

Seminar Paper

How to Write an Academic Paper
A Manual for the Preparation of Seminar Papers and the
Diploma/Master/Bachelor Thesis

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Foreword

Dear Students,

You have been tasked with writing an academic research paper, e.g. seminar paper, bachelor-, master- or diploma thesis. You are to work independently on a research question that you have developed under the guidance of your supervisor. Depending on the type of research paper at hand, you have received a set period of time for completing the paper.

The writing guidelines laid out in this manual have been drawn up to assist you in using appropriate academic writing standards. It also provides guidance on applying the correct layout design. Please read the manual carefully; adhering to the standards detailed in the manual is critically important for its evaluation.

We wish you much success in writing your paper!

Your EE2 Team

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Abbreviations

CD	Compact Disc
CMOS	The Chicago Manual of Style
DIN	Deutsche Industrienorm
Diss.	Dissertation
ed.	Editor
SLUB	Sächsische Landes- und Universitätsbibliothek
URL	Uniform Resource Locator

1 General Information

- The document at hand is formatted according to the requirements - you can use it as template for your own work.
- Typically, students will have successfully completed seminar papers in the course of their studies before commencing with work on their bachelor, diploma or master thesis. Topic proposals can be found at the EE² homepage, individual proposals need to be discussed with an academic advisor upon request.
- When planning on writing your thesis in cooperation with an external partner, please contact an academic advisor in advance.
- Please contact an academic advisor before starting work on your thesis in order to coordinate the thematic focus of your work and to schedule the time of frame for its completion.
- You may write in German or English, please coordinate with your advisor.
- If not advised differently, seminar papers should generally not exceed 30 pages in length.
- A bachelor thesis should generally be between 40-45 pages in length (including bibliography, excluding appendices).
- A diploma thesis should generally be between 60-80 pages in length (including bibliography, excluding appendices).
- A master thesis should generally be between 60-80 pages (including bibliography, excluding appendices).
- All papers are to be printed one-sided.
- All scientific papers are to be submitted electronically (pdf file) and in printed form (two bound copies). Seminar papers are to be submitted via email by the given deadline. The bachelor-, diploma- and master thesis must be submitted as a hardback version in duplicate either at the Examination Office (Prüfungsamt) or at the Chair of Energy Economics. Please make arrangements with the Prüfungsamt or your supervisor if the submission date of your thesis conflicts with their normal opening times.
- You may use any word processing program that is able to process the respective requirements.

2 Literature Search

For any paper you write, consulting pertinent academic literature on the subject is imperative to producing academically sound work. The following section provides some useful advice on conducting a successful literature search. Deppe (1997a) and Deppe (1997b) provide basic information on how to go about performing a literature search.

2.1 General information

- Prepare the literature search carefully.
- Identify key words.
- Use a thesaurus to make use of a large range of key words (also use different languages).
- Examples:
 - ⇒ <http://web.a.ebscohost.com/ehost/thesaurus?sid=28542271-c177-41ff-9eae-9f5a6c3420b6%40sessionmgr4007&vid=2&hid=4104>
 - ⇒ https://www.wiso-net.de/info/genios_de
- List the results of the search.
- Prepare a literature database and fill this out concurrently.
- Prepare a bibliography (see section 4.2.8 for more information) and complete this concurrently to your literature collection.

2.2 Sources

Listed below are some examples of relevant sources. Feel free to use others.

Encyclopedias:

- Brockhaus
- Gabler Wirtschaftslexikon
- Refrain from quoting Wikipedia or similar suspect sources!

