

**GUIDELINES FOR CREATING
SCIENTIFIC THESES AT THE CHAIR OF
CORPORATE MANAGEMENT**

School of Management
Technical University Munich

Content

1	General information.....	1
1.1	Length and deadline	1
1.2	Number of copies and delivery.....	1
1.3	American vs. British English.....	2
2	Physical format and binding	2
2.1	Formatting requirements	2
2.2	Formal structure	3
2.2.1	Page numbers	3
2.2.2	Note on numbering.....	3
2.2.3	Footnotes	4
2.3	Spelling and punctuation	4
2.4	Figures, tables and the directories	4
2.5	Abbreviations and List of Abbreviations	5
3	Content design of the thesis	6
3.1	Abstract	6
3.2	Table of Contents and structure.....	7
3.3	Introductory remarks	7
3.4	Definitions of terms and theoretical basics	7
3.5	Information for empirical work	8
3.5.1	Hypotheses	8
3.5.2	Methods.....	8
3.5.3	Outcomes	9
3.5.4	Discussion of the results	9
3.6	Summary and conclusion	9
4	Citation method	10
4.1	Literature research	10
4.2	Information for correct quotation	10
4.2.1	Citation obligation.....	11
4.2.2	References in the text	11
5	Bibliography	12
6	Literature references	13
7	Appendix.....	14
8	Declaration of Authorship	15
9	Permission to view this final thesis	16

List of figures

Figure 1: General structure and depth of content of a thesis	6
--	---

Table directory

Table 1: Example of a regression table.....	4
---	---

List of appendices

Appendix 1: Sample cover sheet for Bachelor thesis.....	13
---	----

!!! Don't forget other directories...!!!

1 General information

This guideline is intended to give you an overview of relevant aspects to consider when writing your thesis at our chair. We assume that you are familiar with the guidelines described in this guide and that you consider them when writing your thesis.

1.1 Length and deadline

The following specifications apply with regard to the length of the thesis:

- Bachelor's theses: 30 pages ($\pm 10\%$)
- Master's theses: 40 pages ($\pm 10\%$)

Directories and any appendices are not included.

The following specifications apply to the amount of time allowed to create the thesis:

- Bachelor thesis: three months
- Master thesis: six months

1.2 Number of copies and delivery

The submission is made by email to the Grade Management (grademanagement@mgt.tum.de) and not to the supervisor. Forwarding by the Grade Management to the supervisor takes place after review and approval by the Grade Management.

To be submitted:

- Thesis with signed Declaration of Authorship (digital signature is sufficient)
- Permission to view (as an extra PDF) https://cms.mgt.tum.de/fileadmin/mgt.tum.de/downloads/BMT/MUC/FINAL_THESIS/Form_Permission_to_view_my_final_thesis_190123.pdf?gl=1*znc6no*_ga*MTI2Njgx-ODk1LjE2NzI4MjcwNTk.*_ga_4BXKCN9JMN*MTY4NDIyMjYxMS4xMC4wLjE2ODQyMjI2MTEuNjAuMC4w

All other files (Excel lists, surveys, etc.) can also be attached and will be forwarded to the supervisor or you as a student can send the documents to your supervisor on your own. If the supervisor requires a printed copy in addition to the digital version, please, submit it directly to the supervisor.

All further information on submitting the final thesis can also be found in an information sheet in the download section of the TUM School of Management under Final Thesis: <https://www.mgt.tum.de/download-center>

1.3 American vs. British English

The form of English you write with affects not only word choice, but also spelling, grammar, punctuation, and capitalization.

If you write your thesis in English, you must adopt one of the two most common forms of English, either American or British. Other lesser known forms of English, such as New Zealand English or Canadian English will not be accepted.

Once you choose one of the two forms of English, you must apply it consistently throughout your thesis.

For questions regarding writing style, we recommend you refer to either the Chicago Manual of Style and the New Oxford Style Manual. However, please note that, in case of conflict, the explicit guidelines stated in this document overrule any related recommendations from either manual.

2 Physical format and binding

2.1 Formatting requirements

Please note: Submission of the thesis in paper format is not necessary anymore since March 1, 2022. The submission is made **digitally by email** to the Grade Management (grademanagement@mgt.tum.de) and not to the supervisor.

