

# **Cologne Business School – Style & Referencing Guidelines for Academic Papers in English Medium Programmes (version 04/2012)**

## **1 Introduction**

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, which are based on the APA Documentation Style (6<sup>th</sup> ed.), will ensure that your papers/thesis are of an internationally recognised academic standard. Failure to follow the guidelines may result in failure.

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, you will be informed by your lecturer; for example, when writing a business report.

The size of the respective paper is measured in terms of the number of words within the text body, i.e. not including the front sheet, table of contents, appendices or reference list. Indicate your word count on the last page below the text. First term papers are usually 2,000 to 3,000 words (+/- 10%) in length, later term papers might be 5,000 words (+/- 10%). The bachelor thesis (BT) must have 10,000 words (+/- 10%), the master thesis (MT) 20,000 +/- 10%.

## **2 General Formatting Requirements**

- Font style & size: Times/Times New Roman (TNR) 12 or Arial 11
- Line spacing: 1.5
- Margins, on all sides: 3 cm
- Page numbers (starting with the introduction): centred at the bottom

## **3 Language**

All papers/thesis must be written in English. The writing style should be suitable for an academic piece of work. Basic language 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.

## **4 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
- Appendices (if necessary)
- Affidavit (find the text in the appendix of this style guide)

## 5 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 appendix for an example of both a term paper and thesis front cover page.

## 6 Table of contents

1	Introduction	1	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. 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 sub-aspect! The appendix is optional and usually contains material (statistics, graphs, maps, questionnaires, etc.) too big for the main text. Remember to include the page number of the first page of each chapter in the table of contents (see example)!
2	(Aspect 1)	3	
2.1	(Sub-aspect 1 of Aspect 1)	4	
2.2	(Sub-aspect 2 of Aspect 1)	8	
3	(Aspect 2)	12	
3.1	(Sub-aspect 1 of Aspect 2)	13	
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4	Conclusion	22	
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## 7 The introduction

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. Avoid purely narrative literature reviews.
- BT and MT: short introduction of theories/models and methods applied to solve the research question. The in-depth explanation of the theoretical framework of a thesis usually follows in a separate chapter.
- short explanation of the structure of the text

## 8 The paper body

The body contains the elaboration of the argument in clearly defined chapters and sub-chapters. 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 sub-chapters are used they cannot directly follow the overall chapter title. The text between the chapter title and the first sub-chapter 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

## 9 The conclusion

The conclusion provides the answer to the research question/the thesis statement outlined in the introduction. To do so it gives a short summary of all findings of the paper and wraps them up in the overall argument of the paper. Special attention should be given to causal chains of logic. This statement must be substantiated by the elaboration and arguments of the main text; 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.

## 10 In-text citations

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. Always include page numbers in your source quotations (p. for one page, pp. for several pages). Detailed and correct referencing helps to avoid being suspected of plagiarism.

The following rules apply for in-text citations:

- The standard formula for referencing the sources of facts, thoughts, ideas, etc. is (Author, year, page/s) → (Smith, 1997, p. 12)
- When the name of the author is mentioned in the text:  
In a recent study Smith (1997, pp. 12-20) explains.....
- When a source is quoted literally, the quotation has to be put in double quotation marks and the reference citation directly follows the quote:  
"All business is adventure" (Smith, 1997, p. 14).
- When the name of the author is mentioned in the text:  
Smith (1997, p. 14) claims that "all business is adventure."
- When the quotation is in a language other than English (including German!), translate the quotation into English:  
"All business is adventure" (Schmidt, 1997, p. 14, 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 you exclude parts of a quote, fill in with three dots in parentheses [...]:  
Nierenberg et al. maintain that "the library is the heart of the school for [...] staff" (2009: 44).
- When the text has two or three authors:  
(Smith and Miller, 2005, p. 37) or (Smith & Miller, 2005, p. 37)  
Smith and Miller (2005, p. 37) point out....  
(Smith, Miller and Bush, 2004, p. 64) or (Smith, Miller & Bush, 2004, p. 64)  
Smith, Miller and Bush (2004, p. 64) argue....
- When there are more than three authors, only the first one (in the order given in the source!) is named. The others are replaced by et al. (Latin "et alia" = and others)  
(Kruger et al., 2002, p. 109) / Kruger et al. (2002, p. 109) found....
- When there is more than one source published by the same author in the same year, lowercase letters are placed directly after the year of publication to distinguish the sources from each other in the in-text citations as well as in the reference list:  
(Baumberger, 2004a, pp. 122-123) / (Baumberger, 2004b, pp. 10-15)

- 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 reference. When mentioned in the text, the article title is rendered in italics:

This seems to be the newest trend in the market (China's new middle class, 2012, p. 4).

According to *China's new middle class* (2012, p. 4) this seems to be the newest trend..

Longer titles can be abbreviated to the first two words:

This seems to be the newest trend in the market (China's new, 2012, p. 4).

- 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 s/he is quoted and/or interpreted correctly.