General search engines:

- Google Scholar: <http://scholar.google.de/>
- Elsevier: <http://elsevier.com/>
- wiso WIWI: <https://www.wiso-net.de/dosearch>
- EBSCO: <http://web.ebscohost.com>

Search engines for economics:

- Econbiz: <http://www.econbiz.de/>
- Econdata: <http://www.econdata.net/>
- Sciencedirect: <http://www.sciencedirect.com/>
- Repec: <http://repec.org/>

Sächsische Landes – und Universitätsbibliothek (SLUB)

- WebOPAC: <http://webopac.slub-dresden.de/libero/WebOpac.cls?lang=DE>
- Karlsruher Virtueller Katalog: <http://www.ubka.uni-karlsruhe.de/kvk.html>
- Interlibrary loan:
<http://www.slub-dresden.de/service/bestellen-ausleihen/lieferservice-fernleihe/fernleihe/>
- Electronic Journals Library:
<http://rzblx1.uni-regensburg.de/ezeit/fl.phtml?bibid=SLUB&colors=7&lang=en¬ation=&>
- Perinorm - Database for standards and technical standards (e.g. DIN):
http://www.dbod.de/db/agreement.php?database=beuth_perinorm

3 Formal Aspects

3.1 Typographic guidelines

- Justified text (Blocksatz)
- Font: Times New Roman, consistent usage throughout entire paper
- Font size: 11 pt
- Line spacing: 1.5
- Headlines: According to template design
- Margin: left: 3 cm, right: 2 cm, top: 2 cm, bottom: 2 cm
- Footnotes: single line, 10 pt
- Title of figures and tables: 10 pt, bold

3.2 Formulas, mathematical symbols, and formal definitions

Mathematical formulas and symbols are offset from the rest of the document, usually indented or centered. If you use more than one or two formulas, it is useful to number them as shown in the following example:

$$C = \alpha_0 \prod_j y_j^{\beta_j} \prod_l w_l^{\beta_l} \quad \text{whereby} \quad (3.1)$$

$$\beta_j, \beta_l > 0 \forall_{j,l} \quad \text{and} \quad j = 1, \dots, M; l = 1, \dots, N.$$

You are then able to refer to the formula by its respective number. For longer research papers, it is recommended that you refer to the respective section by number. You should explain the meaning of the variables and sub- and superscripts. Formulas should be created with an adequate program, i.e. Microsoft Formula Editor. If you use a very simple formula such as $Q^2 / (2m)$, you may insert it into the running text given the formula does not create an extra space between lines. You may also consult DIN 1302 (see Perinorm - SLUB) for a translation of standard formulas into text.

3.3 Figures and tables

Figures and tables serve as pictorial or numeric representations of the written text. They ought to improve reading comprehension and thus should only be inserted when this is the case. Therefore, it is essential that they are easy to read, clearly arranged and of good graphic quality. Please ensure that figures are correctly labelled and that the units of graphical illustrations are specified on the axes, otherwise the diagram cannot be interpreted. You should generally avoid copying and pasting figures from other sources – it is better to redraft or recreate it with an adequate program. In many cases, Power Point performs better than Excel due to its flexibility. Copy the illustration in Power Point and use the “paste as – enhanced metafile” to include it into Word for the best quality possible. Use the colour scheme in the corporate design of EE². You should also use the same font as for your text. You can find a Power Point template at www.ee2.biz. All figures and tables need to be labelled. You

should also indicate the source of the figure or data according to Table 1. Furthermore, you should include a table heading.

