

## 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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Date of Submission:	01.10.2010

## **Foreword**

Dear Students,

You are going to prepare an academic research paper such as a seminar paper, bachelor-, master- or diploma thesis. You have to work self-dependently on a research question. Therefore, your supervisor has defined a topic to work on within a delimited time.

This manual shall help you to prepare your paper in formally correct methods. It gives you hints for the compliance with formalities of layout. Please read the manual carefully; it is the fundament for the evaluation of your work.

We wish you a successful work!

Your EE<sup>2</sup> 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

- This file is formatted according to the requirements - you can use it as sample for your work.
- Usually, the student shall have successfully worked on seminar papers to work on a bachelor-, diploma- or master thesis. Topic proposals can be found on the EE<sup>2</sup> homepage, own propositions on potential topics have to be discussed with academic advisors on request.
- The **master thesis** and the seminar paper (**Forschungsseminar**) should be understood as a common project of both. The Forschungsseminar is intended to prepare the student for the scientific work within master thesis process. Please contact your advisor in advance.
- The chair of energy economics frequently offers a colloquium for scientific papers. The participation is obligatory for master students who want to write their thesis at our chair.

### 1.1 Information for the beginning of academic writing process

- For a thesis you want to write in **cooperation** with **external partners** please contact the academic advisor in advance.
- Contact the academic advisor before you start the work to coordinate the aim and scheduling of your thesis.
- Before you start a bachelor-, diploma- or master thesis, please check if you have got requirements like admission (Zulassung vom Prüfungsamt), internal registration at the chair and further official agreements.

### 1.2 Volume of academic papers

- **Seminar papers** should generally not exceed **30 pages**, if not differently advised (excluding bibliography, excluding appendix)..
- A **bachelor thesis** should generally not exceed **45 pages** (excluding bibliography, excluding appendix).
- A **diploma thesis** should generally not exceed **80 pages** (excluding bibliography, excluding appendix).
- A **master thesis** should generally not exceed **80 pages** (excluding bibliography, excluding appendix).

### 1.3 Working time for thesis and papers

- **Seminar papers:** announced during the course.
- **Forschungsseminar:** 2 months according to regulation of the faculty of economics
- **bachelor thesis:** 4 months according to regulation of the faculty of economics
- **diploma thesis:** 4 months according to regulation of the faculty of economics
- **master thesis:** 4 months according to regulation of the faculty of economics



## 1.4 Submission of academic papers

- You may write in German or English, please coordinate with your advisor.
- You may use any word-processing program that is able to process the respective requirements.
- All papers must be printed one-sided.
- All scientific papers must be handed in a **printed** as well as in an **electronic version**.
- You may send the seminar paper via email within the given deadline.
- You may submit the printed version of the Forschungsseminar paper with **spiral binding** (Spiralbindung).
- The bachelor-, diploma- and master thesis must be handed in as a **hardback version** in **duplicate** copy at the office of the **Prüfungsamt**. Please contact the Prüfungsamt if the date of handing in your thesis is outside the business hours.
- The electronic version of the thesis includes all program files like GAMS code, VBA codes, Excel files and all electronic references.

The submission of master or diploma thesis includes a **poster** too, which enables to share your central results to others. You can get some inspiration at our chair.

## 2 Literature Search

For any paper you write you must consult relevant literature. The following section gives you some useful advice for a successful literature search. Deppe (1997a) and Deppe (1997b) provide basis literature for a successful literature search.

### 2.1 General information

- Prepare the literature search carefully.
- Identify key words.
- Use thesaurus to cover a large spectrum of key words (use also different languages).
- Examples:
  - <http://www.genios.de/thesaurus/index.html>
  - <http://web.ebscohost.com/ehost/thesaurus?vid=3&hid=103&sid=31645a89-3446-486d-aa4a-db70e446753b%40sessionmgr111>
- List the results of the search.
- Prepare a literature data base and complete this simultaneously.
- Prepare a bibliography (see section 4.2.9 for more information) and complete this simultaneously to your literature collection.

