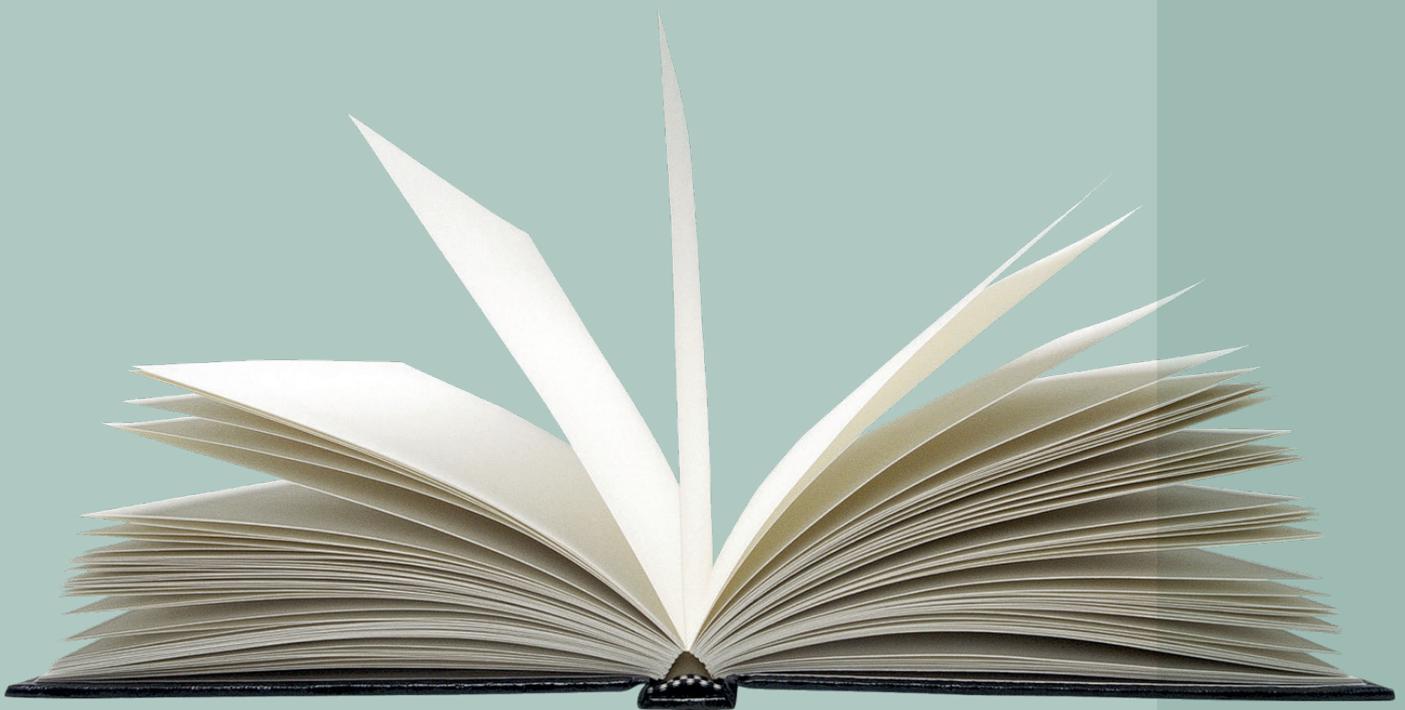


CAMPUS KÖLN  
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**CBS**

INTERNATIONAL  
BUSINESS SCHOOL



# STYLE & REFERENCING GUIDELINES

for Academic Papers in English  
Undergraduate and Masters' Programmes  
Valid from WS 2020/2021

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This style & referencing guide covers the formal requirements for all academic term papers and the bachelor/master thesis at the Cologne Business School. Compliance with the CBS style & referencing requirements, compliant with the APA Documentation Style (7th ed.), will ensure that any papers/thesis are of an internationally recognised academic standard. Non-compliance with the guidelines leads to a point deduction, which may result in a fail.

The style sheet is to be applied for all academic pieces of work, regardless of length of paper or thesis. If there are different requirements for individual pieces of work, lecturers will give the necessary information: for example, when writing a business report.

Course works in the Bachelor's program typically have a length of 2000 to 3000 words, in the Master's program 4000 to 5000 words (these are only guidelines; the actual word count depends on the subject and the examination regulations, e.g. the share of the course work in the overall grade). For full-time programs, the Bachelor thesis (BT) should generally be around 10,000 words, the Master thesis (MT) around 20,000 words. The most recent specifications in the study and examination regulations for the respective degree program are decisive in this respect.

This style guide deliberately omits any information on the relative weighting of any parts of a paper or thesis when it comes to grading: certain parts can be more or less important, varying with the chosen topic.

Depending on the findings of e.g. literature reviews or first research results, the structure and the content, sometimes even the research questions, of a paper may evolve during working on it. This means that even when knowing a topic, the supervisor will not necessarily be able to tell upfront how different parts will be weighted. The focus should therefore lie on presenting a coherent paper with a logical and compelling storyline throughout all parts of it.