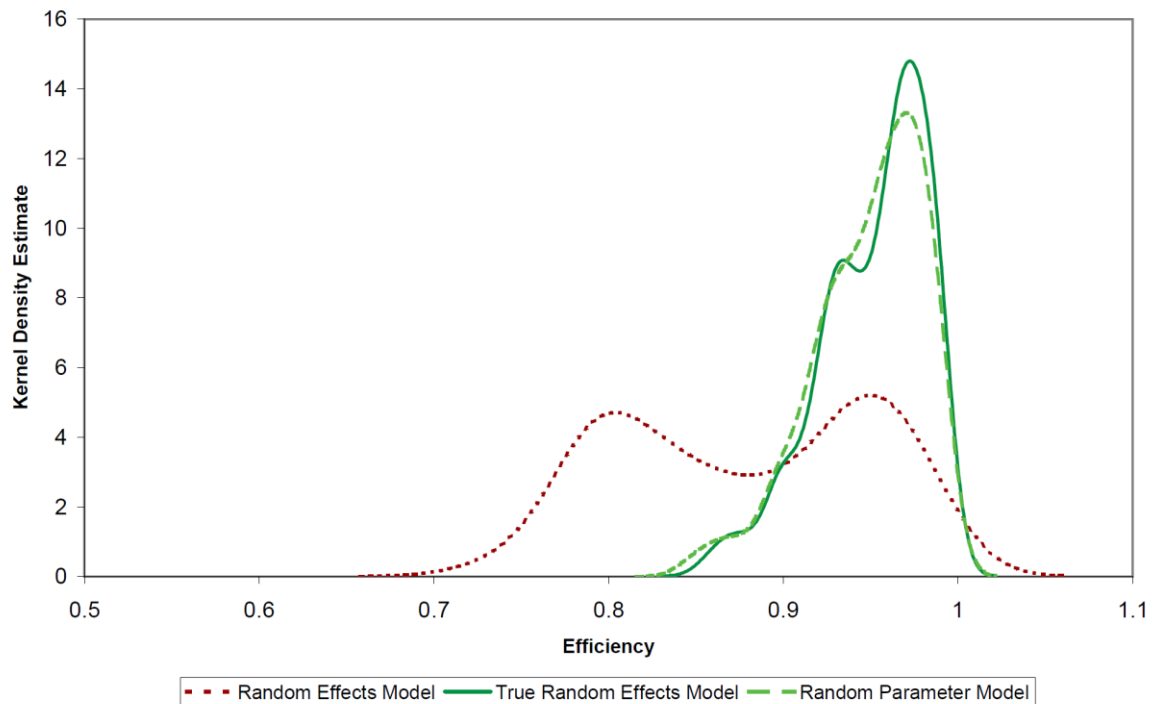


Figure 1: Example for a figure source: name (year)

The figure or table should always be sized to fit the width of the page. Usually, a page break should be avoided. If a table is very long and you consider it important enough not to place it in the appendix, make sure that the heading is provided on the subsequent pages. List all tables and figures in a separate directory. If you use few figures and tables you can generate a combined index that includes the lists of figures and tables.

3.4 Listings

Listings are reasonable when you want to list more than two items. You may use letters, points or numbers. You should stick to one consistent type of listing throughout the paper. Make sure that the indentation depth is consistent. Write phrases or keywords rather than complete sentences. Begin each bullet point with a capital letter. Treat a listing like a paragraph in the manner of formatting. Use the listings in this document as a reference.

3.5 Abbreviations

Abbreviations that are commonly used and generally accepted can be employed without writing it out. For German papers all abbreviations that are authorized by the DUDEN need not be specified. All other abbreviations must be introduced in the text and indicated in an index. For English papers consult the Chicago Manual of Style (CMOS, 2008) and the Oxford English Dictionary (2008). They contain a list of generally accepted abbreviations which do not require....

Use abbreviations sparsely and only if useful. If you only use an abbreviation once or twice, it is better to write out the word. Abbreviations which are used in figures should be explained in the text.

3.6 Symbols

Symbols and mathematical operators which are commonly used do not need to be explained in the text. Make sure you use them appropriately. If you use unique characters, they should be defined them in the text. All variables and indices that are not standard should be included in the list of symbols. DIN 1301-1304 and CMOS (2008) provide detailed information on the denotation of signs and symbols.

3.7 Footnotes

All information that is necessary for understanding the content should be included in the text. If the information is not essential for comprehension, leave it out; i.e. refrain from using footnotes.

3.8 Orthography

Make sure you well-acquainted with standard orthographic conventions. Verify that you are employing the correct orthography by consulting DUDEN. If you write in English decide on whether to use British or American English and stick to the respective orthographic conventions throughout the paper. We recommend American English. An electronic orthography program does not replace basic proofreading. In the case of English consult the Oxford English dictionary for spelling. Strunk and White (2008) and CMOS (2008) provide rules for correct grammar usage.

