive appendix number (if consisting of several parts, a sub-number followed by a slash has to be assigned; e.g. appendix 1, appendix 4, appendix 5/1, appendix 5/2, appendix 6 etc.) They should either be inserted in front of the appendix title or subtitle (e.g. title of a table) or separately at the same height as the page number, top right. The bibliography has to be filed after the appendix and by continuing the pagination. It is not a part of the appendix (see as example appendix p. 30).

Orthography, punctuation and grammar should meet generally accepted spelling and grammar rules according to the Oxford English Dictionary. The phraseology must be factually clear and according to academic standards. Exaggerated expressions, popular scientific generalisations, excessive circumscriptio-ns and unnecessary foreign words should be avoided.

### 1.3 Procedure for the formal composition

All papers have to be written according to the following structure:

- Cover page *(see examples in appendix 1 & 2)*
- Non-disclosure note *(where applicable)*
- Preface *(where applicable)*
- Table of contents
- List of abbreviations *(where applicable)*
- List of graphics for graphics in the text *(where applicable)*
- List of tables for tables in the text *(where applicable)*
- Text
- Appendix with list of attachments *(where applicable)*
- List of sources
- Declaration of Honour *(see example in appendix 3)*

## 1.4 Cover page, non-disclosure note and table of contents

The cover page should be written according to the templates in appendices 1 or 2. If an agreement has been made with the training company about the confidentiality of the contents of the paper, there should be a non-disclosure note on page II containing the following statement: "The contents of the work may not be made available to any third party without the permission of the training company".

The paper may include an abstract, but is in most cases not necessary. The content of the preface is not directly linked to the actual topic of the paper. This involves for example a personal statement regarding the development of the topic or the mention of a supporting person or institution; these mentions should only be used in particularly justified cases.

The arrangement and organization of the contents of the work will be set out in the table of contents. It should contain all the chapter headings that appear in the text (using exactly the same words as in the text) as well as the page numbers. The headings should not be made up of complete sentences; the use of verbs should be avoided. The headings should be short and to the point. There should be no punctuation at the end of a heading.

## 1.5 List of abbreviations, graphics and tables

Within the text, abbreviations should be avoided whenever possible. Commonly used abbreviations (all abbreviations listed in the Duden) and those that are only used when citing sources (e.g. in the footnotes or bibliography) should not be included in the list of abbreviations.

When necessary, abbreviations with more than one meaning, or those less commonly used, should be defined and be included in the list of abbreviations. If there are no more than three different abbreviated terms (even if these appear repeatedly), a list of abbreviations is unnecessary. In this case, the abbreviation should appear in brackets immediately after the term when it is mentioned for the first time. For example: "... the increasing adoption of enterprise resource planning (ERP) systems supports the optimization of business processes."

If more than three graphics or tables are inserted in the text, these should be included, in the order that they appear in, in either the list of graphics or the list of tables. The terms used to list the graphics or tables must be identical to those used in the text (title of graphic or table). Additionally, the page number should be given.

## 1.6 Main text (body) of the paper

The introduction should clearly state the problem that is addressed and the objective of the thesis or paper. Furthermore, the structure of the paper and methods used to reach these objectives should be briefly described. Any necessary limitations should be stated here.

It is vital that the main part of the text is relevant to the topic, to the extent that the paper achieves its aim and is written according to the procedure. The main body of the text should be structurally balanced. The central chapters should have a corresponding amount of pages and points relevant to that which their importance demands. Any literature read on the subject should be analysed critically. Sources should be indicated. Reasons should be given for your own statements and results.

The conclusion should primarily contain a summary of the fundamental results of the work with reference to the questions posed in the introduction. Where applicable, suggestions and tips drawn from the conclusion about possible and future courses of action can be included. Under no circumstances should new aspects be introduced into the conclusion.

## 1.7 Appendix and list of appendices

Extensive material that is not an integral part of the text, e.g. large tables and graphics, photocopies, lengthy legal texts, particular statistics, examples of forms, questionnaires, and images that take up whole pages (which would become illegible or would suffer in other ways if shrunk or inserted into the main body of the text) etc., should be included in the appendix. However, the number of appendices has to be balanced to the page number of the main body of the text.

The appendix should begin on a new page after the main body of the text with a list of appendices. All of the following correctly titled appendices (identical to the appendix number, subheading and page number, same layout as the list of graphics and list of tables) should be included in the correct order (an example of which can be found on p. 30 of these guidelines).

## 1.8 Sources and references

On a new page, in the relevant listings, all sources have to be quoted alphabetically according to the author. The most important list is the bibliography which should offer a comprehensive overview of the relevant and current specialist literature on the subject and have a proper scope.