- **Line spacing:** 1.5 lines, Justified alignment
- **Font type:** Times New Roman or Arial
- **Font size:**

Text: Times New Roman 12 pt or Arial 11 pt,

Headings 1st order: 16 pt (bold),

All other headings: 14 pt (bold),

Footnotes: 10 pt

2.2 Formal structure

The physical form of a thesis consists of a fixed structure. In the following, all possible components of a scientific thesis are listed. Optional components are printed in *italics*. In the appendix, you will find a sample title sheet for your thesis.

Blank cover page

Title page (title of thesis, examiner, supervisor)

Abstract in German and English

Table of Contents

List of Figures/List of Tables

Appendix

List of abbreviations

Main text body of the thesis

Bibliography

Appendices

Declaration of Authorship

Curriculum Vitae of the Author

To be submitted together:

Permission to view (as an extra PDF) https://cms.mgt.tum.de/fileadmin/mgt.tum.de/downloads/BMT/MUC/FINAL_THESIS/Form_Permission_to_view_my_final_thesis_190123.pdf?_gl=1*znc6no*_ga*MTI2Njgx-ODk1LjE2NzI4MjcwNTk.*_ga_4BXKCN9JMN*MTY4NDIyMjYxMS4xMC4wLjE2ODQyMjI2MTEuNjAuMC4w

2.2.1 Page numbers

The pages of the tables of contents, lists of figures, tables and abbreviations are numbered with Roman numerals. The page numbers are at the bottom of the page (centered) starting with the main text in Arabic numerals. The bibliography and appendix are numbered consecutively.

2.2.2 Note on numbering

The individual headings are numbered in Arabic numerals. No outline point should have only one sub point (i.e. point 1.1 must be followed by point 1.2). The headings should represent a logical outline of the work.

2.2.3 Footnotes

Footnotes are placed at the bottom of each page. They are counted continuously. The font size is 10 pt¹ with single line spacing.

2.3 Spelling and punctuation

A thesis in German must be written in accordance with the new orthography. In consultation with the supervisor, the thesis can also be written in English.

We recommend that you check your thesis in advance for spelling, grammar and formatting errors, as well as missing words and pages - preferably not only by yourself, but also by several other people. Allow sufficient time for this.

2.4 Figures, tables and the directories

All figures and tables must be numbered throughout and given a meaningful title. If the figures and tables originate from or are based on other sources, references must also be given. Important figures and tables belong in the text; the ones with background material can also be moved to the appendix. Every figure and every table must be referred to in the text - i.e. they must not simply be inserted without explicit reference. All figures or tables in the text part must be listed under their numbering with the corresponding page reference in the list of figures or tables. Make sure that figures and tables are legible.

¹ This is a footnote.

	Model 1	Model 2	Model 3
CEO participation in Q&A (% words)	-0.0116*** (-2.95)		
Analysts participation in Q&A (% words)		0.1056*** (15.30)	
Others participation in Q&A (% words)			-0.0909*** (-21.27)
Analysts recommendation (3 month avg)	0.0011 (0.80)	0.0007 (0.57)	0.0009 (0.71)
Dividend payer	0.0109*** (5.64)	0.0095*** (4.95)	0.0122*** (6.40)
Abnormal trading volume	-0.0041*** (-4.05)	-0.0058*** (-5.75)	-0.0039*** (-3.93)
Return on assets	0.0849*** (2.94)	0.0877*** (3.05)	0.0778*** (2.72)
R ²	0.46 %	1.69 %	2.86 %

This table reports coefficient estimates from OLS regressions of informativeness on various variables known to explain information environments.

Statistical significance is reported where '*' is 10 % significance, '**' is 5 % significance and '***' is 1 % significance. t stats are provided below the coefficient, in parentheses. I winsorize at the 1 % level

Table 1: Example of a regression table (Source: Cicon (2017))

2.5 Abbreviations and List of Abbreviations

Abbreviations in the text should be avoided as much as possible. It is allowed to use **common abbreviations**, such as, i.e., e.g, etc. These are not to be listed explicitly in the list of abbreviations. However, abbreviations such as asap, info or pov are **not** permitted purely for convenience.

Abbreviations of a **factual nature commonly used** in the field (AMJ, SMJ, ZfB or JAR) may be used, but must be listed in the list of abbreviations. **Topic-specific abbreviations** must be spelled out in the continuous text or footnote when they first appear, e.g. Computer Aided Planning (CAP). They shall also be included in the list of abbreviations.

