Template for writing academic papers

[**Note:** obligatory front page for **thesis papers** different, see Appendix]

Submitted on the: [Date]

By: [Name]

Matriculation Number: [Number]

Supervisor: [Name]

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# List of Acronyms

|  |  |
| --- | --- |
| GfK | Gesellschaft für Konsumforschung |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

# General formatting styles

In the appendix you find a list of the required **formatting styles (see Appendix II: Formatting styles**) as well as templates for the **front page (see Appendix I: Front pages)** and the **personal declaration (see Appendix III: Personal declaration)**. It is recommended to define all formats before starting to write. Further help for writing academic papers can be acquired from handbooks provided by the University Computer Center or the university library.

The mostly needed formats (all those introduced in the following chapters) are included in this document. (**Note:** If you don’t find them in your Quick Style Gallery, you can find them using the key: Ctrl+Alt+Shift+S)

## Layout

DIN A4, 2.5cm margin at top and bottom. 2.5cm margin at the left and 2.5cm at the right hand side. Header and footer each 1,25 cm distance from the top or bottom margin, respectively.

## Standard paragraph

Times New Roman 12 pt or Arial 11 pt, English, justification, line spacing 1 ½, space after 6 pt, paragraph control.

## Headings

Headings have decimal numbers starting from 1 (not from 0), even though the first heading introduced the introduction. After the last digit there is no period but a tab stop. Headings of the first level (1,2,3,..) are formatted with the style *Heading 1*, headings at the second level (1.1, 1.2,...) are based on *Heading 2* and so on. There should be no more than four levels of headings.

## Page numbers

All pages are continuously counted. The table of contents, lists of tables, figures and so on are counted with Roman numerals. The text body, the reference list and the appendixes are counted in Arabic numerals starting with “1” from the first page of the text body on. The front page does not contain any page number and is not counted.

## Footnotes

Footnotes[[1]](#footnote-1) are labelled with numbers from the beginning till the end of the text and appear on the respective pages. The footnote number is placed at the respective name of the author, the paragraph or after the period if it refers to a full sentence. Footnotes containing further explanations should be used scarcely.

# Tables, figures, and equations

Flowcharts, tables, and diagrams have the function to illustrate certain content. In general, these should be understandable if they stand alone. Each figure or table must be introduced in the text and explained at least shortly.

## Tables

A table is a structured overview on numbers and should include further information that is important for the understanding of the numbers. Every table is introduced with the word “Table”, followed by the number of the table and a colon. The numbering of the tables is continuous through the text in Arabic numerals. For longer papers the number can be combined with the number of the chapter, e.g. Table 3.7. The formatting style *Tableheading* should be used for the heading. This also facilitates the automatic insertion of the List of Tables.

The table heading indicates the content of the table and contains information on the spatial and temporal scale of the data. Units and dimensions (e.g. Mio°€) are included in the heading if they refer to the whole table. If different units and dimensions are used, they should be introduced in the respective rows or columns of the table. The time period the table is referring to should also be included in the heading.

The main body of the table contains the statistical data. The first column and/ or the first row contain information on the content of the cells. **The citation style of the table sources depends upon the supervisor.** The source can be either stated below the table or by footnote referencing (see example below). To avoid an overload of the table, further information can be provided in footnotes or in remarks below the table before indicating the source. Numbers should be right-justified to facilitate the comparison especially between large numbers.

In general, shares and change rates give a good overview about the most important statements if combined with ideally only few original numbers. In contrast, the appendix may contain a complete proof of the original data. Statistical data are the more useful the more illustrated and clear they are shown. If detailed information needs to be provided, a table is one of the best means to summarize these.

Example (reference below table):

1. Export quotas for meat: Germany in a European and global comparison in 2001

|  |  |
| --- | --- |
| **Region** | **Export quota** |
| Germany | XX % |
| Europe | XY % |
| World | YY % |

Remark: An export quota of more than 100% is possible if import quantities and export quantities are high at the same time (transit country). In this case, more is exported than produced.

Source: Own calculations based on FAOSTAT-Data.

Example (footnote referencing):

1. Export quotas for meat: Germany in a European and global comparison in 2001[[2]](#footnote-2)

|  |  |
| --- | --- |
|  |  |
|  |  |

Remark: …

For tables in the appendix the numbering system differs. After the word “Table” and the respective capital letter of the appendix chapter it follows a period, a number, a colon and finally the heading.