### 2.2 Sources

Here you find some examples for relevant sources, you may use others.

Encyclopedia:

- Brockhaus
- Gabler Wirtschaftslexikon
- Don't quote Wikipedia or similar unauthorized sources!

General search engines:

- Google Scholar: <http://scholar.google.de/>
- Scirus: <http://www.scirus.com/>
- Elsevier: <http://elsevier.com/>
- EBSCO: <http://web.ebscohost.com>

Search engines for economics:

- Econbiz: <http://www.econbiz.de/>
- Vascoda: <http://www.vascoda.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>
- Interlending:  
<http://www.slub-dresden.de/benutzung-service/ausleihe-fernleihe-lieferdienste/fernleihe-buecher-aufsaeetze/>
- Electronic Journals Library:  
<http://rzblx1.uni-regensburg.de/ezeit/fl.phtml?bibid=SLUB&colors=7&lang=en&notation=&>
- Perinorm - Database for standards and technical standards (e.g. DIN):  
[http://www.dbod.de/db/agreement.php?database=beuth\\_perinorm](http://www.dbod.de/db/agreement.php?database=beuth_perinorm)

### 3 Formal Aspects

#### 3.1 Typographic guidelines

- Text in justification (Blocksatz)
- Font: Times New Roman, consistent for entire paper
- Font size: 11 pt
- Line space: 1.5
- Headlines: According to the present style sheet
- 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 signs, and formal definitions

Mathematical formulas and signs are separately represented 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 according the following example:

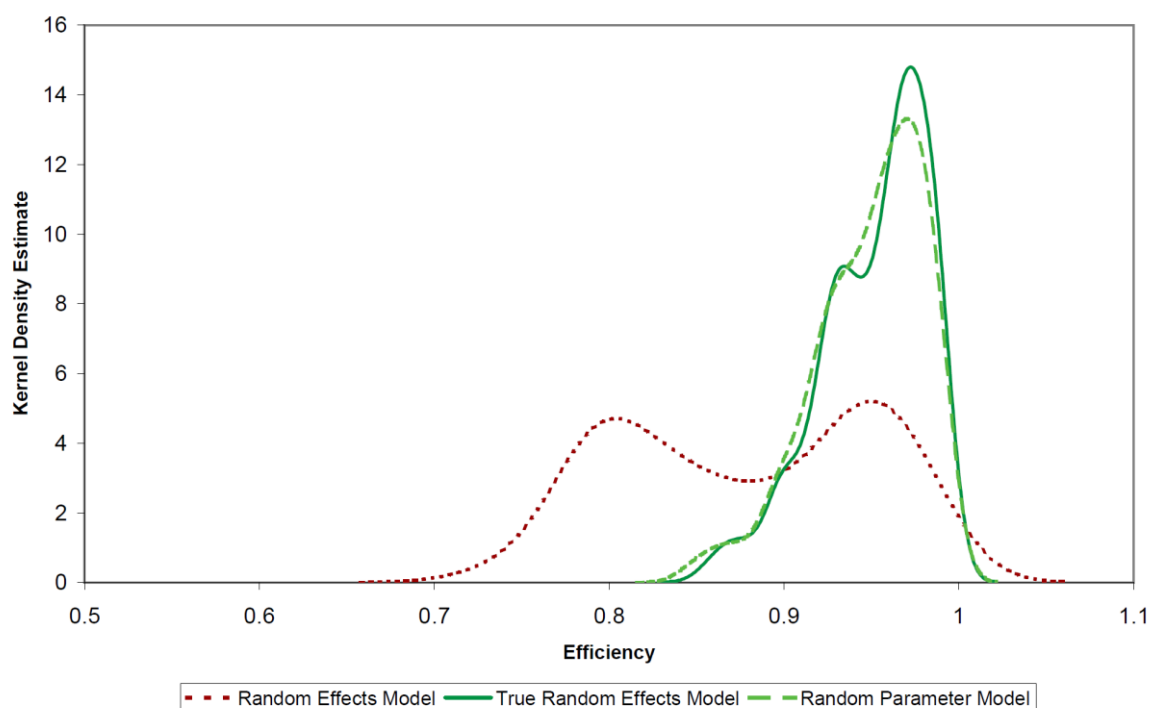
$$C = \alpha_0 \prod_j y_j^{\beta_j} \prod_l w_l^{\beta_l} \text{ whereas} \quad (3.1)$$