3.9 Citation

If you make use of other author's intellectual property you have to reference it in the text. Citing sources correctly is essential for providing a clear description of the information used and facilitates a transparent documentation of the writing process. We recommend that use the American Harvard citation style. All references in the document at hand correspond to this style. The citation style must be consistent throughout the entire document. You should note in parentheses the name of the author, the year of publication, and the respective page number(s). In the case of a publication with more than two authors you should use the abbreviation "et al." after the first author in the short reference in the text.

Example:

- Coelli, T.J., Rao, D.P., O'Donnell, C.J., and Battese, G.E. (2005) → Coelli et al. (2005)

Refrain from using secondary sources, i.e. avoid quoting an author who quotes a second author. In most cases, the original source is available (see Section 2). If the original source is unavailable, you should mention the original source and the secondary source quoted by using the phrase "according to". The so-called "Kurzbeleg" citation is only complete when you include the source in the bibliography according to the guidelines presented in Section 4.2.8.

Direct Citation

Taking a quote directly from a source is considered a direct citation. Use direct citations sparingly. If used, the text is to be put in quotation marks. If you quote only parts of a sentence or a paragraph indicate the portion you omitted with [...]. Indicating an omission at the beginning or end of a quotation is not required. Translations are possible as long as you have already paraphrased the quote. You may include the original text in a footnote. Another possibility is changing it into an indirect quotation using own words and indicating it.

For direct citations always mention the page. If you quote an article of a journal add the indicated page of the journal, not the page number of the PDF document.

Example:

- “In general, a profit function is specified as $\pi(p,w)$, where p and w are output and input price vectors” (Asche et al., 2007, p. 715).
- Koopmans (1951, p. 1) considers a production as “technically efficient if, and only if, it is impossible to produce more of any output without producing less of some other output or using more of some input.”

Indirect citation

Indirect citations are most commonly used. They comprise any information that is paraphrased according to the ideas of an author or group of authors. All parts of text that has been paraphrased must be denoted according to the selected citation style. If the indirect quote is longer than a paragraph, the citation should be placed at the beginning of the paragraph.

Examples:

- Expenditures for research amount to about 200 million US\$ per year in the US and Europe respectively (Blok, 2006).
- Bräuer et al. (2001) provide a comparison of an isolated analysis of emission trading and green energy promotion with a combined analysis.

Legal texts

Legal statutes may be translated if an appropriate translation exists. Add the German designation and its official abbreviation in parenthesis. Afterwards you may reference the statute by its abbreviation. The correct translation of paragraphs of legal statutes is provided in the following example:

Example:

- The income tax law (Einkommensteuergesetz, EStG) was introduced in its revised version...

- The specification of taxable income can be found in § 2 EStG.
- § 5 Abs. 1 Satz 1 Nr. 6 EStG → § 5 (1) 1 Nr. 6 EStG
- English example: § 13 Section 2 no. 2. b) and c) PBefG

4 Structure of the Paper

4.1 Outline

The paper should follow the structure laid out in Table 1. Please order the structure of your paper to conform to the example below. Depending on the kind of paper being written, not all elements listed are required to be included. The following text refers to bachelor-, diploma- and master theses. Where appropriate we distinguish between the different types. In the case of a thesis, each chapter should start on a new page. As regards seminar papers, chapters can be written consecutively.

Table 1: Structure of the paper and paging

Element	Paging seminar paper	Paging thesis
Title page	No paging	No paging
Abstract	Arabic numerals, beginning at -1-	Roman numerals, beginning at -I-, extra page
List of contents	Arabic numerals, continuing	Roman numerals, continuing, extra page
List of tables	Not required	Roman numerals, continuing, extra page
List of figures	Not required	Roman numerals, continuing, extra page
List of abbreviations (and symbols)	Not required	Roman numerals, continuing, extra page
Text	Arabic numerals, continuing, extra page	Arabic numerals, starting at -1-, extra page
Appendix List of appendix	Not required	Arabic numerals, continuing, extra page
Literature	Arabic numerals, continuing, no extra page	Arabic numerals, continuing, extra page
Erklärung der Autorenschaft	Required, if it is a group work	
Eidesstattliche Erklärung des Verfassers	Required	Arabic numerals, continuing, extra page

Source: Own illustration according to Theissen (2006)

4.2 Parts of the paper

This section describes the individual elements of the paper in detail. Please stick to the order indicated. In the case of a thesis, start each new chapter on a separate page. Chapters in seminar paper can be written consecutively.