Example for a table in the appendix (reference below table):

Table A.1: Export quotas for meat: Germany in a European and global comparison 2001

|  |  |
| --- | --- |
|  |  |

Source: Own calculations based on FAOSTAT-Data.

For every table a source must be stated. If the source is stated below the table, it starts with the word “Source” followed by a colon and a tab stop. The formatting style *Source* should be used. If the table content is based on “Own calculations” or “Own illustration” the source from which the original data are taken should be stated (“based on…”). The same rules apply as for the citation style (chapter 4.3). Every source statement should end with a period.

Just before the statement of the source, a remark can be included. The line begins with “Remark:” followed by a tab stop. The formatting style *Remark* should be used.

The design of the table is up to the author. It is recommended to use sans serifs fonts (e.g. Arial). A suggestion can be found in the formatting style *Table*. A page break within a table should be avoided. Every table needs to be mentioned within the text.

*Tableheading*: Standard + bold, hanging indent 2 cm, align-left, spacing after 3 pt, keep with next, keep lines together

*Source*: Standard + font size 10 pt, hanging indent 1,25 cm, spacing before 0 pt, line spacing 1

*Remark*: Standard + font size 10 pt, hanging indent 1,25 cm, spacing before 0 pt, spacing after 0 pt, line spacing 1

## Figures

Tables have the advantage to carry a lot of information. However, for illustrative purposes tables are less appropriate. Figures (diagrams, flowcharts, graphs) are more suitable for these objectives. Their advantages are giving clear overviews and supporting better memorability.

The possibilities of using figures are dependent on the content and its features. The heading of the figure is placed below the figure. The heading starts with the word “Figure” followed by its number, a colon and the text of the heading. The formatting style *Figureheading* should be used.

Required information that needs to be added to a figure:

* Headings contain information about content, space, and time
* Units and dimensions need to be included
* Curves and signs need to be explained
* Explanations are placed in footnotes or remarks
* Sources need to be stated

Example (reference below figure):

[](file:///D:\knaut\AppData\Local\Microsoft\Windows\Dokumente%20und%20Einstellungen\banik\Lokale%20Einstellungen\Thrams\EvaluierungsberichtSS07.xls)

n = 14

93

7

1. Gender distribution of seminar participants in the Market Theory seminar in summer term 2007

Source: Own survey.

OR Example (footnote referencing):

[](file:///D:\knaut\AppData\Local\Microsoft\Windows\Dokumente%20und%20Einstellungen\banik\Lokale%20Einstellungen\Thrams\EvaluierungsberichtSS07.xls)

n = 14

93

7

1. Gender distribution of seminar participants in the Market Theory seminar in summer term 2007[[3]](#footnote-3)

## Equations

For equations the formatting style *Equation* should be applied. The numbering of the equations is up to the author. Every equation needs to be indicated by a number on the right side. For this purpose it may be useful to insert a frameless table as in the example below. The equation is left-aligned.

Example:

|  |  |
| --- | --- |
| e = m\*c² | (1) |

*Equation*: Standard + spacing before 3 pt, spacing after 3 pt.

# Citation and references

## Literature search

The literature search should cover the following sources:

* Scientific journals (e.g. American Journal of Agricultural Economics, European Journal of Agricultural Economics, Euro-Choices, Agricultural Economics etc.)
* Dissertations and other scientific publications
* Reliable (!) internet sources (do not refer to encyclopedias like „Wikipedia“)

It is recommended to do the literature search according to the “snowball system”. It means checking the reference list of other articles for further relevant literature. This however does not replace a wide literature search based on the catalogue of the library, Google Scholar, or further scientific search tools.

## Literature evaluation

What to read and how to proceed?

* Select sources which presumably contribute best to the topic.
* First of all, skim further sources. This means to fly over a text looking for specific key words. Usually the table of contents, the abstract and the introduction are helpful and should be checked first.
* Books should be read completely only in rare cases. Working through the most relevant chapters in a focused manner is in most cases preferable.

Typical mistakes:

1. Copying and downloading all found articles. Better collect only the really relevant texts!

2. Reading all articles without any priority setting until one reaches an “information overload”, losing the overview, “losing sight of the wood for the trees”.

Academic literature processing:

* Active reading, i.e. reflecting the text critically and understanding the logic of argumentation of the author.
* Noting page numbers of important paragraphs always immediately.
* Processing the literature into an own frame.
* Separating important from unimportant information.
* Putting the information together to a consistent ensemble.
* Developing an own interpretation scheme.