## LANGUAGE AND APPEARANCE

### General Formatting Requirements

**FONT STYLE & SIZE:** Times/Times New Roman (TNR) 12 or Arial 11

**LINE SPACING:** 1.5, spacing: 6pt before and after

**MARGINS:** 3 cm, also above and below text

#### PAGE NUMBERS

**(STARTING WITH THE INTRODUCTION):** centered at the bottom

## LANGUAGE AND APPEARANCE

### Language & Paper/Thesis Structure

All papers/theses must be written in English. The writing style should be suitable for an academic piece of work. A correct syntactic structure should be observed, i.e. sentences grouped together to form paragraphs (usually minimum of 3-4 sentences to a paragraph, no strings of single sentence paragraphs), related paragraphs grouped together in chapters/sections etc.

APA also contains rules for bias free language, which can be found in the APA publication manual. Unbiased language and ethical researching, writing and quoting are a matter of course in academic writing.

#### PAPER/THESIS STRUCTURE

The paper/thesis should have of the following structure:

- Front/Title page
- Table of contents; table of figures (if necessary)
- Body of paper/thesis
- Reference list
- Index of figures and tables
- List abbreviations (if necessary)
- Appendices (if necessary)
- Affidavit (find the text in the appendix of this style guide)

## LANGUAGE AND APPEARANCE

### Front Page

The front page contains all the necessary information about the author, the topic and the nature of the paper (e.g. term paper or bachelor/master thesis). Pictures or other illustrations are not used on the cover of academic papers. Please see the appendix for an example of both a term paper and thesis front cover page.



# TABLE OF CONTENTS

## EXAMPLE

1. Introduction	1
2. (Aspect 1)	3
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3.1 (Sub-aspect 1 of Aspect 2)	13
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Each Chapter (i.e. Chapter 2, Chapter 3, etc.) is devoted to an overall aspect of the argument and contains only information relevant for this aspect. Sub-chapters (2.1, 2.2, 3.1, 3.2, etc.) are used to structure information within the chapter. There can be any number of sublevels, however, in the interest of clarity and easiness to read, students should use no more than three.

Chapter titles sum up the contents of the chapter as precisely as possible and are as short as possible (Usually nouns, no sentences, no questions). There cannot be a single subaspect.

The appendix is optional and usually contains material (statistics, graphs, maps, questionnaires, etc.) too big for the main text.

Students should remember to include the page number of the first page of each chapter in the table of contents (see example)!

This is a deliberate deviation from APA style, which offers solutions with no numerotation of the different levels, using bold style, italics, centering and indentations only. It also does not give a heading to the introduction.

However, CBS believes numerotation as outlined above to be more suitable to the purpose of term papers or bachelors' and masters' theses.

## THE BODY OF THE PAPER

### Structure & format

The body contains the elaboration of the argument in clearly defined chapters and subchapters. Each (sub)-chapter has a topic sentence introducing the argument to come, the adequate elaboration of the argument, and it ends with a short wrap-up of the topic. When subchapters are used they cannot directly follow the overall chapter title. The text between the chapter title and the first subchapter title contains a short summary of all arguments tackled within the chapter.

#### 3. CHAPTER TITLE

outline of the purpose and the different parts of the chapter

#### 3.1 SUB-CHAPTER TITLE

elaboration of an argument, short wrap-up of the findings of the sub-chapter

#### 3.2 SUB-CHAPTER TITLE

elaboration of an argument, short wrap-up of the findings of the sub-chapter

#### 4. CHAPTER TITLE

## THE BODY OF THE PAPER

### The introduction

Most theses start with an abstract containing a brief (150 to 250 words) overview of the aims, methods and results of the research, plus recommendations where appropriate.

Introductions usually cover the following topics:

- short introduction of the topic and its relevance
- research question & hypothesis/thesis statement
- BT and MT: short explanation of the process of data compilation in case of primary research. The use of scientific secondary literature is standard and does not deserve mentioning.
- BT and MT: very brief introduction of theories/models and methods applied to solve the research question. The indepth explanation of the theoretical framework of a thesis follows in a separate chapter.
- short explanation of the structure of the text

## THE BODY OF THE PAPER

### Theoretical background or literature view

This part of the paper shows where current knowledge and research is standing. This part is where the story of the paper actually starts.

The current status of theories around the topic might not be uniform or even controversial. Purely narrative literature reviews are therefore to be avoided: students should present the different ways existing literature discussed the topic and, where possible, draw own conclusions.

A literature review within a bachelors' or masters' thesis cannot be exhaustive, but students should show knowledge of at least the major publications in their chosen field. Academic research develops quickly: unless a work is clearly seminal, source over ten to twelve years old should only be used in case there are no more recent alternatives.

When further sources have been found in the literature used, they should ideally not be cited from there. Students should, if available, go back to the original source.

For first and later term papers, the minimum is five to seven references, other than purely internet ones such as Wikis. As a general rule, students should refer to their supervisors in order to discuss which quantity of references and what type would be appropriate for their particular topic.