4.2.1 Title page

The title page should contain the following form and information illustrated in Figure 2 . If you submit a seminar paper, you are to add the name or number of your group.



	
<p>Topic</p> <p>Master Thesis</p> <p>For the attainment of the academic degree of Master of Science</p>	
<p>Submitted to:</p> <p>Dresden University of Technology Faculty of Business and Economics Chair of Energy Economics Prof. Dr. Dominik Möst</p>	
<p>Name</p> <p>Maxine Somebody</p> <p>Matriculation Number</p> <p>28150815</p> <p>Course of Studies</p> <p>Business and Administration</p> <p>Email</p> <p>Maxine.Sombody@mailbox.tu-dresden.de</p> <p>Academic Supervisor</p> <p>Name of your advisor Dresden University of Technology</p> <p>Date of Submission</p> <p>01.10.2010</p>	

Figure 2: Proposal title page source: own illustration

4.2.2 Abstract

The abstract should contain the central aspects of your paper. The reader should be able to understand the purpose of the paper, how the analysis was conducted and what findings were obtained. The abstract is also an important means for attracting the reader's interest. It should include the following aspects:

- What is the purpose of your paper?
- Why is this topic interesting and relevant?
- How was the analysis carried out?
- What are the main results?

It should contain no more than 100 words.

4.2.3 Table of contents

The table of contents should include all elements listed in Table 1. For an example see page II. We suggest indenting the subheadings for better clarity.

4.2.4 List of tables

All tables should be listed in a separate index with their corresponding page numbers. It is recommended that you label all tables using the respective utility in the word processing program so that you can then make use of the utility to automatically create and insert an index.

4.2.5 List of figures

All figures should be listed in a separate index with their corresponding page numbers. It is recommended that you add captions below all figures using the respective utility in the word processing program so that you can then make use of the utility to automatically create and insert an index.

4.2.6 List of abbreviations and symbols

The list of abbreviations and symbols is not mandatory for seminar papers. It can, however, be helpful for improving the reader's comprehension of the text. In the case of a thesis, this index is obligatory. All unconventional abbreviations and symbols not included in DUDEN should be listed. For English papers consult the Oxford English dictionary or CMOS (2008) and its supplement for American English. The index should be arranged alphabetically.

4.2.7 Text of the paper

The content of the paper should be structured to reflect a systematic approach to the topic. The outline of the paper which is reproduced in the table of contents provides the initial overview of your work and your approach to the topic. Therefore, the headings should be informative and reflect the central content of the section.

The conceptual approach to the topic at hand is also reflected in how you organize the paper. Similar content with a comparable detail depth should be grouped together in subcategories. Each sublevel with the corresponding subcategories should contain at least two entries, i.e. 1.1.1 must be followed by 1.1.2. You should not extend the subcategories to more than four levels. For further information and for examples please consult the literature.

Use paragraphs to break up the thought structure in a section. It enables the reader to distinguish between different streams of thought or aspects of arguments put forward in a section.

4.2.7.1 Introduction

The objective of the introduction is to detail the purpose of the paper and to outline the topic at hand. The topic's importance and relevance should be highlighted (i.e. its relation to current topics). In the introduction, you should present the research question being addressed and provide a brief discussion of why it is pertinent that it be explored. The introduction can be completed towards the end of the writing process in order to account for the full scope of the paper. The introduction should also include a brief description of the structure and content of the following sections of the paper ("The remainder of this paper is organized as follows...").