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

According to the new CEO, the ABC Company will follow a new branding strategy (B. Simpson, personal communication, April 1, 2012).

Schmidt suggested ... (personal communication, February 15, 2012)

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

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. 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.

## 11 Reference list

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. Do not include other sources that “inspired” you: If you have used their ideas without quoting, it is plagiarism. If you have not used their ideas, they have no connection to your paper/thesis and cannot 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.

## 12 Format of the reference list

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. Consult with your supervisor whether you need to supply a transcript of the interview or just the interview guideline in an appendix.

### 12.1 Books

**Family name of the author**, First initials (Year of publication). *Title. Subtitle.* Place of publication: Publisher.

**Chalmers, J.** (1995). *Japan: Who Governs? The Rise of the Developmental State.* London, New York: W. W. Norton & Company.

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

**Eco, U.** (1991). *Wie verfaßt man eine wissenschaftliche Abschlußarbeit [How to write a scientific paper]* (4th edition). Heidelberg: C.F. Müller.

If there is more than one place of publication, list up to three places. If publishers have more than three locations, name the first one listed and replace the others with “et al”. (e.g.: Boston et al.: MacGraw Hill). Always name the city where the publisher is located, not the country!

### 12.2 Articles from edited books

**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.

### 12.3 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.

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

### 12.4 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 provide.

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

„How to make China even richer“ (2006, March 25). *The Economist*, 6.

„Fair play or foul? The Chinese yuan now looks close to its fair value“ (2012, April 21). *The Economist*. Retrieved 28.04.2012 from <http://www.economist.com/node/21553041>.

### 12.5 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.

#### 12.5.1 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 you can use it as a permanent link to any electronic article. You can find the DOI

in the article entry in the database (e.g., Ebsco). Since the DOI is a permanent link, you do not need to specify the retrieval date.

**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:

**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. DOI: 10.1080/09669582.2011.614351

### 12.5.2 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). Remember to always include the retrieval date.

**Family name of the author**, First initials (Year of publication). Title of the article. *Title of journal*, Volume (Number), page numbers of the article. Retrieved [date] from: [full URL].

**Louv**, R. (2011). Reconnecting to nature in the age of technology. *Futurist*, 45 (6), 41-45. Retrieved 28.04.2012 from <http://www.wfs.org/content/futurist/november-december-2011-vol-45-no-6/reconnecting-nature-age-technology>.

**Family name of the author**, First initials (Year of publication). *Title of the article*. Retrieved [date] from [full URL].

**Satterthwaite**, D. (2005). *The Scale of Urban Change Worldwide 1950-2000 and its Underpinnings*. Retrieved 20/10/2006 from <http://www.ieed.org/pubs/pdf/full/953IIED.pdf>.

### 12.5.3 Webpages

Web pages of institutions, organisations, and companies often provide valuable data (e.g. statistics, annual reports, etc.) for term papers and theses. Since web pages are subject to constant change and thus no static publications, no publication year can be given in references to the web page. Instead the year of access to the web pages is given, 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). *China Country Analysis Brief*. Retrieved 20/10/2006 from <http://www.eia.doe.gov/emeu/cabs/China/Background.html>.

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

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

### 13 Tables, graphs, and figures

Tables, graphs, illustrations and photos cannot simply be taken as a file, screenshot or scan form 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 and have a title, like in the following example:

**Table 3: Number of people arrested for economic crimes in Japan, 1938-1943**

<i>Year</i>	<i>1938</i>	<i>1939</i>	<i>1940</i>	<i>1941</i>	<i>1942</i>	<i>1943</i>
Number of arrest	11,294	28,637	127,761	129,110	142,152	165,945

*Source:* Akazawa et al., 1990, S. 131

### 14 Usage of APA-Style

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 an online video?) please consult [www.apastyle.org](http://www.apastyle.org).

**COLOGNE BUSINESS SCHOOL (CBS)** [TNR 18 / Arial 16]

**Title of the paper** [TNR 24 / Arial 22]

Term paper for "Title of the course" [TNR 14/Arial 12, Line space 1]

Winter/Summer Semester 20XX

Lecturer: Name of the lecturer

Student's Name

BA/MA XX in Programme / Specialisation

Student-No. XXXXXXXXX

**COLOGNE BUSINESS SCHOOL (CBS)** [TNR 18 / Arial 16]

**Title of the thesis** [TNR 24 / Arial 22]

**Bachelor/Master Thesis** [TNR 14/ Arial 12]

in partial fulfilment of the requirements for the degree of

**BACHELOR OF ARTS (BA) / MASTER OF ARTS (MA)**

in Programme

with specialisation in XXXXXXXXXX

Student's Name

Student-No. XXXXXXXXXX

Advisor: Name of the academic advisor

Cologne, Month, year

## **15 Appendix**

Every piece of work submitted to the Examination Office must contain the following Ethics Statement (Affidavit). The statement must be signed (by all group members in case of group work):

I/we herewith declare that the following work I/we have prepared is my/our own without the use of materials other than those cited.

Place, date, signature