As this can vary depending on the availability of materials or the maturity of the theoretical discussion around the topic, this discussion will also determine the relative importance of this section as compared to any other sections of the paper or thesis.

A good chapter on theoretical background culminates in the papers' research question and shows where the paper/thesis either plugs gaps in current research, tries to support or challenge findings from the literature review or in other ways contributes to knowledge or applicable findings.

## THE BODY OF THE PAPER

### Procedure and methodology

After the chapter on theoretical background showed what will be researched, on what basis and why, this chapter will explain how.

Methods for academic research are legion and the choice of whether a student will chose for instance between quantitative or qualitative approaches also depends on personal beliefs and preferences. There is always more than one way to tackle a research question. For the choice of an appropriate way forward, including methodology and chosen methods (e.g. interviews, surveys or simulations), students will therefore have to refer to sources like CBS tutorials, the supervisor, but first and foremost literature on the topic. Here some examples:

Bell, E., Bryman, A. and Harley, B. (2018). *Business Research Methods* (5th ed.). Oxford: OUP.

Bryman, A. (2018). *Social Research Methods* (5th ed.). Oxford: OUP.

Flick, U. (2018). *Introducing Research Methodology* (2nd ed.). London: SAGE.

## THE BODY OF THE PAPER

### The main body

The main body will present and explain the answers to the research question and how much of what had been planned could actually be achieved.

This will be the longest part of any paper: it explains how the author arrived to his findings, what these are, and it also contains a discussion on the results of the research.

Because of the variety of ways how to get to any findings, the structure of this chapter (or these chapters) may vary greatly. The main body, however, also needs to be well structured and presented in a logical way.

It is also recommended to comment on any obstacles encountered and on potential shortcomings of the research. This is especially important in the case of theses. Term papers are shorter and may be so focused on a small question that it is both simpler to position it within current theory and more difficult to lead an elaborate discussion around the findings. Students are invited to use their own discretion on what actually makes sense around their topic.

## THE BODY OF THE PAPER

### The conclusion

The conclusion takes up the results presented in the main body, especially the answer to the research question/the thesis statement outlined in the introduction. To do so it gives a short summary of all findings and wraps them up in the overall argument of the paper. It therefore summarises the overall “story” of the paper/thesis: special attention should be given to causal chains of logic. This statement must be substantiated by the elaboration and arguments of the main text; like every part of the paper, the conclusion is no place for unsubstantiated personal emotions or comments. It is rather advisable to see the whole compilation process through elaboration and argumentation as the author’s personal approach to a scientific topic.

A good conclusion of a thesis also shows potential gaps or open issues and deduces recommendations for further research.

At the end of the body of the paper, students must give the word count (excluding references, appendices, etc.) like this:

(21.428 words).

## IN-TEXT CITATIONS

### Citations from books, journal and newspaper articles

Credits for facts, thoughts, ideas, etc. adopted from primary or secondary sources must be given in the text in the format explained below, usually at the end of the paragraph that contains this information, but before the last full stop of the paragraph. Usually ideas from secondary literature are summarised or paraphrased when adopted, avoid unnecessary direct quotes of passages. Only quote sentences literally when the exact wording of the phrase is important. If possible Students should include page numbers in their source quotations (p. for one page, pp. as in (pp. 21-34) for several pages. other forms like et seq. or ff. are not used for pagenumbers in APA style). Detailed and correct referencing helps to avoid being suspected of plagiarism.

The following rules apply for in-text citations:

For a **single author**, in-text citation involves the last name of the author and the year of publication being incorporated into the text; for example: Schrödinger (2020) states that cats may or may not exist (p. 666).

**or**

Cats may or may not exist (Schrödinger, 2020, p. 666).

If there are **two authors** of a work both should be cited:

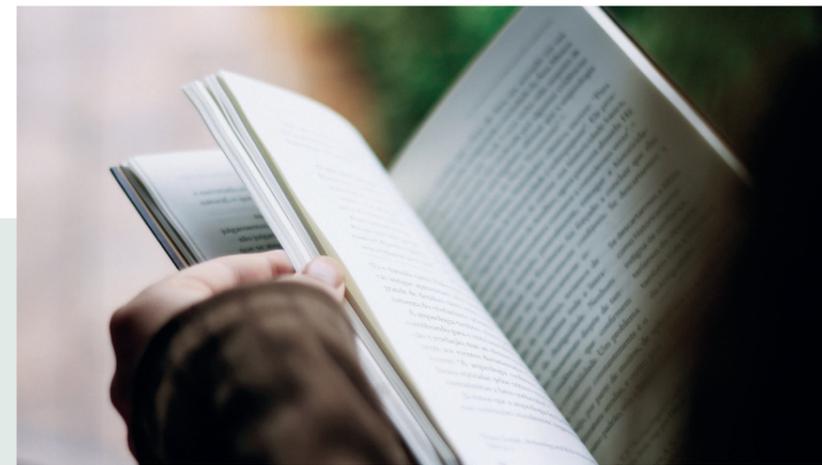
Einstein and Schrödinger (2020) note that cats, whether existing or not, cannot exceed the speed of light (p. 299752458).