Detailed information about which categories the bibliography may entail, as well as examples of how to quote from different types of literature and sources can be found in chapter 5 of these guidelines.

## 1.9 Declaration of honour

According to the examination rules and regulations, a Declaration of Honour must be attached to every bachelor thesis, seminar paper, and project thesis (see example in appendix 3). The statement must be attached after the bibliography and should be the final page (no page number) of every copy of the paper. Each copy of the Declaration of Honour must contain an original signature (photocopies of signatures will not be accepted).

The project thesis must contain an endorsement of originality (name, function indication, signature and official company stamp), with which the person responsible at the training company will confirm that he/she has seen or read the work and that the contents describing the relevant facts about the company are accurate. This confirmation endorsement is an integral part of the cover page for project theses (see example appendix 2). This confirmation can also be provided on bachelor theses.

## 2. Structure of the paper

### 2.1 General information

With regards to the structure of a seminar paper, project- or bachelor thesis, it should be noted that the individual sections, chapters, paragraphs etc. should be balanced and the weight and importance of their contents equally divided. This is, for example, not the case, when one chapter in the main body of the text is divided up into many sections and sub-sections while other chapters contain no sub-sections. This balance should, when possible, also be reflected in the amount of pages in each part, chapter, section, etc.

Moreover, it is not permitted to allot only one section or paragraph to a chapter (a point 1 must always be followed by a point 2, and a point 1.1 must always be followed by a point 1.2, etc.). Introductory passages may, in principle, be included after the chapter or section heading. Long introductory passages should be marked as a new point in the text, e.g. "1.1 Preliminary note".

However, the work should not be "dissected". A structural point is only expedient when it contains multiple sentences. A sub-chapter may not repeat the literal wording of a superior chapter.

The structure of a paper should be clearly arranged. In the table of contents this will be achieved by indentation, in the text through highlighting the headings (bold print, spaced letters, italics, underlining, etc.). Highlighting important words in such manner facilitates the readability of the text. The names (titles) given to each of the parts, chapters, sections and paragraphs of the paper must reflect what is in the following part of the text.

In the literature are numerous different ways of structuring a paper. We recommend the tiered principle with a decimal numbering system.

## 2.2 Example of the decimal numbering system

### Contents

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.....	
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### 3. Documentation of sources and references and methods of quotation

#### 3.1 General information

The origin of any statements, thoughts and results that have been taken from other sources shall be indicated by stating the source. The original source must always be stated (for more details see 3.4). Thereby it must be ensured that the short documentation in the footnote can be assigned to the full documentation in the list of sources. The reader has to be able to relate a quote to a source. It must be ensured that all sources are available to the reader. Literature that is not available cannot be quoted.

The copyright law of 09.09.1965 makes disclosure of the source a legal requirement. The source of every quote or thought taken from any acknowledged academic literature (academic books, significant textbooks, handbooks, essays in academic journals, important newspaper articles, e.g. in the business section, reports from associations, business reports, legal documents and reports, court decisions, administration directives as well as academic or scientific texts from the internet) must be quoted.

Fundamentally, it must be clear as to whether the quote is written into the text verbatim (direct quotation) or whether you are paraphrasing i.e. writing the gist or meaning of the quote (indirect quotation).

#### 3.2 Verbatim quotations

Every verbatim quotation (direct quotation) must be written within quotation marks. In the footnotes, the source should be written after the number of the footnote by giving the surname of the (first) author.

For example:

(text): „Psychographic segmentation involves grouping people according to their lifestyle and personality characteristics.“<sup>1</sup>

(footnote):

<sup>1</sup> Jobber, D. (2007), p. 285

When giving the page number it is necessary to state whether the quotation is taken from one page only (e.g. p. 20) or whether it continues over onto the following page (e.g. pp. 20 f.) It is advisable to avoid extensive verbatim quotations; paraphrasing is preferable.

In general, direct quotations should only be used when it is necessary to include the exact wording or when dealing with an especially succinct sentence. If a longer text needs to be quoted (more than five lines), then it is advised that to indent the text by three spaces and write it with single line spacing.

A direct quote may not differ in any way from its original source even if the style of writing is incorrect or out of date or the punctuation is incorrect. Only obvious printing errors may be corrected.

Quotations may not be taken out of context. The quotation may not be used to give any other meaning apart from that which it has in its original context. The elision of a word in a quotation should be indicated by two dots, the elision of two words or more should be indicated by three dots.

If you extend the text with insertions, these should be quoted within square brackets.

For example:

Im Juli stand „... die Entwicklung der Bankenliquidität ...[unvermindert] unter dem Einfluss des bis dahin stärksten Devisenzustroms.“<sup>1</sup>

If you want to accentuate or highlight any particular part of the text, this should be marked by writing " (author's own accentuation)".