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

You are then able to refer to the formula by number. For a long paper it is recommended to refer the numbering to the respective section. You are obliged to explain 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 stick to the flow text, if the formula does not extent the line space. You may also consult DIN 1302 (to find in Perinorm - SLUB) for a translation of standard formula into text.

#### 3.3 Figures and tables

Figures and tables serve for a pictorial presentation of the analyzed context. They shall support the reading and only be introduced when they do so. Therefore, it is essential that they are easy to read, clearly arranged and of good graphic quality. Make sure that figures are correctly labeled and that the units of graphical illustrations are stated on the axes, otherwise it is not scientific work. Do not copy figures from other sources - rewrite or paint it with an adequate program. In many cases, Power Point will do 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 the best possible quality. Use the colors of the corporate design of the Chair. You should also use the same font as for your text. You find samples for Power Point on [www.ee2.biz](http://www.ee2.biz). All figures and tables have to be subscribed. You must also indicate the source of it according to Table 1. Furthermore, you must set a table heading.



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

The position of the figure or table should always fit to the text and should be mentioned where it refers to. Usually, a page break should be avoided. We suggest that you use a text box to insert a figures because, in an MSW document, this method is somewhat more stable than directly inserting a picture. To have non-visible rules on your frame, use the MSWord “Format” pull-down menu, select Text Box Colors and Lines to choose No Fill and No Line. The same way is useful for captions.

If a table is very long and you consider it as important not to shift it into the appendix, make sure that the heading is also found 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 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 listings in the paper. Make sure that the indentation is always the same. Avoid writing sentences, better write phrases or keywords. Begin each bulletin with capital letter. Treat a listing like a paragraph in the matter of formatting. You find some examples for listings in this document.

### 3.5 Abbreviations

Abbreviation that are commonly used and generally accepted can always be used. For German papers all abbreviations that are authorized by the DUDEN need not be indicated. 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 have to be indicated.

Use abbreviations sparsely and only if necessary and useful. If you use an abbreviation only once or twice, stick to the original. Abbreviations which are used in figures must also be explained in the text.

### **3.6 Symbols**

Symbols and mathematical operators which are clearly defined as standard do not need to be explained in the text. Make sure you use them in a correct way. If you use unusual characters, define them in the text. All variables and indices that are not standard have to be listed in the list of symbols. DIN 1301-1304 and CMOS (2008) provide detailed information on the signification of signs and symbols.

### **3.7 Footnotes**

All information that is necessary for understanding the content should be in the text. If the information is not essential to the meaning, leave it out; i.e. don't use footnotes.

### **3.8 Orthography**

Make sure you are consistent with effective and up-to-date orthography. Verify your orthography using the DUDEN. If you write in English decide for either British or American English and stick consequently to one or the other. We recommend American English. An electronic orthography program does not replace the proofreading. For English writing consult the Oxford English dictionary for spelling. Strunk and White (2008) and CMOS (2008) provide rules for correct grammar.

### **3.9 Citation**

If you use intellectual property you have to indicate it in the text. The correct citation is essential for a clear description of information and facilitates the accessibility and thus traceability of the related literature. We recommend for your research the American Harvard citation style. All given examples refer to this style. The citation style must be consistent for the entire document. You note within brackets the name of the author, the year of publication, and the respective page number(s). In the text, for more than two authors you use the abbreviation "et al." for the second until the last author.