**or**

Cats, independently of their existence, cannot exceed the speed of light (Einstein & Schrödinger, 2020, p. 299752458).

The two authors' names are to be linked with 'and' when cited outside parentheses. When within parentheses they should be linked with an ampersand (&).

**From three authors**, all authors (and the year) may be cited the first time they are introduced. Subsequently, one should adopt 'et al.' after the first author and



then the year. According to APA 7, "et. al." would actually already be permitted from the first citation on.

So the initial citation would be:

Heisenberg, Einstein, and Schrödinger (2021) argue that you cannot both measure location and momentum of cats travelling at any given speed (pp. 34-36).

**or**

One cannot both measure location and momentum of cats travelling at any given speed. (Heisenberg, Einstein, & Schrödinger, 2021, pp. 34-36).

Remember, there is a comma after the second-last author. For subsequent citations it will be:

Heisenberg et al. (2021) support the idea of uncertainty in cats (p. 0).

**or**

Cats are subject to uncertainty principles (Heisenberg et al., 2021, p. 0).

If one cites **two or more works** within the same parentheses they should be in alphabetical order of the first author: i.e. (Curie, Dirac, & Feynman, 2022; Planck & Oppenheimer, 2020). For **two or more works by the same author(s)**, the author name(s) is to be listed once and for each subsequent work, only the date has to be provided: for example (Meitner, 2014, 2018, 2022).

For an author with **two or more citations in the same year** one should use lower case letters (a, b, c, etc.) to distinguish between outputs published in the same year by the same author(s): for example (Bohr, 2020a, 2020b, 2020c) or (Haw-

king & Bequerel, 2019a, 2019b, 2019c).

**Alternatively:**

Doppler (2010a) notes that there is a change in frequency of meowing in relation to an observer moving relative to the emitting cat; this finding was confirmed by Doppler (2010b).

The a, b suffixes are also assigned in the references list, where such references are ordered alphabetically by title (of the article, chapter or complete work).

If a paper/thesis includes publications by **two or more first authors with the same surname**, the first author's initials in all text citations are to be included, even if the year of publication differs. The first initial of the author's first name assists the reader both to differentiate between writers within the text and to find the reference within the references list. For example, A. Mach et al. (2022) and E. Mach (2020).

When **multiple citing appears within one paragraph**, the year can be omitted, for instance:

Schrödinger (2020) carried out his time travel experiments with existing and non-existing cats. For this reason, results were unsatisfactory. Schrödinger then decided to carry on with existing cats exclusively.

Remember: there are no foot notes in APA.

**PRINTED SOURCES WITH NO AUTHOR OR WITH INSTITUTIONAL AUTHORS:**

**Institutions and organisations** can be so-called institutional authors with the name of the institution substituting for the name of an individual author in their official publications: (WTO, 2007, p. 12) or (BASF, 2011, p. 67).

Only when the source has **neither an individual nor an institutional author** (typically a newspaper article), the article title substitutes the author in the citation. When mentioned in the text, the article title is rendered in italics:

The existence of cats has not changed since Schrödinger proved that cats may or may not exist. (*Cat Lovers Weekly Journal*, 2022, p. 4).

According to *Cat Lovers Weekly Journal* (2022, p. 4) ...

Longer titles can be abbreviated to the first two words:

(*Cat Lovers*, 2022, p. 4).

The title should then also be rendered in *italics* in the reference list.

By the way, with the exception of newspaper articles that do not disclose the author, all reliable sources have either individual or institutional authors. Websites without clear disclosure of authorship are usually neither scientific nor reliable and their usage is discouraged. The full disclosure of the person/institution responsible for a text as the author is a minimal requirement for a scientific text.

## IN-TEXT CITATIONS

### Citations from other sources

#### EBOOKS AND ONLINE SOURCES

Any of these sources with an author is to be cited as described above. The difference lies in the presentation in the reference list (see below).

In order to make the reader clearly understand where a statement comes from, it might, however, make sense to clarify in the text when citing electronic references as in:

In some of his blogs, I. Newton explained why cats, when falling from trees, tend to move downwards (Newton, 2020a, 2020d, 2020y).

Youtube star M. Faraday claims in a clip with over one million clicks to it that cats better be held in cages (Faraday, 2021).

Sources with no author or an institution as the owner, such as facebook pages, company web sites or forums can be referred to with the name of the site, for example:

Most cats contain large numbers of quarks (CERN, n.d.).

It would then be possible to see in the reference list whether this refers to the CERN web site or its facebook page, Tiktok account or any other online source.

As shown above, if sources do not show a date, “n.d.” (for “not dated”) is to be written instead of the year of publication, as in:

The facebook site of the Albanian Institute for Time Travel (n.d.) repeatedly postulates that there is no absolute proof for time travel in cats.