For example:

Im Juli stand „...die Entwicklung der **Bankenliquidität** (author's own accentuation) ... [unvermindert] unter dem Einfluss des bis dahin stärksten Devisenzustroms.“<sup>1</sup>

Quotations within a quotation should be marked at the beginning and end by an apostrophe ('...').

For example:

Dietrich von Kyaw, Wirtschaftsgesandter an der deutschen Botschaft in Washington, führte unter Berufung auf ein Wort des ehemaligen US-Außenministers George Shultz wörtlich aus: „Selbst wenn die heutige US-Administration die protektionistischen Teile des Gesetzes nicht anwende, wisse man nicht, wie dies spätere Regierungen handhaben würden. ... 'Protektionismus ist der falsche Weg, um nicht mehr wettbewerbsfähige Industrien zu schützen'.“<sup>3</sup>

### 3.3 Paraphrasing

Paraphrasing (indirect quotations) should be used more often in academic papers than verbatim quotations (direct quotations). It is necessary to provide the exact source even when paraphrasing. It must be completely clear that you are reproducing other people's thoughts or ideas (e.g. by using the subjunctive). Additionally, the extent of the paraphrasing must be clearly discernable.

When paraphrasing, it is necessary to add "cf." (compare / confer) in the footnotes before stating the source. It is not necessary to include quotation marks in the text itself.

Example:

(Text): Der Einsatz aufwendig gestalteter Geschäftsberichte gehört zu den klassischen Instrumenten der Public Relations.<sup>1</sup>

(Footnote):

<sup>1</sup> cf. Kirsch, J.; Müllerschön, B. (2009), p. 186

Indirect quotations should generally be highlighted by a footnote number following the paraphrased quote. If the indirect quotation is extensive, then the footnote number can be placed at the beginning of the paraphrased section (after an introductory sentence or clause).

Example:

(Text): Kirsch/Müllerschön gliedern das produktpolitische Instrumentarium folgendermaßen:<sup>1</sup>

(Footnote):

<sup>1</sup> cf. Kirsch, J.; Müllerschön, B. (2009), p. 131

It is possible to add further explanatory appendages in the footnotes, such as "see also" or "q.v." (*quod vide*). You can use q.v. if you want to make reference to something elsewhere in your paper. Cf. would be more appropriate for a comparison with an outside work. It is good practice to include these appendages to make the reader aware that others have written extensively about this specific subject, i.e. when many different authors need to be mentioned.

When stating page numbers it is vital to make it clear whether the quotation is only on one page (p. 20), or whether it continues over to the following page (pp. 20 f.) or whether it continues over many pages (pp. 20 sqq). Generally speaking, the same applies when stating column numbers (e.g. when sourcing collected editions) (e.g. column 1706 sqq).

### 3.4 Quoting from secondary sources

Quotations should, whenever possible, be taken from original texts. Secondary sources may only be quoted when the original work is not available. The remarks in the footnotes should first name the original source with all relevant bibliographic details (e.g. title, place and year of publication). This should then be followed by an additional note "cited..." and details of the secondary source (in the form of a short documentation [see, 3.5]). Unlike the secondary source, the original source should not be listed in the bibliography.

Example:

(text): „Werbung stellt eine verkaufspolitischen Zwecken dienende, bewusste und zwangsfreie Einflussnahme auf Menschen mit Hilfe spezifischer Kommunikationsmittel dar.“<sup>1</sup>

(footnote):

<sup>1</sup> Behrens, G., Werbung, München 1976, p. 14, cited Kirsch, J.; Müllerschön, B. (2003), p. 163

### 3.5 Sources in footnotes

In order to keep the footnotes short, the sources of direct or indirect quotes in the body of the text should be quoted in the form of a short documentation (reference to the list of sources) in the footnotes at the bottom of the page (separated from the text by a 4 cm long line). There should be a reference to the footnote in the text. This should be indicated by an Arabic superscript, as a rule, by a bracket.

Footnotes should be written using a spacing distance of one in the Arial font, font size 10.

When using a word processing system the footnotes should be numbered consecutively from the beginning to the end of the paper, otherwise the numbering should start afresh on every page.

The reference to the bibliography must be clear and unambiguous, i.e. the sources in the footnotes must also be found in the bibliography. Additionally, the sources in the footnotes must provide a definite page reference (or column reference) to take terms at the relevant point.

Generally the short documentations in the footnotes should be provided as follows:

**Author(s) surname, initial of first name (year of publication), page(s)**

Multiple authors should be divided by a semicolon (;).