## Citation style

Ideas and statements from other authors **must** be indicated with a reference. This is the case for literal quotations (text must be put in quotation marks) as well as for indirect ones and the citation of figures and tables (compare/ c.f. [Name of the author Year]). In the text, quotations are denoted by stating:

* Name(s) of the author(s)
* Publication year
* If required: Page on which the quoted text is found. (See Table 3)

The in-text references refer to the alphabetically ordered reference list in the end of the paper (via parenthetical[[4]](#footnote-4) **or** footnote referencing, **be aware of the varying requirements of the different chairs! See Table 3 for further information**). Advantage: The complete references must be stated only once in the end of the paper (see References).

If references are missing, e.g. for documents from the internet, this is counted as plagiarism and leads to the grade 5,0 which means failing the term or thesis paper (already if only 6-7 words are copied).

1. Citation requirements by different chairs

|  |  |  |  |
| --- | --- | --- | --- |
| **Required**  **Chair** | **Citation style** | **Indication of page numbers** | **Indication of Table/ Figure source** |
| **Production Economics** | Parenthetical | Always for literal and  indirect quotes | Below Table/  Figure |
| **Technology and Innovation Management in  Agribusiness** | Footnotes | Always for literal and  indirect quotes | Footnotes |
| **Resource and Environmental Economics** | Parenthetical | Always for literal quotes; for indirect quotes if helpful for location | Below Table/  Figure |
| **Economic and  Agricultural Policy** | Parenthetical | Always for literal quotes; for indirect quotes if helpful for location | Below Table/  Figure |
| **Agricultural and Food Market Research** | Parenthetical | Always for literal and  indirect quotes | Below Table/  Figure |
| **Economic Modeling of Agricultural Systems Group** | Parenthetical | Always for literal quotes; for indirect quotes if helpful for location | Below Table/  Figure |
| **Economics of  Sustainable Land Use and Bioeconomy** | Parenthetical | Always for literal quotes; for indirect quotes if helpful for location | Below Table/  Figure |

Remark: Please contact your supervisor for clarification about the required citation style.

Example for the **footnote** citation style:

* **Literal quotation**: „Die Schweineproduktion in Deutschland hat in den letzten fünf Jahren um 10 % zugenommen.“[[5]](#footnote-5)
* **Indirect quotation**: This led to a higher pig production.[[6]](#footnote-6)

Example for the **parenthetical** citation style:

* **Literal quotation**: „Die Schweineproduktion in Deutschland hat in den letzten fünf Jahren um 10 % zugenommen“ (Meyer 1996, p. 77).
* **Indirect quotation**: This led to a higher pig production (Meyer 1996, p. 77).

1. Reference examples

|  |  |
| --- | --- |
| (Müller 1996) | General reference |
| (Müller 1996, p. 23) | Reference referring to one page |
| (Müller 1996, p. 23f.) | Reference referring to two pages |
| (Müller 1996, p. 23ff.) | Reference referring to more than two pages |
| (Müller 1996a) | Reference, if two or more cited books or papers of one author are published in one year (a, b, c,...) |
| (Müller 1989, 1993) | Reference, if more than one publication of the same author is referred to |
| (Müller, E. 1996) | Reference, if two authors have the same surname |
| (Müller und Meier 1996) | Reference, if the publication has two authors |
| (Müller et al. 1996) | Reference, if the publication has three or more authors |
| (N.A. 1996) | Reference, if the author is unknown |
| (Müller n.d.) | Reference, if the publishing date is unknown |
| (Müller 1990; Meier 1996) | If there are several references, these are separated by a semicolon. The order should be consistently applied- either alphabetically or chronologically. |

The name of the author should be written in small caps (see Word: Home – Font – small caps). This also holds if the author is an institute or an organization. It is also allowed to use acronyms of institutes and organizations.

For academic papers based on the **footnote** citation style, place the footnote at the end of the sentence or the lines you want to refer to.

Examples:

According to Müller[[7]](#footnote-7) the overall economic boundary conditions are of great importance.

Gesellschaft für Konsumforschung ….[[8]](#footnote-8)

GfK….[[9]](#footnote-9)

For academic papers based on the **parenthetical** referencing system, the publishing year and the page number are placed in brackets following the author’s name.

Examples:

According to Müller (1996, p. 101) the overall economic boundary conditions are of great importance.

Gesellschaft für Konsumforschung (2004, p. 23).

GfK (2004, p.23)

**Long literal quotations** can be formatted using the formatting style *Citations.* Nevertheless, literal quotations should be used scarcely and only if they really make sense e.g. for definitions.