**Wikies** are to be avoided. The absence of clearly marked and fully responsible authors in online encyclopaedias like Wikipedia as well as their volatile nature (i.e. texts are permanently changing), makes these sources unfit as a reference in an academic context. They can, however, be used as a first overview for a new topic and as a starting point for further research when relevant literature is provided in the respective encyclopaedia entry.

#### CONVERSATIONAL EVIDENCE

Interviews, telephone conversations and email-correspondence are not retrievable for the reader. For that reason, they are not included in the reference list.

Confirm with the source that she/he is quoted and/or interpreted correctly.

In-text citation of interviews, telephone conversations and email-correspondence:

According to the new CEO, the European Nuclear Research Centre (CERN) will not invest in cats. (A. Volta, personal communication, April 1, 2022).

Volta clarified ... (personal communication, February 15, 2022)

**Note:** Personal communication can be abbreviated to p.c.

For obvious reasons, such sources should be kept to a minimum unless participants in a study conducted by the student are being quoted (see below). Ideally, students should strive to get a written confirmation of the content referred to.

Examples for an interview consent form can be found in the appendix to this style guide. This form will be uploaded in MS Word format by the Examination Office, as will the affidavit (see appendix).

## IN-TEXT CITATIONS

### Direct quotes

Quotes literally reproduce what has been said or written by others. If quotes are not properly marked as such, this can be construed as plagiarism. It is therefore very important to follow the following rules:

- When a source is quoted literally, the quotation has to be put in double quotation marks and the reference citation directly follows the quote:  
„Beaming is still somewhat expensive“ (Zeilinger, 2020, p. 14).  
Note that the full stop is set after the citation.
- When the name of the author is mentioned in the text:  
Zeilinger (2020) claims that „beaming is still somewhat expensive“ (p. 14).
- When the quotation is in a language other than English (including German!), it must be translated into English:  
“Given that beaming a small glass of beer into the room next door will cost approximately 1,5 years worth of the worldwide energy production, beaming is still some way from becoming an everyday factor of life” (Zeilinger, 2020, p. 15 f, own translation).
  - Quote from a quote – better to avoid this case, but if not possible:  
„A bank is a place that will lend you money if you can prove that you don't need it“ (Hope, 1988, p. 23 as cited in Miller, 2010, p. 14).  
A full entry in the bibliography is needed for both sources.
- If parts of a quote are excluded, this is to be filled in with three dots:  
Zeilinger maintains that “1,5 years worth of the worldwide energy production is beyond the means of ... most students” (2020, p. 44).
- If anything is added to a quote, for instance in order to make it more comprehensible, these amendments have to be put inside square brackets:  
According to Zeilinger, “They [cats] can also be beamed, provided they exist” (2020, pp. 99-100).

**or**

“While still somewhat expensive, beaming could become practicable ... [within the] next couple of million years” (Zeilinger, 2020, p. 24).

Direct quotation with more than 40 words are to be treated as block quotations with no brackets. Instead, they are indented:

According to Schrödinger (2020), the participants in his experiments, all cats, commented as follows:

Meeeow. Meeeow. Meeeow, Meeeow. Meeeow. Meeeow, Meeeow.  
Meeeow. Meeeow, Meeeow. Meeeow. Meeeow, Meeeow. Meeeow.  
Meeeow, Meeeow. Meeeow. Meeeow, Meeeow. Meeeow. Meeeow,  
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Meeeow. Meeeow, Meeeow. Meeeow. Meeeow, Meeeow. Meeeow.  
Meeeow, Meeeow. Meeeow. Meeeow, Meeeow. Meeeow. Meeeow,  
Meeeow. Meeeow. Meeeow, Meeeow. Meeeow. Meeeow, Meeeow.  
Meeeow. Meeeow (p.200).

Quotations from participants in the students' research follow the same formatting rules. They do not go into the reference list nor are they treated as personal communication: the text simply needs to state that 'they are participants' quotations. Obviously, special care around topics of confidentiality, anonymity and ethical standards apply. When assigning pseudonyms they have to be put in double quotation marks:

Participant “Felix” stated that...

While quotation can sometimes clarify, too many or long quotations should, however, be omitted in the interest of easing readability and of originality.

The reference (the full title of the source) is contained in a reference list at the end of the paper. A reference list contains all the titles cited in the paper, and all the titles in the reference list must be quoted somewhere in the text. Other sources that simply “inspired” the author should not be included (unless cited: using ideas without quoting is plagiarism). If the ideas have not been used, however, these sources have no connection to the paper/thesis and may not be mentioned.