4.2.7.2 Body of Paper

The body of your paper comprises the research and analysis that has been conducted. The content should be developed in a way to clearly demonstrate a systematic approach to addressing the research question at hand. Unrelated issues that are not pertinent to answering the research question should be omitted from the paper. It is important that you structure the sections and develop the content of your paper in such a way that a common theme that ties the entire paper together can be easily identified.

It should be clearly visible that you have consulted academic literature on the topic. The sources used should be indicated through a clear and consistent citation style (see section 3.9 for the respective guidelines). For more comprehensive papers, e.g. theses, a literature review can be included that provides a brief overview of the extant literature on the topic. The selected literature should be related to your analysis.

4.2.7.3 Conclusions

The final section of the paper summarizes the most important findings derived by the analysis conducted. Furthermore, the results should be evaluated in the context of the analysis as a whole. Based on the findings at hand, the initial research question guiding the analysis should be addressed and answered. To round out the conclusion a brief outlook on future developments or a critical appraisal of your work should be provided.

4.2.8 Bibliography

All literature cited in the paper should be listed in the bibliography and all references listed in the bibliography should have been used in the text. The references should include the following information (the specific order of the details listed can deviate depending on the citation style used):

- Last and first name of the author(s)
- Year of publication
- Title of book / working paper / article
- Title of journal / anthology / working paper series where article was published
- For journals: Volume; issue; pages
- Edition of book
- Place of publication / publisher

- First and last page of article in the journal / anthology where published
- Internet address where article was downloaded (only if not published in a journal), date and time of access

The bibliography should be sorted alphabetically. If referencing multiple articles from a single author, sort the articles chronologically. Publications of an author with co-authors are referenced after the titles published exclusively by the author.

Stick to one language in your bibliography, except for titles (not to be translated). If you write your paper in English, translate all descriptive details possible (e.g. Herausgeber, Auflage). Each reference should end with a period.

As noted previously, there are variety of referencing formats in the literature; stick to one style for your paper. The examples shown below correspond to a single formatting style.

Names

In contrast to the in-text citation, all names of the authors must be included. Reference the full surname and first letter of the first name.

Example:

Coelli, T.J., Rao, D.P., O'Donnell, C.J., and Battese, G.E. (2005): *An Introduction to Efficiency and Productivity Analysis*. Second Edition. New York, USA. Springer.

If there is no single author, you should quote the name of the editor with the addition "ed.".

Example:

Institut für Mobilitätsforschung (Ed.) (2006): *Öffentlicher Personennahverkehr, Herausforderungen und Chancen*. Berlin, Heidelberg. Springer.

If you use an abbreviation for the citation in the text, also add it in the reference.

Example:

A study by IFMO (2006) suggests that the costumer in the future...

Institut für Mobilitätsforschung (Ed.) (2006): *Öffentlicher Personennahverkehr, Herausforderungen und Chancen*. (IFMO, 2006) Berlin, Heidelberg. Springer.

If the author has an aristocratic name, treat the nobiliary particle as part of the first name.

Example:

Hirschhausen, C.v., Nieswand, M., Hess, B., and Wilhelm, A. (2007): *Wissenschaftliche Benchmarking - Methoden im ÖPNV - Methodische Ansätze und internationale Erfahrungen*. In: *Internationales Verkehrswesen*, 59(10), 446-450.

If there is more than one publication of an author in one year, add a letter (beginning from *a*) to the year of publication to be provide distinction.

Example:

Gabriel, S.A., Kiet, S., and Zhuang, J. (2005a): A Mixed Complementarity-Based Equilibrium Model of Natural Gas Markets. In: *Operations Research*, 53(5), 799-818.

Gabriel, S.A., Kiet, S., and Zhuang, J. (2005b): A Large-Scale Complementarity Model of the North American Natural Gas Market. In: *Energy Economics*, 27(4), 639-665.

Title

Write all titles in capital letters or all in lower case letters. We recommend using capital letters.

Example:

Joskow, P. L. (1985): Vertical Integration and Long Term Contracts: The Case of Coal-Burning Electric Generation Plants. In: *Journal of Law, Economics, and Organization*, 1(1), 33-80.