If there are more than three authors give the name of the first author followed by "et al." (and others).

Examples:

- <sup>1</sup> Oppermann, R. (2001), pp. 17 f.
- <sup>2</sup> cf. Kirsch, J.; Müllerschön, B. (2009), p. 23
- <sup>3</sup> cf. Rade, K. et al. (2002), p. 35

When quoting more than one work from an author with the same year of publication, the year should be followed by a small letter. This differentiation should also be included in the bibliography.

Examples:

- <sup>1</sup> cf. Schuler, M. (2002a), p. 35
- <sup>2</sup> Schuler, M. (2002b), pp. 19 f.

When referring to multiple literary sources in a footnote, the individual sources should be separated by a semicolon (;). It is also permitted to write explanatory notes (e.g. "see also...").

When quoting sources where the author is unknown, the note "Anon" should be provided:

**Anon (year of publication), page(s)**

When the date of publication of the source is unknown the entry should take the following format:

**Author (publication date unknown), page(s)**

Examples:

- <sup>1</sup> cf. Anon (2002), p. 8
- <sup>2</sup> cf. Anon (publication date unknown a), p. 3
- <sup>3</sup> Anon (publication date unknown b), pp. 9 sqq.

### 3.6 Further usage of footnotes

The main purpose of footnotes is to provide a clear reference to literary sources. Footnotes may additionally be used by the author of the paper to give further miscellaneous information. This especially applies to additional information on limitations, explanation of details, definitions, etc. that would interrupt the flow if included in the text. However, excessive use of such footnotes should be avoided. Attention should be paid to keeping a balance between footnotes and text.

Example 1:

(text): Eines der zentralen Ziele des Marketing ist es, einen Markenartikel mit einem möglichst starken USP<sup>1</sup> auszustatten.<sup>2</sup>

(footnote):

<sup>1</sup> USP (Unique selling proposition) means a unique product benefit, usually reflecting functional superiority; cf. Nieschlag, R.; Dichl, E.; Hörschgen, H. (2002), p. 1317

<sup>2</sup> cf. Kirsch, J.; Müllerschön, B. (2009), pp.120 f.

Example 2:

(text): "Der Beitritt eines Handelsunternehmens in eine Einkaufskooperation kann sowohl absatzwirtschaftliche als auch kostenwirtschaftliche und machtpolitische Vorteile nach sich ziehen".<sup>1</sup>

(footnote):

<sup>1</sup> Auf die machtpolitische Fragestellung wird im Rahmen dieser Untersuchung nicht näher eingegangen, da diese eine eigenständige Thematik darstellt.

### 3.7 Sources for graphics, tables and attachments

Graphics, charts, tables, diagrams, etc. must have an accompanying descriptive title or caption which should appear directly underneath the graphic. Special attention should be paid to the exact position, time and factual specification of the graphics. A short explanation of the symbols used in the table or graphic (without prejudice to detailed explanation in the text) should appear directly underneath the table or graphic, additionally, comments made by the author/designer of the graphic along with the source should also be included. Graphics and tables should be numbered consecutively throughout the paper. The reference to the table or graphic should also be numbered.

The sources for graphics and tables in the text or appendices should be included in the footnotes. The number of the footnote should be indicated at the end of the title or name of the graphic. Whenever the graphic appears in its original form the source itself should be preceded by the note: "Found in....". If the graphic has been modified it should be preceded by the note: "Adapted from ....." . When the graphics and tables are the author's own work the note "Author's own illustration" has to be provided.

The sources should be indicated using the same format (short documentation) as for other quotations in footnotes.

Example:

Graphic 14: XYZ... (description of the graphic) <sup>1</sup>

<sup>1</sup> Found in: Kirsch, J.; Müllerschön, B. (2009), p. 52 (*for unmodified graphics* )

or

<sup>1</sup> Adapted from: Oppermann, R. (2001), p. 189 (*for modified graphics*)

or

<sup>1</sup> Author's own illustration

## 4. Source directories

### 4.1 General information

All sources of information that are connected with the main body of the text or the appendices must be included in the relevant directories.

Documents that do not appear in the body of the text or in the appendices should not be listed in the source directories.

The following source directories should be differentiated from each other:

- Bibliography  
(monographs; essays and articles in specialist magazines, journals and newspapers; contributions in collected works; other sources)
- List of internet sources
- List of court decisions
- List of administration directives
- List of company internal documents
- List of interviews (face-to-face and telephone interviews with experts)

The bibliography should meet the following criteria:

- Accuracy (error-free data),
- Completeness (all information that is necessary to be able to access the data),
- Uniformity (keeping to a certain scheme),
  - Clarity (listing the authors alphabetically according to their surnames).