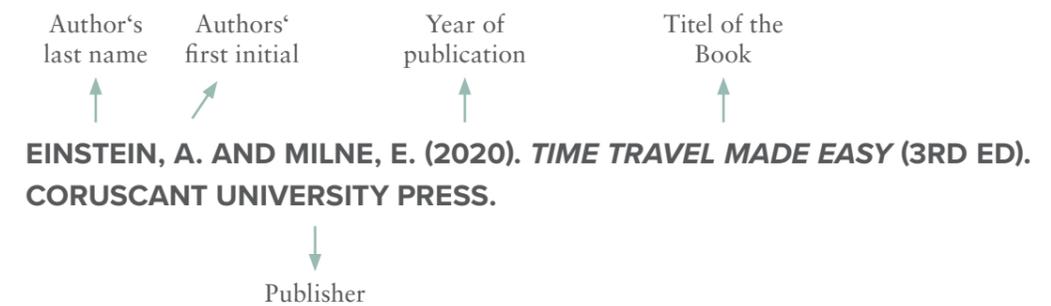
The reference list contains all sources used in the alphabetical order of the family name of the authors/name of the institution. This alphabetical list is not numbered! Separate categories for books, articles, websites, etc. in the reference list force readers who are looking for the full title of a source from the text to search multiple lists and should thus be avoided.

Usually the title of the bibliographical unit (book or journal) is made prominent by italicising it. Alternatively, it can be underlined (e.g. when preparing a handwritten reference list). The family name of the first author/the institutional author is often made prominent in bold print. Authors’ first names are usually initialized, but it is no mistake to render them in full. Whatever style of formatting is used, it should be followed throughout the whole reference list, e.g. authors’ first names in full or initials, style of volumes, numbers, etc.

The following points show the entry format for different sources in the reference list. Since interviews and other forms of personal communication are not retrievable for the reader, they are not included in the reference list. Supervisors should be consulted on whether a full transcript of the interview or just the interview guideline are to be supplied in the appendix.

**BOOKS**

*Family name of the author/authors, first initials (Year of publication). Title. Subtitle. Publisher.*



*Note:* Adapted from the Publication Manual of the American Psychological Association, 7th Edition, 2020

From APA 7 on, the place of publication is no longer included in the reference.

Titles in other languages than that of the paper must be translated; if the book used is not the first edition, the number of the edition that was used is to be given:

Schrödinger, E. (2020). Teilchenbeschleuniger als artgerechte Katzenhaltung [Particle accelerators as a natural habitat for cats] (4th edition). Gungan Publishing House.

## FORMAT OF THE REFERENCE LIST

Articles from edited books & scientific journals

The same citation rules apply for eBooks. The format (e.g. Kindle) is not to be included in the reference.

### ARTICLES FROM EDITED BOOKS

(Thus with articles from several authors)

*Family name of the author of the article, first initials (Year of publication). Title of the article. In Editor/s of the book (ed./eds.) Title of the book (page numbers of the article). Place of publication: Publisher.*

Hein, L. E. (1993). Growth versus success: Japan's economic policy in historical perspective. In A. Gordon (ed.) *Postwar Japan as history* (pp. 99-122). Berkeley: University of California Press.



(ed.) is used for one editor, (eds.) is used when more than one person edited the book.

### ARTICLES FROM SCIENTIFIC JOURNALS

*Family name of the author of the article, first initials (Year of publication). Title of the article. Title of the journal, Volume (Number), page numbers of the article (without the "p.").*

Nishibe, S. (1982). Japan as a highly developed mass society: An appraisal. *Journal of Japanese Studies*, 8 (1), 73-96.

## FORMAT OF THE REFERENCE LIST

Newspaper articles / news magazine articles

### NEWSPAPER ARTICLES / NEWS MAGAZINE ARTICLES

Newspaper articles do not qualify as scientific sources. In rare cases they might be used to discuss the „published opinion“ or to refer to the newest developments that are not yet accounted for in scientific literature. Many newspaper articles do not disclose the name of the author, in which case the article title substitutes the author in the reference. When newspaper articles are retrieved from the online edition of the newspaper, the URL (Universal/Uniform Resource Locator) and the date of access should also be provided.

*“Title of the article” (Date of publication). Name of the newspaper/magazine, page numbers of the article OR Retrieved [date] from [full URL].*

„Andrew Lloyd Webbers musical “Cats” renamed “*eh, well, not quite sure what and whether it exists, but yeah...*”“ (2024, March 25). *The Economist*, 6.

or

„Fair play or foul? Does China actually exist when you can't see it?“ (2021, April 21). *The Merry Particle Physicist*. Retrieved 28.04.2022 from <http://www.thempp.com/node/21553041>.

## FORMAT OF THE REFERENCE LIST

### Internet sources

Sources retrieved from the Internet are being recorded in the reference list following the same logic as offline sources. Reliable sources have a disclosed author, a clearly stated year of publication and a discernable title. In rare cases PDF files fail to mention their publication date. If they are indispensable for the paper and otherwise comply with scientific standards, they can be quoted by using (n.d.) for “no date” instead of the publication date.

#### **ARTICLES FROM ELECTRONIC DATABASE, WITH DOI (DIGITAL OBJECT IDENTIFIER)**

A DOI can be used to cite and link to electronic articles. A DOI is guaranteed never to change, so it can be used as a permanent link to any electronic article. One can find the DOI in the article entry in the database (e.g., Ebsco). Since the DOI is a permanent link, the retrieval date does not have to be specified.