Example:

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

Do not use secondary sources, i.e. avoid quoting an author who quotes a second author. Usually, the original source is available (see Section 2). If the original source is not available, you should mention the non-used original source and the secondary source with the additional information "according to" as well. The so called "Kurzbeleg" - citation is only complete when you add the source into the bibliography according to the indicated information of Section 4.2.9.

**Direct Citation**

The literally adoption of statements from the literature is a direct citation. Use direct citation sparingly. If used, the copied texts must be enclosed with inverted commas at the beginning and the end. If you copy only parts of a sentence or a paragraph indicate the parts you omitted with [...] For the omission at the beginning or end of a quotation ... is not required. Translations are possible whenever they are already an interpretation of the information. You may add the original text as 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.

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 “technical 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**

Most citations are indirect. They indicate any information that is adopted according to the ideas of an author or group of authors. All these adopted parts must be indicated according to the selected citation style. If your indirect quote is a longer paragraph, point it out when the paragraph begins, the quotation is placed at the end 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**

You may translate the name of the law if an appropriate translation exists. Add the German name and its official abbreviation in parenthesis. You may then reference on the abbreviation. The correct translation of paragraphs is given in the 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 Paging

The paper should contain the components listed in Table 1. Please stick to the order of the components. You can also see whether the component is compulsory or not for your respective paper. We refer in the following text to bachelor-, diploma- and master theses when referring to a thesis. We distinguish in detail when appropriate.

Each chapter should start on a new page when writing a thesis.

Papers can be written consecutively.

**Table 1: Structure of the paper and paging**

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

Source: Own illustration according to Theissen (2006)

### 4.2 Parts of the paper

This section describes the components of the paper in detail. Please stick to the indicated order. For the thesis use an extra page for each chapter. Papers can be written consecutively.

#### 4.2.1 Title page

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

**Seminar Paper**

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

Technische Universität Dresden  
Chair of Energy Economics  
Prof. Dr. Dominik Möst

Name:	Maxine Somebody
Matriculation No.:	28150815
Course of Studies:	Business and Administration
Semester:	2
Email:	Maxine.Sombody@mailbox.tu-dresden.de
Group :	Energy System 5
Academic Supervisor:	Prof. Dr. Dominik Möst
Date of Submission:	01.10.2010

**Figure 2: Proposal title page    source: own illustration**

#### 4.2.2 Abstract

The abstract should contain the most important facts of your paper. The reader should be able to understand the purpose of the paper. The abstract is also an important instrument to attract the interested reader to continue. It has to include the following points:

- What are you doing in your paper?
- How do you do this?
- Why is this interesting?
- What are the main results?

It should contain not more than 100 words.

#### 4.2.3 List of contents

The list of content must include all components of Table 1. For an example see page II. We suggest indenting the subheadings for better clarity.

#### **4.2.4 List of tables**

All tables must be listed in a separate index with its corresponding page numbers. It is recommended to superscribe all tables via the respective function of the word processing program. You can use then the function of inserting an index.

#### **4.2.5 List of figures**

All figures must be listed in a separate index with its corresponding page numbers. It is recommended to label all figures by caption below the figure via the respective function of the word processing program. You can use then the function of inserting an index.

#### **4.2.6 List of abbreviations and symbols**

The list of abbreviations and symbols is not mandatory for seminar papers. It can be helpful for a better understanding of the text and facilitates looking up an abbreviation. For your thesis, it is obligatory. All abbreviations and symbols that are not commonly accepted in the DUDEN must be listed. For English papers consult the Oxford English dictionary or CMOS (2008) and its extensions for American English. The index must be ordered alphabetically.

#### **4.2.7 Text of the paper**

##### **4.2.7.1 Introduction**

The function of the introduction is to present the purpose of the paper and to outline the topic. The importance and its relevance should be pointed out (i.e. its interrelation to current topics). In the introduction, you should indicate a hypothesis and motivate it. You can write the introduction at the end of your writing process if you want to. The introduction includes a written table of contents of the following sections at the end of the paragraph (“The remainder of this paper is organized as follows...”).