Although a bibliography is always essential, the other directories should only be included when required. The directories should not have any further sub-divisions and should be included following the appendix in the order as given above.

#### **4.2 Basic advice about setting up source directories**

Use single line spacing in source directories. There should be a blank line between entries.

All source entries should be included, without any sub-categories, in alphabetical order according to the (first named) author's surname. The author's first name(s) should be indicated by their initials. Academic titles should not be included.

Collected works (editors' works) should include the editor's name, which should be followed by "editor" in brackets. Editors' works should appear only in the bibliography in connection with the quoted contribution (see also 5.1: Examples of how to quote from collected works).

All authors (or editors) should be named when quoting a source. When there is more than one author, the names should be separated by a semicolon.

When including sources where the author is not known, include the note "Anon" (anonymous).

The last named author or editor has to be followed by the year of publication. This has to be written in brackets.

If the year of publication is unknown, include the note: "publication date unknown".

If the author published more than one work in the same year and these are included in the bibliography, they should be differentiated by a lower case directly after the year of publication. These distinctive lower cases should be identical to those used in the footnotes in the text.

The year of publication (or when necessary, the lower case that follows the year of publication) has to be followed by a colon (:) that leads to the title of the published work.

In order to make it easier for the reader, it is recommended that all entries up to this point (including the colons) be written in bold type.

The complete title (including any sub-titles) has to be included (after the colon) after the author or editor and after the year of publication. A full stop has to be included after the complete title. All following inclusions (e.g. edition and place of publication by monographs) should be separated by commas.

If the place of publication is unknown, include the note: "place of publication unknown".

If there is more than one place of publication the place that is included first in the work is the one that should be included in the list of sources. This has to be followed by the note: "et al".

The publishing house and ISBN should not be included in the list of sources.

Each entry in the list of sources has to be followed by a full stop.

The way of citing sources may vary according to the kind of source. What follows are examples of how to cite from different kinds of sources.

## **5. Quoting from different sources**

### **5.1 Quoting from specialist literature**

Types of specialist literature:

- monographs,
- dissertations,
- habilitations,
- scientific series,
- articles and essays in specialist journals, magazines and newspapers,
- contributions in collected works or reference works,
- dictionaries,
- e-books.

## Monographs / dissertations / habilitations / collected works

Information in the footnote:

**cf. Author(s) surname, initial of first name (year of publication), page(s)**

Example:

cf. Kirsch, J.; Müllerschön, B. (2009), p. 15

Information in the bibliography:

**Surname, initial of first name. (where applicable editor) (year): title of the work.** Where applicable sub-title. Where applicable **diss.ertation**, where applicable **habil.itation**, where applicable **scientific series, volume, edition, place of publication year of publication.**

Examples:

**Brealey, R.A.; Myers, S.C. (2000):** Principles of Corporate Finance. 6th edition, Boston et al 2000.

**Kirsch, J.; Müllerschön, B. (2009):** Marketing kompakt. 6th revised and extended edition, Sternenfels 2009.

**Scharf, A.; Schubert, B. (2001a):** Marketing. Einführung in Theorie und Praxis. 3rd edition, Stuttgart 2001.

**Weißbach, R. (2006):** Nachfragebündelung als Marketinginstrument. Diss., Business-to-Business-Marketing, Wiesbaden 2006.

Explanations:

- The editor has to be indicated by writing "editor" in brackets.
- In case of a dissertation / habilitation the information "diss." / "habil." has to be added following the title and possibly the subtitle.
- In case the monograph was published within a scientific series (this is often the case with dissertations), the scientific series has to be added.
- Volume number only when there are multiple volumes.
- The number of the edition (+ when required additional information such as "revised edition") only has to be included when the quotation comes from an edition other than the first.
- There is no comma between place of publication and year of publication.

### Articles and essays in specialist journals and magazines:

In general academic papers should reflect the state-of-the-art of the current science. This is often published in specialist journals and magazines. Therefore it is vital for academic papers to include references to specialist journals and magazines (Please note the selection of specialist journals and magazines in appendix 4).

Information in the footnote:

**cf. Author(s) surname**, initial of first name. **(year of publication), page(s)**

Example:

cf. Duffie, D. (1999), pp. 75 f.

Information in the bibliography:

**Surname**, initial of first name. **(year): essay title**. Where applicable **sub-title**. **In: title of magazine, volume (year), magazine number, page(s)**.

Examples:

**Duffie, D. (1999):** Credit Swap Valuation. In: Financial Analysts Journal, vol. 55 (1999), No. 1, pp. 73-87.

**Eichhorn, S. (1991a):** Krankenhausmanagement. Führungsaufgaben und Leitungsorganisation. In: führen & wirtschaften, vol. 8 (1991), no. 4, pp. 244-250.