*Family name of the author, first initials (Year of publication). Title of the article. Title of the journal, Volume (Number), page numbers of the article. DOI-URL:*

Coghlan, A. (2012). Linking natural resource management to tourist satisfaction: a study of Australia's Great Barrier Reef. *Journal of Sustainable Tourism*, 20 (1), 41-58. <https://doi.org/10.1080/096669582.2011.614351>.

Some publications on paper, if also published electronically, do also have a Digital Object Identifier (DOI). If they do, the rules laid out here are to be followed for such sources as well.

#### **INTERNET SOURCES WITHOUT DOI**

The origin of sources that are freely available on the Internet is indicated through the so-called URL (Universal/Uniform Resource Locator). When journal articles are retrieved from the Internet, both information – the name of the journal as well as the full URL where the article can be found online – should be provided. PDF files that are not labelled as originating from a journal are treated like an independent publication (i.e. monography). The retrieval date is always to be included, as content might change.

*Family name of the author, first initials (Date of publication). Title of the article. Title of journal, Volume (Number), page numbers of the article. [full URL].*

Louv, R. (2011, April 28th). Reconnecting to nature in the age of technology. *Futurist*, 45 (6), 41-45. <http://www.wfs.org/content/futurist/november-december-2011-vol-45-no-6/reconnecting-nature-age-technology>.

*Family name of the author, first initials (Date of publication). Title of the article. [full URL].*

Satterthwaite, D. (2005, October 20th). The Scale of Urban Change Worldwide 1950-2000 and its Under-pinnings. <http://www.ieed.org/pubs/pdf/full/953IIED.pdf>.

## FORMAT OF THE REFERENCE LIST

### Internet sources

#### **SOCIAL MEDIA AND BLOG POSTS, AUDIOVISUAL MATERIAL**

Posts on social media or blog posts need to be treated differently, mainly when it comes to the publication date:

*Family name of the author, first initials (Date including day of publication).  
Title of the article or post. Retrieved [date] from [full URL].*

Heisenberg, W. (2021, May 1). *Nothing can be known for sure*. Retrieved 20.10.2026 from <http://www.youneverknow.org/pubs/pdf/full/953IIED.pdf>.

In order to describe what type of source is cited, it is allowed to put additional information into square brackets after the title and before the full stop, for example [Infographics], [Twitter profile] or [Facebook page].

**Audiovisual** material is also marked as such within square brackets as in the example below.

University of Naboo (2020, September 30). *Space warps for cats* [Video]. YouTube. <https://youtu.be/number>.

(If there is no author but an owner of the site or page, this has to be used instead of the authors name.)

#### **WEBSITES AND WEBPAGES**

Websites of institutions, organisations, and companies often provide valuable data (e.g. statistics, annual reports, etc.) for term papers and theses. Websites (the level of [www.sitename.xxx](http://www.sitename.xxx)) may contain several webpages (e.g. [www.sitename.xxx/more/evenmore](http://www.sitename.xxx/more/evenmore)). Since webpages are subject to constant change and thus no static publications, while a publication year might be possible to be given in references to the web page, a retrieval date has to be added since

this marks the state of the information used. Web pages are the only sources where page numbers cannot be given in the source quotation.

*Institutional author (Year of access to the web page). Title of the web page.  
Retrieved [date] from [full URL].*

EIA=Energy Information Administration (2006, October 20th). China Country Analysis Brief. <http://www.eia.doe.gov/emeu/cabs/China/Background.html>.

Many institutions and organisations routinely use abbreviations of their full name. One can take advantage of these abbreviations by using them for in-text citations: (EIA, 2006). In order to clearly match the abbreviations with the entries in the reference list, the respective entries should start with the abbreviation.

Since webpages are regularly updated and restructured, it is recommended especially for longterm projects like Bachelor/Master theses to print out the version of the webpage used for the respective paper and date it (browsers can be programmed to include the printout date). This can serve as a proof when sites disappear or move.

If more than one webpage has been used, the reference list has to contain a separate reference to each. If a website is just mentioned there is no need to include it in the reference list. An URL should be provided in the text, however.

Tables, graphs, illustrations and photos cannot simply be taken as a file, screenshot or scan from online or offline sources and integrated into an academic paper. This violates copyright laws. The information contained in the respective tables, graphs and illustrations can, however, be used by authors to compile their own tables, graphs or illustrations. The source(s) of the information contained must then be given below the table/graph/illustration in the same format as for other in-text citations.

Tables, figures or graphs are usually integrated in the text, are numbered, have a title and are followed by a note which includes source and copyright information, like in the following example

**TABLE 1: NUMBER OF CATS EXISTING WITH ABSOLUTE CERTAINTY ACCORDING TO DIFFERENT AUTHORS**

AUTHOR	SCHRÖDINGER	EINSTEIN	ANONYMUS CAT OWNER
NUMBER OF EXISTING CATS	0	INFINITE	1

*Note:* Einsteins solution depends on the actual number of parallel worlds. Adapted from Whiskas et al., 2021, p. 131ff

Graphs and figures, including photographs, should be headed “Figure” instead of “Table” and else presented in the same way. APA does not know “source” but uses “note” for all information including the source.