##### **4.2.7.2 Main part**

The main part includes the analytics of your research project. Developing a research question represents the core of your paper. The research question shall be precise and easily comprehensible. All sections of the main part focus on the research question and its answering. Not related issues should be excluded. It is important to figure out a “red thread” that is present in any section.

It should be apparent that you have consulted related literature. The literature must be cited (see section 3.9 for respective rules). You may also include a literature review if applicable. The selected literature should be related to your analysis; make sure the selection is unique and reproducible.

##### **4.2.7.3 Conclusions**

The last part of the paper recapitulates the most important findings. Furthermore, an evaluation and subsumption of the results into the context (“red thread”) of your paper must be included. An initially stated hypothesis must be reasonable accepted or rejected. It is also possible to give an outlook to further developments or to report difficulties or drawbacks of your research.

### 4.2.8 Appendix

Here you can include additional material that is of importance for the traceability of the topic (e.g. special legal texts, large figures and tables, extensive mathematical argumentations). All materials you put in the appendix you have to refer to somewhere in the text. Furthermore, you have to provide all material to your academic advisor needed for reproducing your results. In most cases, this can be easily achieved with a CD.

### 4.2.9 Bibliography

Any cited literature must be listed in the bibliography and all references listed in the bibliography have to be cited somewhere in the text. The following information must be quoted:

- Name and forename
- 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), day and time of access

The bibliography has to be sorted alphabetically. If there are more articles of one author sort the articles chronologically. Publications of an author with co-authors are referenced after the titles published exclusively.

Stick to one language in your bibliography, except titles (not translatable). If you write your paper in English, translate all items which are possible (e.g. Herausgeber, Auflage). Each reference ends with a full stop.

There are different types of referencing in the literature; stick to one style for your paper. The choice of the referencing style (and other formatting guidelines) depend on the journal you are going to submit your paper. You find examples for only one explicit style in the following paragraphs.

#### *Names*

In contrast to the in-text citation, all names of the authors must be included. Mention the full last name and the 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 author you 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 name additive as forename.

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 for 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***

Decide to write all titles in capital letters or only lower case letters. We usually 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***

Quoting a dissertation requires the additional information “Diss.”

Example:

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

### ***Books***

Citing a book requires the additional information of the publisher and place of publication.

Example:

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

### ***Journals***

Referencing on an article published in a journal requires information on the name of the journal, volume and number of the journal and pages. We recommend not using abbreviations for the journal name (but this can depend on the journal specifications). Either use vol., no., and pp., or omit all these abbreviations.

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 the 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 verified. Make sure the quoted internet source is trustworthy and citable. You find basic ideas on quoting the internet 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 of access. As the contents of internet sources are often changed and updated, keep a copy of the respective content you refer to.

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](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 law. Legal texts are cited according the quotation rules of Section 3.9. Usually you are not obliged to list the legal texts in a separate index. Precondition is the definite and correct quotation of the legal text (see Section 3.9).

#### **4.2.10 Erklärung der Autorenschaft**

If the **seminar paper** is arranged as a group work, all group members have to add a joint declaration of authorships / Erklärung der Autorenschaft to the paper and submit a signed version at the chair. The declaration also includes the topic and the given group name or group number.

The group can choose between individual or collegial grading. In case of the requested individual grading, all parts have to be labeled by the responsible author(s). Please add it in German. For further information please look up at [www.ee2.biz](http://www.ee2.biz) → Lehre → Vorlagen.

#### **4.2.11 Erklärung der / des Verfasserin / Verfassers**

The thesis must include the “Erklärung der Verfasserin” where you assure to have worked on your own. Please add it in German.