**Eichhorn, S. (1991b):** Krankenhausmanagement. Gegenwärtige Situation und Perspektiven. In: Die Betriebswirtschaft, vol. 51 (1991), no. 4, pp. 455-465.

Explanations:

- No comma between the volume and (in brackets) year.
- The page numbers for the whole essay (when on more than one page) should always be in the following format: "pp. XX-YY".

### Essays and articles in newspapers:

Information in the footnote:

**cf. Author(s) surname**, initial of first name. **(year of publication), page(s)**

Example:

cf. Darendorf, R. (1975), p. 9

Information in the bibliography:

**Surname**, initial of first name. **(year): headline/title of the article, where applicable subtitle. In: "newspaper", number of day month year, page(s).**

Examples:

**Dahrendorf, R. (1975):** Sollen die Briten von uns lernen? In: Die Zeit, no. 39 of 19/09/1975, p. 9.

**Anon (1991):** Bergleute bangen um ihre Arbeit. In: Badische Zeitung, no. 136 of 15th June 1991, p. 10.

Explanations:

- "Anon" if the author of the article is unknown.
- The date of publication of the particular edition should always be complete; the month may be written as a number or given in full (the consistent use of a format is compulsory).
- If an article is printed on more than one page the page numbers should be given: "pp. XX-YY".

### Contributions in collected works and works of reference:

Compared to scientific series, collected works and works of reference are works with contributions of several authors. (Scientific series are a set of works that are published on a topic in a series of a publishing house.)

Information in the footnote:

**cf. Author(s) surname**, initial of first name. **(year of publication), page(s)**

Example:

cf. Hoffmann, F. (1980), col. 1427

Information in the bibliography:

**Surname**, initial of first name. **(year): title or keyword. Where applicable sub-title. In: Surname**, initial of first name. **(editor): title of the collection. Where applicable sub-title. Where applicable scientific series, volume, edition, place of publication year of publication, page(s) column.**

Examples:

**Hoffmann, F. (1980):** Organisation. In: Grochla, E. (editor): Handwörterbuch der Organisation. 2., revised edition, Stuttgart 1980, col. 1425-1431.

**Wall, E.A.; Berry, L.L. (2001):** Designing the Service Factory for Customers and Employees. In: Bruhn, M.; Stauss, B. (editors): Dienstleistungsmanagement Jahrbuch 2001. Interaktionen im Dienstleistungsbereich. Wiesbaden 2001, pp. 521-531.

Explanations:

- The short documentation always refers to the author.
- Volume number if there is more than one volume.
- Number of the edition if not the first.
- Pages and when required, columns of the complete contribution (when on more than one page) should always be written in the format: "pp. XX-YY" and "col. XX-YY" (pp = printed pages; col = column).

## Dictionaries

Information in the footnote:

**cf. dictionary (year of publication), s.v. keyword**

Example:

<sup>1</sup>cf. Gabler Wirtschaftslexikon (2009), s.v. Marketing

Information in the bibliography:

**Dictionary (year of publication) s.v. keyword, edition, place of publication year of publication.**

Example:

Gabler Wirtschaftslexikon (2009): s.v. Marketing, 17th edition, Munich 2009.

Explanation:

s.v. is the abbreviation for sub voce and means “under (the keyword)”.

## 5.2 Quoting from publications on the internet

Any publications quoted in the text or in the appendices that are sourced from the internet should be included in the list of internet sources. When doing so you should bear in mind that although quotations from the internet are usually up to date they often do not meet the requirements of an academic literature. Therefore they should be used sparingly and with critical reflection.

Procedure to evaluate internet sources:<sup>1</sup>

- Is the author known in academic literature?
- Is the publishing institution / organisation known?
- Is the researched source available as a print version?
- Is the quality control of the document assured?

If these questions could be answered with “yes”, then the source should be evaluated using the following criteria:

- Accuracy of form and content of information
- The currentness of the information (last update, functioning of added link, possibly note company details)
- In what context does the document stand?
- What is the target group (general public compared to professional audience)?
- Is a scientific working method given?

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<sup>1</sup> Cf. Brink, A. (2007): Anfertigung wissenschaftlicher Arbeiten. 3rd edition, Munich 2007

If the document was classified as quotable, the same regulations for citing must be applied. Instead of the page number the Internet address is taken as short documentation in the footnote, followed by the date of retrieving. The whole URL has to be given in the list of internet sources. It is important that the short documentation can clearly be assigned to the full documentation in the list of Internet sources.

For quoting intranet pages please refer to chapter 5.4.