The following abbreviations are **generally used for references** in footnotes or in the bibliography and do not have to be included in the list of abbreviations:

anon. (anonymous), cf. (compare), Diss. (dissertation), ed. (edition), Ed or Eds. (editor), et al (and others), n.d. (no date), n.p. (no publisher), No. (Number), p. or pp. (page), para (paragraph), pub. (publisher), qt d. (quoted), Sec. (section), Vol. (Volume)

3 Content design of the thesis

When writing your paper, you should make sure that the individual chapters and their argumentation structure maintain a common theme. The general structure and depth of your thesis can best be illustrated using an hourglass as an example (see Figure 1). The first part is still quite broad and slowly focuses more and more on the concrete questions. The central parts of your paper, the theory/method chapter as well as the presentation of the results, are closely oriented to your question before you put the results back into a larger context towards the end of your thesis.

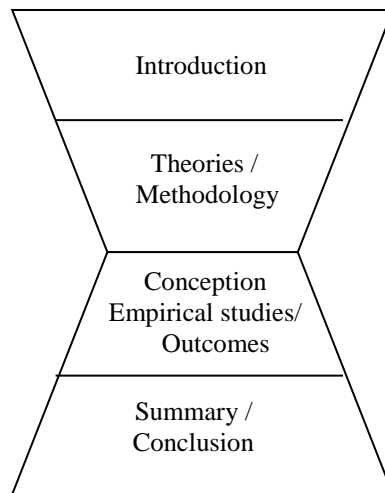


Figure 1: General structure and depth of content of a thesis

The illustration in Figure 1 is intended to help you find your way around when writing your paper. The exact structure of your work, however, ultimately also depends on whether you write a literature paper or conduct your own empirical study.

3.1 Abstract

You should provide a short summary of your thesis (about half a page), which gives a brief overview of your work. This summary is called an abstract and is located before the table of contents. The abstract should give an overview of your thesis and also briefly list the essential results. You should avoid bibliographical references and abbreviations in the abstract unless they are absolutely necessary. When writing your

abstract, you can use abstracts from articles in relevant professional journals as a reference point.

3.2 Table of Contents and structure

The table of contents is an important part as it should help you structure your thesis and stay goal-oriented. A well-structured paper makes it easier for you to stick to your theme and increases your chances of getting a good mark. The outline should reflect the importance of the individual chapters, i.e. important chapters should be more extensive than other less important ones of your thesis. However, use a maximum of 4 levels and avoid too many subchapters.

Before you begin writing your thesis, we recommend that you discuss your outline with your supervisor.

3.3 Introductory remarks

In the introduction, you should briefly introduce the topic of your thesis and explain the relevance of the topic. You can achieve this, for example, by pointing out the importance of the topic in business practice or the current situation of the topic. However, it is imperative that all statements, assertions, quotations and numbers that you mention are supported by appropriate references.

With regard to the structure of the content, it is advisable to first place your topic in a larger context and then to conclude with a precise formulation of your question (cf. Figure 1). The structure of the introduction follows the shape of a funnel, from general to concrete. At the end of the chapter, you should also briefly describe the further steps/structure of your work.

3.4 Definitions of terms and theoretical basics

A theoretical anchoring is absolutely necessary for a scientific paper. Before you compare and discuss relevant studies on your topic or present the hypotheses and procedures of your own empirical work, you should definitely explain in a previous chapter the central theory or theories that are relevant to your paper as well as clarify any

necessary terms. The choice of theory is closely related to the question of your paper and should help you to derive explanatory contexts in the following chapters.

3.5 Information for empirical work

3.5.1 Hypotheses

In the hypotheses you have put forth, your research question becomes more concrete.

If, for example, you are looking into the research question of whether younger or older consumers attach more importance to status symbols, in this section you would have to develop concrete hypotheses based on a scientific theory.

For example, on the basis of the theory of socioemotional selectivity (Carstensen, Isaacowitz, & Charles, 1999) - which you should have explained as the theoretical foundations in the previous chapter - you could derive the hypothesis (and justify it more precisely) that older people attach less importance to status symbols than younger people.

In this section, it is up to you to show that you are able to derive explanations or explanatory contexts from existing theories and previous research results. Therefore, the justifications formulated here should be well thought out and well-founded. Especially in this part of the work, you may have to deal with contradictory theories and/or results of earlier research and transfer them conclusively into an investigation model/hypothesis. This part of the work should be largely mature and, if possible, discussed in the final paper colloquium (Abschlussarbeitskolloquium)¹, or at least with supervisors, before you collect empirical data. Otherwise, there is a risk that you will only notice that you have forgotten important aspects after collecting and analyzing the data (e.g., you did not collect necessary variables to test your hypotheses).