<p><b>Erklärung der Verfasserin</b></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 style="text-align: right;">Maxine Somebody</p>
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**Figure 3: Example for "Erklärung des Verfassers"    source: Own illustration**

### **4.3 System of the outline**

The outline reflects your systematic approach. It can be understood as the first information about the content and your systematic approach to the topic. Therefore the headlines shall be significant and reflect the central content of the section.

The conceptual thinking is also reflected by the levels. Positions that rank with regard to contents on the same level should also be on the same level of the outline. The further subdivisions are aspects of the superordinate level. Each sublevel should contain at least two further sections, i.e. 1.1.1 is followed by 1.1.2. You should not extent to more than four levels. For further information and for examples please consult the related literature.

Use paragraphs to separate self-contained thoughts in one section. It enables the reader to distinguish different thoughts of one section.



## 5 Writing Style

Here we want to provide some advice for a better writing style. The listing is not complete, consult relevant literature for further hints. APA (2009), Skern (2009), Turabian (2007), and Strunk and White (2008) are good examples. Especially following book is strongly recommended before writing and it takes less than one day for reading (independent from the title, whether it is German or English, it holds for both languages): Dichtl (1995).

- Short sentences instead of long interlaced ones
- Active verbs instead of passive ones:
  - This approach is referred to by the author...
  - Change to: The author calls it...
- Avoid unnecessary nominalizations (Substantivierungen)
- Use phrase dictionary for finding the right translation and synonyms
- Avoid word repetition
- Write positive sentences
- Use sentence connectors: furthermore, however, on the one hand, on the other hand ...
- Avoid redundancy
- Quality instead of quantity: KISS - keep it short and simple
- Don't use slang
- Be sparsely with jargon
- Avoid circumlocution (umständliche Ausdrucksweise)
- Avoid tautologies
- Separate clauses by a comma when an idea ends
- Avoid forestalling facts you explain in subsequent paragraphs

Read your paper out loud. It helps you to identify sentences that are too long and hardly to understand. Let also other people read it, to verify that the issue is understood.

## 6 Presentation

Usually, you defend your written paper with a presentation. You are in the position to outline the most important issues and highlight the results in **15 to 20 minutes**. The following paragraphs give you some advice for a successful presentation. Keep always in mind that the presentation is part of your scientific work and will be evaluated.

### 6.1 General Information

- Prepare your presentation with Power Point or a similar visual support.
- Present yourself in appropriate clothing.
- Do not exceed the given presentation time.
- Prepare a poster for the defense of your thesis. You find a style sheet for designing a poster on the EE<sup>2</sup> homepage. The poster contains the most important findings of your research and should be logically structured.

### 6.2 Presentation slides

The slides support your oral presentation. It is not necessary to include all information but only headwords. Use the style sheet and respective colors of the chair also for the figures. Structure your presentation slides with an agenda. The agenda separates the sections from each other and leads over to the following one. It also enables the audience to follow your structure of arguments.

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

Each slide should represent about **1-2 minutes** of speaking. For designing the slides consider the following advice, which is based on Berendt et al. (2002) (Consider the non-breaking space between al. and (2002), inserted with ctrl+shift+space):

- Do not write long sentences but headwords and head notes instead (you may avoid the use of the active voice).
- Reduce the information on the essential importance.
- 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 clear graphic and figurative design, also 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**

To present your research in a professional way you should take notice of some essential advice. Before you give the presentation, practice it. It indicates the time you need and helps you to become more confident. If you need some notes for support, only write headwords. Write your notes on DIN A5 or DIN A6 cards.

At the beginning, welcome the audience and present yourself (your team) and the topic of your presentation. The presentation slides should be already opened with the title sheet. Speak loud, fluently and do not stick with your eyes to the desktop or to the projection screen. Try to get in eye contact with the audience, let your eyes wander. A free speech is preferred to memorize sentences. Underline your speech with gesture and take care of an appropriate posture. Conclude your presentation with an invitation for questions and a discussion. You may 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”).

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