Information in the footnote:

**cf. Author(s) surname, initial of first name. (year of publication), domain (status as of: date of retrieving)**

Examples:

cf. Anon (publication date unknown <http://www.dhbw-stuttgart.de> (status as of: 04.03.2011)  
cf. Anon (2011), <http://www.dhbw-stuttgart.de> (status as of: 04.03.2011)

Information in the list of internet sources:

**Surname, initial of first name. (year): headline/title of internet page/-source, complete URL (status as of: date of retrieving), where applicable page(s).**

Examples:

**Anon** (publication date not known): Konzeption und Zielsetzung, <http://www.dhbw-stuttgart.de/themen/stu-dienangebot/fakultaet-wirtschaft/bwl-industrie/konzeption-und-zielsetzung.html> (status as of: 04.03.2011).

**Anon** (2011): Verbindliche Zitierrichtlinien und Hinweise für das Anfertigen von wissenschaftlichen Arbeiten, [http://studium.dhbw-stuttgart.de/index.php?eID=tx\\_naw-secure1&l&u=0&file=fileadmin/industrie/Zitierrichtlinien/Zitierrichtlinien\\_IB\\_und\\_Industrie.pdf&t=1299321023&hash=113093e2aa5010170e2834ad49097023](http://studium.dhbw-stuttgart.de/index.php?eID=tx_naw-secure1&l&u=0&file=fileadmin/industrie/Zitierrichtlinien/Zitierrichtlinien_IB_und_Industrie.pdf&t=1299321023&hash=113093e2aa5010170e2834ad49097023) (status as of: 04.03.2011)

Explanation:

- A website (URL address) or a web document (http-address for a pdf, doc,... document) is generally defined by an internet address;
- Author and date of publication are often found at the end of a website (if author and date of publication is missing: "Anon"/"publication date unknown").

### 5.3 Quoting from legal publications, standards and collective labour agreements

One exception is the quotation of the wording of laws, ISO standards / DIN or collective labour agreements. These only have to be mentioned in the footnotes or in brackets in the text (it might be necessary to add the version or year, otherwise the current version at the time of development of the paper is assumed) but not in source directories. As opposed to the pure wording of laws, comments about laws and court decisions as well as administration directives have to be included in the bibliography or when necessary in a special list. Court rulings and court orders don't have to be quoted as short documentations, but as a particular full documentation.

Legal commentaries should be quoted indirectly in the same way as books and regulations are listed in the bibliography.

Court decisions and administration directives should be included in a special list (list of court decisions and administration directives). The same format should be used and the same data given as when quoting special full documentations in the text.

#### **Court decisions / standards / collective labour agreements**

Only to be included in the footnotes (example):

cf. § 433 BGB

#### **Court decisions and court orders**

Are generally not quoted as short documentation, but as special full documentation.

Information in the footnote and in the directory:

**Court and kind of decision from day.month.year, number of decision and/or reference number, title of publication and year of publication, page(s)**

Example court ruling:

**Supreme tax court ruling** from 17.10.2001, VII R 34/86, BStBl 2001 II, p. 123.

Example for administration directives:

**Minister of Finance:** communication from 11.07.1974, IV C I – p. 1340-32/74, BStBl. 1974 I, pp. 442-492.

## 5.4 Quotation from company internal sources

Information often is based on company internal sources. As a general rule, sources that can't be made available to the reader can't be quoted. If nevertheless company internal, publicly not available literature should be used, a solution has to be found, to provide the reader an insight to this literature. Depending on the volume of the literature this could be included in the appendix or in a separately merged literature handout or document (on a CD), which lists the company internal sources alphabetically according to the author and divided into a bibliography and a list of intranet sources. Attention should be paid in keeping balance between the appendix and the text (max. 1:3).

Furthermore the paper has to have a list of company internal documents, if required a list of company internal literature and a list of intranet sources.

### Company internal literature and intranet

The information mentioned above applies correspondingly, using the addition "internal".

Information in the footnote:

**cf. Author(s) surname**, initial of first name. **(year internal)**, **page(s)**

**cf. Author(s) surname**, initial of first name. **(year internal)**, **domain (status as of: date of retrieving)**

Examples

cf. Gawantka, A. (2011 internal), p. 15

cf. Anon (2011 internal), <https://intranet.ger.siemens.de> (status as of: 21.07.2011)

Information in bibliography:

**Surname**, initial of first name. (where applicable **editor**) **(year internal): title of the work. Where applicable sub-title. Where applicable dissertation, where applicable habilitation, where applicable scientific series, volume, edition, place of publication year of publication.**

Example:

**Gawantka, A.** (2011 internal): B-to-B-Marketing, Cologne 2011.

Information in the list of intranet sources:

**Surname**, initial of first name. **(year internal)**: title/topic of Intranet page/-source, complete URL (status as of: date of retrieving) where applicable page(s).