*Citations:* Standard + Font size: 10pt

Example for academic papers based on the **footnote** citation style:

Berekoven et al. state the following about external validity:

„Ein Testverfahren ist als extern valide zu bezeichnen, wenn seine Ergebnisse generalisierbar sind, d.h. von der betrachteten Stichprobe auf die jeweils zugrunde liegende Gesamtheit übertragen werden können. Im Vordergrund steht dabei insbesondere die Repräsentanz sowohl der Untersuchungssituation als auch der in der Testmaßnahme einbezogene Probanden. Wahrscheinlich verhalten sich z.B. Testpersonen während ihres Einkaufs in einem Versuchslabor rationaler als bei ihrem täglichen Einkauf.“[[10]](#footnote-10)

From this, internal validity should be differentiated…

Example for academic papers based on the **parenthetical** citation style:

Berekoven et al. (2001, p. 88) state the following about external validity:

„Ein Testverfahren ist als extern valide zu bezeichnen, wenn seine Ergebnisse generalisierbar sind, d.h. von der betrachteten Stichprobe auf die jeweils zugrunde liegende Gesamtheit übertragen werden können. Im Vordergrund steht dabei insbesondere die Repräsentanz sowohl der Untersuchungssituation als auch der in der Testmaßnahme einbezogene Probanden. Wahrscheinlich verhalten sich z.B. Testpersonen während ihres Einkaufs in einem Versuchslabor rationaler als bei ihrem täglichen Einkauf.“

From this, internal validity should be differentiated…

Keep in mind the following rules regarding **literal quotations**:

* The cited text needs to be put in quotation marks
* The cited text cannot be changed, even if the writing style is outdated or the punctuation is wrong, except for:
  + Evident printing mistakes.
  + Footnotes which can be left out.
  + Leaving out some words within the original text. This however needs to be marked by replacing them with periods (“.:” if one word is left out, “…” if several words are left out).
* Remarks or explanations to a quote need to be put in parentheses.
* Quotations within a quotation are shown by simple quotation marks (‘…’).

The following should be considered when using **internet sources**:

Choose only scientifically appropriate internet sources!

As the origin of internet sources is not always transparent, be careful selecting these. Online sources from established institutions or publishers are likely as reliable as the printed copies. Since documents may be not permanently available online, the date of last access must be stated in the reference (accessed…).

**Secondary literature**

Secondary quotations are those quotations that are not taken from the original source, but from a secondary source. For example, one would cite a publication from author A based on the quote in a publication from author B. In general, this is **not** allowed. A scientifically sound quote should be taken from the original source. Only in exceptional cases, a secondary quotation is allowed! Nevertheless, there is always the risk to miss the original context of a quote. Therefore, secondary quotations are only allowed if the original source cannot be obtained under acceptable afford. In the reference list, both authors must be stated.

Example:

Müller 1977, p. 81 c.f. Krüsselberg et al. 1986, p. 44

**Analogous quotations**

In analogous quotations the statement of an author is reproduced in own words. The name of the author is cited before the period (Meier et al. 2010, S. 3) or in the footnote placed at the respective location in the text.

## Reference list

Citing the literature used is a question of honesty, because the reference shows who has provided the intellectual achievement that is referred to. Furthermore, references help the reader to find the relevant literature about the topic at hand.

The reference list gives an overview about all sources used and referred to in the text. Only include those sources that are actually referred to in the text.

The sources are listed in alphabetical order based on the author’s surnames (if a publication is written by several authors, the name of the first author is of relevance). Several publications of one author in one year shall be distinguished by small letters following the year of publication. The most recent publications of the same author should be listed first.

The heading of the reference list (References) does not start with a chapter number. It follows the formatting style *Heading 1* (see References). The single references are based on the formatting style *Literature*:

*Literature:* Standard + font size: 11pt, hanging indent: 0.5 cm.

All authors of a publication need to be listed. The first name is indicated by the initial letters. If there are several publications of the same author, always write the full name (do not use “⎯“). Put a period in the end of a reference. It is up to the author of the academic paper, whether he or she wants to translate titles from other languages. The translated titles are shown in square brackets.

A reference of a **monograph** must contain the following elements:

Author’s surname, initials of the first name (year): Title, edition, publishing place: publisher.

Only state the edition, if it can be detected without any difficulties.

Example:

Kroeber-Riel, W.; Weinberg, P. (2003): Konsumentenverhalten, 8th edition, München: Vahlen.