Joskow, P. L. (1985): Vertical integration and long term contracts: The case of coal-burning electric generation plants. In: *Journal of Law, Economics, and Organization*, 1(1), 33-80.

Dissertations

Denote a dissertation by adding the designation “Diss.”

Example:

Kuenzle, M. (2005): Cost Efficiency in Network Industries: Application of Stochastic Frontier Analysis. Diss. ETH No. 16117.

Books

When referencing a book add the publisher and place of publication.

Example:

Cornes, R. (1992): *Duality and Modern Economics*. Cambridge, UK. Cambridge University Press.

Journals

When referencing an article published in a journal include the name of the journal, volume and issue number as well as the page numbers of the article. We recommend not using abbreviations for the journal name. However, if you use abbreviations do so consistently, e.g. vol., no., pp., etc.

Example:

Bhattacharyya, A., Harris, T.R., Narayanan, R., and Raffiee, K. (1995): Specification and Estimation of the Effect of Ownership on the Economic Efficiency of Water Utilities. *Regional Science and Urban Economics*, Vol. 25, No. XY, pp. 759-84.

Internet

Be aware that internet sources are not always reliable and validated. Make sure the quoted internet source is trustworthy and citable. You can find some basic information on quoting internet sources in Runkehl and Siever (2000).

If you decide to reference internet sources include information on the Uniform Resource Locator (URL) and the date and time the source was accessed. As the contents of internet sources are often changed and updated, keep a copy of the respective content referenced.

Example:

Walter, M., Haunerland, F., and Moll, R. (2009) Heavily Regulated But Promising Prospects: Entry in the German Express Coach Market. Dresden University of Technology, Chair of Energy Economics and Public Sector Management, Working Paper Transport Economics 16. URL: http://www.tu-dresden.de/wwbwleeg/publications/wp_tr_16_walter_et_al_2009_express_coach_germany.pdf, retrieved August 25, 2009.

Legal Texts

Always quote the current version of the statute. Legal texts are cited according to the citation guidelines detailed in Section 3.9. Generally, it is not required to list the legal texts in a separate index. A precondition for this is the precise and accurate quotation of the legal text (see Section 3.9).

4.2.9 Appendix

Here you can include additional material that is important for ensuring transparency and the reproducibility of your results (e.g. special legal texts, large figures and tables, extensive mathematical expressions). All materials you put in the appendix should be referred to within the text. Furthermore, you should provide your academic advisor all materials required for validating and reproducing your results. In most cases, the materials can be copied onto a CD or submitted digitally.

4.2.10 Erklärung der Autorenschaft

If the **seminar paper** is completed as a group project, all group members need to attach a joint declaration of authorship (Erklärung der Autorenschaft) to the paper and submit a signed version to the Chair. The declaration should include the title of the paper and the respective group name or group number.

The group can request that the paper be graded on an individual basis or as a joint work. When requesting an individual grading, all sections need to be labelled by the respective author(s). Please prepare the declaration in German. For further information please consult the templates provided at www.ee2.biz → Lehre → Vorlagen.

4.2.11 Erklärung der / des Verfasserin / Verfassers

All seminar papers and theses written at the Chair are required to include the “Erklärung der Verfasser/-in” wherein the author declares that the paper submitted was written without the assistance of others. Please add it in German.

<p>Erklärung der Verfasserin</p> <p>Hiermit erkläre ich eidesstattlich, dass ich die vorliegende Arbeit selbständig und ohne Benutzung anderer als der angegebenen Hilfsmittel angefertigt, sowie die aus fremden Quellen direkt oder indirekt übernommenen Gedanken als solche kenntlich gemacht habe.</p> <p>Die Arbeit wurde bisher in gleicher oder ähnlicher Form keiner anderen Prüfungsbehörde vorgelegt und auch noch nicht veröffentlicht.</p> <p>Dresden, den 15. Mai 2009</p> <p>Maxine Somebody</p>
--

Figure 3: Example for "Erklärung des Verfassers" source: Own illustration

5 Writing Style

In the following we provide some basic advice for practicing good academic writing. The list is not exhaustive and thus consulting relevant literature for further tips is recommended. APA (2009), Skern (2009), Turabian (2007), and Strunk and White (2008) are good examples. Reading Dichtl (1995) is highly recommended and is quite short in length (independent from the title, whether it is German or English, it holds for both languages).