3.5.2 Methods

In regard to this part of your thesis, transparency is of central importance. You must present your investigation in such a way that it could be replicated by the reader. The reader must be clear about how you obtained your data (presentation of the sample,

¹ The thesis colloquium takes place at regular intervals and offers the possibility of professional exchange as well as discussion with the scientific staff of the chair and other thesis candidates.

study design, questionnaire(s), database, response rate, study period and duration) and how you handled it during the analysis. With regard to this part - the methods part - the following applies: In case of doubt, it is better to give a little too much information than too little.

3.5.3 Outcomes

With regard to the results that you present after the method part, you should again clarify what the objectives of the investigation were before you report all the analyses. It is common for researchers to perform a variety of analyses and represent only a fraction of them in their paper. Please note: In this part of the thesis you should report your raw results - that is, you should not interpret and discuss your results here yet.

3.5.4 Discussion of the results

In the scientific discussion, you should discuss to what extent your results contribute to closing a gap in previous research and providing new insights. Here you should also consider discussing, for example, unconfirmed hypotheses and/or contradictions to previous research results of other researchers. The purpose of this section is to explain to the reader why the thesis is bringing scientific research in this area further. Although you should always highlight the interesting aspects of your work in this section, you should also discuss critically what limitations your work has (e.g. methodological limitations). In the practice-oriented discussion, you should discuss which measures managers/practitioners should take in the light of your findings. Please also prove your statements here with appropriate sources.

3.6 Summary and conclusion

In the last part of the thesis, it is useful to give a short summary of the most important results (but not summary of the whole work or its procedure!). This should be followed by indications for further research in the same subject area that are related to the results of your thesis, e.g. building on these or closing gaps which your thesis has left or revealed.

4 Citation method

4.1 Literature research

You are expected to use not only textbooks, but particularly scientific papers in specialist journals in the subject area for your final thesis. Textbooks often offer a good overview of a topic and can be helpful as an introduction. However, you will primarily find current research results in scientific journals. The VHB-JourQuals 3 (www.v-h-b.de) or further international rankings provide a starting point with regard to the relevance of a journal of the field. A rating in the upper range (A/B) is a first indication of the quality of a journal. However, the rankings should primarily serve as a guideline; the decision whether an essay is relevant for your work is up to you. For example, current and unpublished articles may also be relevant to your thesis.

An examination of international and in particular English literature is desirable and is expressly recommended by us.

We also recommend the courses and workshops of the university library, which give an introduction to literature research (Before writing your thesis, we recommend the following courses: "Information Literacy 1 – Search and Find E-Books and E-Journals", "Information Literacy 2 – Research Strategies for Seminar Papers and Theses", and "Reference Management with [Citavi]/[EndNote]"). Current dates can be found on the pages of the university library under the heading "Courses & E-Learning":

<https://www.ub.tum.de/en/studying-researching>

4.2 Information for correct quotation

You should use a uniform citation standard in your thesis. Unless otherwise discussed with your supervisor, you should use a common citation style (e.g.: APA citation, see <http://www.apastyle.org/>) for your thesis at our chair.

Literature management programs such as *Citavi* or *Endnote* make it easier for you to manage citation and literature. However, bibliographies should always be checked by you manually for uniform formatting etc. before submitting the theses. You can use both programs via a campus license of the TUM. The university library also regularly offers courses that give you an introduction to Citavi and Endnote ("Reference management with [Citavi]/[EndNote]"). For seminar papers an administration program is

usually not necessary yet, but we recommend the use of programs such as Citavi for bachelor and master theses.

4.2.1 Citation obligation

Oral statements and interviews can only be quoted on the basis of minutes of conversations, which must be listed in the bibliography. Documents from lectures, exercises, tutoring, etc., cannot be quoted. As soon as you take over thoughts of other authors literally or analogously, it is your duty to cite these quotations by reference. It does not matter whether the citation is direct or indirect. For both literal and analogous quotations, you should accurately reproduce the statements of the quoted author and place them in the correct context. The source reference should be made directly at the end of the quotation. Each quotation must also be verifiable with the help of the bibliography. In scientific papers, primarily analogous and meaningful quotations are used, literal quotations are rather the exception. If literal quotations are used, they should be written in italics and quotation marks.

A violation of this **citation obligation** is considered severe and will result in your thesis being assessed as "insufficient".