These Style & Referencing Guidelines are based on the referencing system developed by the American Psychological Association (APA). However, apart from the most basic formatting requirements specified in point 2, the overall layout of papers and theses (size of chapter titles, use of indents for the first paragraph sentence, etc.) is not regulated and left to the discretion of the student.

In the – hopefully rare – cases where these guidelines do not provide sufficient information (e.g. How do I quote from a database?), it is possible to consult [www.apastyle.org](http://www.apastyle.org) or get the guide from the library. Supervisors will also be happy to help.

**ENGLISH**

**ABBREVIATION**

Edition	ed.
Revised edition	Rev. ed.
Second edition	2nd. ed.
Editor(s)	Ed. / Eds.
Translator(s)	Trans.
No date	n.d.
Page(s)	p. /pp.
Paragraph(s)	para. / para(s)
Vulume(s)	Vol. / Vols.
Number	No.
Supplement	Suppl.

# APPENDICES

FONT &  
FONTSIZE

The diagram illustrates the layout of two pages, 36 and 37, with font and font size specifications for various text elements. The background is a light blue color.

**Page 36 (Left):**

- Header:** CBS INTERNATIONAL BUSINESS SCHOOL (TNR 24 / Arial 22)
- Title:** TITLE OF THE PAPER (TNR 18 / Arial 16)
- Text:** Term Paper for „Title of the course“  
Winter/Summer Semester 20XX  
Lecturer: Name of the lecturer (TNR 14 / Arial 12)
- Text:** Student's Name  
BA/MA XX in Programme / Specialisation  
Student-No. XXXXXXXXX (TNR 14 / Arial 12)

**Page 37 (Right):**

- Header:** CBS INTERNATIONAL BUSINESS SCHOOL (TNR 24 / Arial 22)
- Title:** TITLE OF THE THESIS (TNR 18 / Arial 16)
- Text:** Bachelor/Master of Science Thesis  
in partial fulfilment of the requirements for the degree of  
**BACHELOR OF ARTS (BA) / MASTER OF ARTS (MA)**  
in Programme  
with specialisation in XXXXXXXXXX (TNR 14 / Arial 12)
- Text:** Student's Name  
Student-No. XXXXXXXXX (TNR 14 / Arial 12)
- Text:** Advisor: Name of the academic advisor  
Cologne, Month, year (TNR 14 / Arial 12)

Since the affidavit has to be adapted from time to time to changes in the examination regulations, please always use the most current version provided by the Examination Office (on StuPo). **The affidavit must be attached to every scientific paper!**

This is an outline of the information you should consider including on an 'Interview Consent' form. This template is not prescriptive and it is provided to act only as a guide for your research project requirements.

### INTERVIEW CONSENT FORM

Research project title: *xxx*  
Research investigator: *xxx*  
Research Participants name: *xxx*  
The interview will take (*enter amount of time*).

Thank you for agreeing to be interviewed as part of the above research project. Ethical procedures for academic research undertaken from academic institutions require that interviewees explicitly agree to being interviewed and how the information contained in their interview will be used.

This consent form is necessary for us to ensure that you understand the purpose of your involvement and that you agree to the conditions of your participation. Would you therefore read the following points, then sign this form to certify that you approve the following:

- the interview will be recorded and a transcript will be produced
- you will be sent the transcript and given the opportunity to correct any factual errors
- the transcript of the interview will be analysed by (*name of the researcher*) as research investigator, access to the interview transcript will be limited to (*name of the researcher*) and academic colleagues and researchers with whom he might collaborate as part of the research process
- any summary interview content, or direct quotations from the interview, that are made available through academic publication or other academic outlets will be anonymized so that you cannot be identified, and care will be taken to ensure that other information in the interview that could identify yourself is not revealed
- information gathered from the interview, or quotations, will be published in the researchers work. In case you wish this information to be kept from the public, you can ask for a blocking notice to be placed upon this work.

- any variation of the conditions above will only occur with your further explicit approval (instead of this last point, a quotation agreement could be attached into this form)

By signing this form I agree that:

1. I am voluntarily taking part in this project. I understand that I don't have to take part, and I can stop the interview at any time
2. The transcribed interview or extracts from it may be used as described above
3. I have read the Information sheet
4. I don't expect to receive any benefit or payment for my participation
5. I can request a copy of the transcript of my interview and may make edits I feel necessary to ensure the effectiveness of any agreement made about confidentiality
6. I have been able to ask any questions I might have, and I understand that I am free to contact the researcher with any questions I may have in the

## APPENDICES

### CONTACT INFORMATION

If you have any further questions or concerns about this study, please contact:

**NAME OF RESEARCHER:**

**FULL ADDRESS:**

**TEL:**

**E-MAIL:**

You can also contact the supervising university teacher:

**NAME OF SUPERVISOR:**

**FULL ADDRESS:**

**TEL:**

**E-MAIL:**

(please check with your supervisor!)

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Place and date, Signature of the researcher

Printed name