- Short sentences instead of long interwoven ones
- Active verbs instead of passive ones:
 - This approach is referred to by the author...
 - Change to: The author refers to it...
- Avoid unnecessary nominalizations (Substantivierungen)
- Use a dictionary or thesaurus for finding the right translation as well as synonyms
- Avoid word repetition
- Write affirmative sentences
- Use sentence connectives: furthermore, however, besides, on the other hand ...
- Avoid redundancy
- Quality instead of quantity: KISS - keep it simple and straightforward
- Do not use slang
- Be sparse with jargon
- Avoid convoluted phrasing (umständliche Ausdrucksweise)
- Avoid tautologies
- Separate clauses by a comma where an idea ends
- Avoid introducing specifics before explaining them in subsequent paragraphs

Read your paper aloud. It helps you to identify sentences that are too long and hard to understand. Let others proofread it in order to verify that the phrasing and sentence structure can be easily understood.

6 Presentation

Generally, you are required to give an overview of your paper in the form of a presentation. In the presentation, you should aim to outline the main aspects of the paper as well as the results in **15 to 20 minutes**. The following paragraphs provide some advice for a successful presentation. Keep in mind that the presentation is part of your assignment and will be evaluated.

6.1 General Information

- Prepare your presentation with Power Point or a similar presentation program.
- Dress appropriately.
- Do not exceed the allotted presentation time.
- In the case of a thesis, prepare a poster of your paper. You can find a template for designing a poster at the EE² homepage. The poster should contain the most important findings of your research and be logically structured.

6.2 Presentation slides

The slides should aid your oral presentation. It is not necessary to include all information; keywords, short statements and data points that convey the key messages presented in your paper are preferable. Use the style sheet and respective color scheme of the Chair for the figures. Structure your presentation slides with an agenda. The agenda separates the sections and provides a transition point. It also enables the audience to follow the structure of your arguments.

At the beginning of the presentation it is recommended to clearly formulate the main objective of the thesis or paper.

Each slide should comprise content that can be presented in **1-2 minutes**. When designing the slides, consider the following advice based on Berendt et al. (2002).

- Do not write long sentences but keywords and short statements instead (you may avoid the use of the active voice).
- Reduce the information to the main points/findings of your paper.
- Do not overload the slides.
 - No more than 5 to 7 words per line (as a basic guideline)
 - No more than 6 to 9 lines per slide (as a basic guideline)
- Stick to one or two font sizes, only one font type.
- Use a clear graphic and figurative design, also for tables.
 - Use the same font for the figures and tables as for the text.
- Highlight the most important facts.
- If you use animation effects, apply them sparsely and only when appropriate.

Please provide printed presentation slides (handouts) for the audience.

6.3 Presentation style

In order to present your research in a professional manner you should take note of the following advice. Before holding the presentation, you should practice it. It helps you to gauge the time you need and builds confidence. If you draw up notes as a guide, only write down keywords. Write your notes on DIN A5 or DIN A6 cards.

At the beginning, welcome the audience and introduce yourself (your team) and the topic of your presentation. The presentation slides should already be opened to the title slide. Speak loud and clearly and do not fix your eyes on the desktop or to the projection screen. Try to hold eye contact with the audience; let your eyes wander across the room. A free speech is preferred to memorize sentences. Underline your speech with gesture and take care of an appropriate posture. Conclude your presentation by inviting the audience to ask questions and enter into a discussion about the presentation. You can find further advice on presentation techniques in the literature. Last but not least: be aware of your general attitude and your outfit/clothing (“Kleider machen Leute”).

7 Literature

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