4.2.2 References in the text

In the case of *literal quotations*, *sentences*, phrases, terms and definitions, etc., are adopted in their wording. The labelling of literal quotations is carried out immediately after the quotation.

Breaks and interruptions in the quotation must be indicated by three dots in brackets (...). Quotations in German may be translated, but may also be quoted in the original wording. The same guidelines for quoting must be observed as well for quotes from English-language literature. Quotations from all other languages must be translated.

In an *analogous quotation*, you do not reproduce the content of a text passage literally, but only in terms of content. The scope of the quotation must be clearly recognizable and ideas from a third party must be identified by source references.

If you do not have access to the original text, it is also possible to quote from the text of another author who in turn quoted the original text. However, you should only use such *secondary quotations* in exceptional cases and - if possible - always use the original text for your work. Secondary quotations shall be identified as follows:

Example: APA Citation Style Secondary Citation in Text

(Sittenthaler, 2019, as cited in Konieczny, 2020, S. 60)

If a source was written by three or more authors, only the first author with the addition "et al." is indicated in the text. Please note that this may vary depending on the style of quoting.

Sources from the Internet are to be made available electronically as PDF printouts after arrangement with your supervisor. In the bibliography of these sources, the dates of access must also be stated.

Please note: doi-links or weblinks to all sources must be included in the list of references.

5 Bibliography

In the bibliography, all sources used must be listed in alphabetical order by author. Sources that you do not refer to in your work should not be listed either. Several publications of the same author are listed chronologically, beginning with the oldest title. In the case of several titles by the same author in the same year, the year of publication shall be followed by the addition a, b, c, etc. A subdivision of the bibliography (e.g. according to books, journal articles and dissertations) should not be made.

Example: APA Citation Style

Cicon, J. (2017). Say it again Sam: The information content of corporate conference calls. *Review of Quantitative Finance and Accounting*, 48, 57-81.

Milgrom, P., & Roberts, J. (1992). *Economics, Organization and Management*. Englewood Cliffs: Prentice Hall.

6 Literature references

Bänsch, A. (2008). *Wissenschaftliches Arbeiten*. München: Oldenbourg.

Peterßen, W. H. (2006). *Wissenschaftliches Arbeiten: Eine Einführung für Schule und Studium*. München: Oldenbourg.

Preißner, A. (2012). *Wissenschaftliches Arbeiten: Internet nutzen - Text erstellen - Überblick behalten*. München: Oldenbourg.

Seidenspinner, G. (1994). *Wissenschaftliches Arbeiten: Techniken, Methoden, Hilfsmittel; Aufbau, Gliederung, Gestaltung; richtiges Zitieren*. München: mvgVerlag.

Theisen, M. R. (2011). *Wissenschaftliches Arbeiten: Technik – Methodik – Form*. München: Vahlen.

7 Appendix

Appendix 1: Sample cover sheet

<p>Bachelor's Thesis for the Attainment of the Degree Bachelor of Science at the TUM School of Management of the Technische Universität München</p>	
<p>Title</p>	
Examiner:	Prof. Dr. Alwine Mohnen Chair of Corporate Management
Person in Support:	Jane Doe
Course of Study:	TUM-BWL Bachelor
Submitted by:	John Sample Any Street 12345 Any City Matriculation Number 01234567
Submitted on:	DD.MM.YYYY

Master theses adequate!

8 Declaration of Authorship

I hereby declare that the thesis submitted is my own unaided work. All direct or indirect sources used are acknowledged as references. I am aware that the thesis in digital form can be examined for the use of unauthorized aid and in order to determine whether the thesis as a whole or parts incorporated in it may be deemed as plagiarism. For the comparison of my work with existing sources I agree that it shall be entered in a database where it shall also remain after examination, to enable comparison with future theses submitted. Further rights of reproduction and usage, however, are not granted here. This paper was not previously presented to another examination board and has not been published.

Munich, May 16th, 2023 (Signature)

9 Permission to view this final thesis

https://cms.mgt.tum.de/fileadmin/mgt.tum.de/downloads/BMT/MUC/FINAL_THE-SIS/Form_Permission_to_view_my_final_thesis_190123.pdf?_gl=1*znc6no*_ga*MTI2Njgx-ODk1LjE2NzI4MjcwNTk.*_ga_4BXKCN9JMN*MTY4NDIyMjYxMS4xMC4wLjE2ODQyMjI2MTEuNjAuMC4w