Example:

**Anon** (2011 internal): Duale Ausbildung bei Siemens, [https://intranet.ger.siemens.de/komplette\\_Seite\\_angeben.pdf](https://intranet.ger.siemens.de/komplette_Seite_angeben.pdf) (status as of: 21.07.2011), pp. 15-19.

## 5.5 Quotations from interviews with experts

Often interviews with subject specialists (e.g. scientists, qualified practitioners) are conducted. These have to be recorded in writing and made available in an appropriate form to the reader. (cf. chapter 5.4, literature handout / document will be completed by recorded interviews).

A particular list (list of interviews and talks) has to be set up for the inclusion of talks with subject specialists (e.g. scientists, relevantly qualified practitioners). This should be added at the end of the list of sources.

Information in footnote:

Name, initial of first name. **(year), face-to-face / telephone interview) date of meeting**

Example:

cf. Meixner, B. (2003), face-to-face interview, 20.08.2003

Information in directory:

**The interlocutor's name**, initial of first name. **(year), position and company** with the legal form of the company and the place of the headquarter, face-to-face / telephone interview, date and place of meeting.

Examples:

**Meixner, B. (2003)**: Head of Marketing International, H. Bahlsens Keksfabrik KG, Hannover, face-to-face interview on 20th August 2003 in Stuttgart.

**Urrutia, M. (2003)**: Head of Human Resources, ZARA Deutschland GmbH, Hamburg, telephone interview on 21st August 2003.

## 5.6 Quotations from other sources

Publicly available documents count to the other sources such as:

- business reports,
- work reports
- research papers.

These other sources should be included in the bibliography. The above mentioned guidelines apply accordingly.

Examples:

**Scharf, A.; Schubert, B.; Volkmer, H.-P. (1996):** Conjointanalyse und Multimedia. Überprüfung von Produktkonzepten für neue Nahrungs- und Genussmittel mittels multimedialer adaptiver Conjointanalyse. Beiträge zur Marketingwissenschaft, Arbeitspapier Nr. 3, Institut für Marketing und Handel, Georg-August-Universität Göttingen, Göttingen 1996.

**Anon (2002):** Siemens – Erfolgsbilanz. In: Siemens-Berater-Brief, January, Munich 2002, p. 6.

Handouts from lectures do not fall under the category of scientific work and should not be quoted or listed in the directory of other sources.

## Appendices

### List of appendices

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Template for the contents and layout of the cover page of bachelor thesis or project thesis or seminar paper

**Subject**

BACHELOR THESIS or PROJECT THESIS or SEMINAR PAPER

submitted on .....

DHBW Stuttgart  
Business Administration

International Business

course name: e.g. WIB 13 A

semester: x. semester

by

***candidate's first and surname***

Partner company:

Supervisor at the partner company:

|

Supervising lecturer:

Template for the Declaration of Honour

"I hereby declare,

1. that I have written the bachelor thesis (or project thesis or seminar paper) by my own hand without the help of a third party;
2. that I have clearly indicated the thoughts of other authors and literary quotes adopted directly or indirectly from other sources at the appropriate places within the document;
3. that I have not submitted my bachelor thesis (or project thesis or seminar paper) for any other examinations.

I am aware that a false declaration will entail legal consequences."

---

(place, date)

---

(signature)

Selection of specialist journals and magazines

General business management journals (selection):

- Der Betrieb
- DBW (Die Betriebswirtschaft)
- ZfB (Zeitschrift für betriebswirtschaftliche Forschung)
- Management Science
- Academy of Management Review
- Administrative Science Quarterly

Specialist journals and magazines (selection example for marketing):

- Journal of Marketing
- Journal of Marketing Research
- Marketing ZFP
- Journal of Business-to-Business Marketing
- Industrial Marketing Management

Journal / magazines for students (selection):

- WiSt (Wissenschaftliches Studium)
- WISU (Das Wirtschaftsstudium)

A classification of the journals / magazines can be found on: <http://vhbonline.org/service/journal/>

**Further reading on producing a thesis or dissertation**

For further and more detailed information on producing a thesis or dissertation see current editions of:

**Bänsch, A.; Alewell, D.:** Wissenschaftliches Arbeiten. München.

**Kornmeier, M.:** Wissenschaftstheorie und wissenschaftliches Arbeiten. Heidelberg.

**Kornmeier, M.:** Wissenschaftliches Schreiben leicht gemacht. Bern.

**Theisen, M.R.:** Wissenschaftliches Arbeiten. München.