Becker, J. (2002a): Das Marketingkonzept, 2nd edition, München: Dt. Taschenbuchverlag.

Becker, J. (2002b): Grundlagen der Marktforschung, 2nd edition, München: Dt. Taschenbuchverlag.

A reference of a **journal** must contain the following elements:

Author’s surname, initials of the first name (year): Title, *Journal*, Volume number(Issue number), pp..

Please do not abbreviate the name of the journal. Write it in italic. Furthermore, refer to the referencing style of monographs for referencing discussion papers.

Example:

Hagenmeyer, M. (2003): Wege aus dem Abgrenzungsdilemma - Praktische Konsequenzen aus der Rechtsprechung, *Deutsche Lebensmittel-Rundschau,* 99(1): pp. 19-29.

A reference of a **collection of essays** must contain the following elements:

Author’s surname, initials of the first name (year): Title, in: Editor’s surname, initials of the first name (ed. or plural: eds.): Title, place of publishing: publisher, pp..

Example:

Gardner, S. (1995): Lost in Supermarket: Consumer Confusion and Marketing Mania, in: Shapiro, R. (ed.): Nutrition Labeling Handbook, New York: CRC Press, pp. 373-387.

A reference of a **discussion paper** must contain the following elements:

Author’s surname, initials of the first name (year): Title, *Title of the series plus number (No.)*, Place of publication.

Please write the title of the series in italic. Furthermore, refer to the referencing style of monographs for referencing discussion papers.

Example:

ANDERSON, K. (2004): Trade Standards and the Political Economy of Genetically Modified Food, *CEPR´s Discussion Papers No. 4526*, London.

A reference of a **not published written essay** must contain the expression “(mimeo)” in the end of the reference. If the publication is **planned** later on please state the expression “(forthcoming)” in the end of the reference.

Furthermore, refer to the referencing style of monographs for referencing discussion papers.

Beyer, H.: Kosten-Nutzen-analytische Beurteilung der Auswirkungen der GAP-Reform 2003 auf den EU-Getreidesektor (mimeo).

Böcker, A.; Herrmann, R. (2004): Food quality, imperfect information and the role of markets and the state, *Agrarwirtschaft,* Vol. 53 (forthcoming).

A reference of **statistics** must contain the following elements:

Institution (year): Title of the scientific series, Place of publication.

Example:

ZMP (2003): Ökomarkt Jahrbuch 2003: Verkaufspreise im ökologischen Landbau, Bonn.

A reference of **academic papers** must contain the type of paper (master thesis, dissertation, etc.) following the title and the name of the university.

Example:

DIENEL, W. (2001): Organisationsprobleme im Ökomarketing -eine transaktionskosten-theoretische Analyse im Absatzkanal konventioneller Lebensmittelhandel, HU Berlin, Diss., Berlin.

**Other sources** are in particular

* Verbal, written, and telephone call notes.
* Laws, executive orders, statutes etc..
* Advertising and information-material (companies, organizations etc.) if these cannot be assigned to a certain author.
* Internet and online sources.

A reference of **internet and online sources** must contain the following elements:

Please follow the rules stated so far for citing books, essays or statistics. Moreover, please state the exact URL and the date of last access.

Example:

N.A.: “Die Zahlen und Fakten.” <http://naturaplan.coop.ch/de/downloads/naturaplan/zahlen_fakten.pdf>, accessed 03.12.2003.

Please also note:

If the author is unknown, please indicate this with “N.A.”. Write "n.p." if it is not possible to declare a place of publication, "n.d." for an unavailable year and "n.p.n.d." if both could not be found.

# References

Anderson, K. (2004): Trade Standards and the Political Economy of Genetically Modified Food, CEPR´s Discussion Papers No*. 4526*, London.

Beyer, H.: Kosten-Nutzen-analytische Beurteilung der Auswirkungen der GAP-Reform 2003 auf den EU-Getreidesektor (mimeo).

Berekoven, L., Eckert, W., Ellenrieder, P. (2001): Marktforschung: methodische Grundlagen und praktische Anwendung, 9th edition, Wiesbaden: Gabler.

Becker, J. (2002a): Das Marketingkonzept, 2nd edition, München: Dt. Taschenbuchverlag.

Becker, J. (2002b): Grundlagen der Marktforschung, 2nd edition, München: Dt. Taschenbuch-verlag.

Böcker, A.; Herrmann, R. (2004): Food quality, imperfect information and the role of markets and the state, Agrarwirtschaft, Vol. 53 (forthcoming).

Dienel, W. (2001): Organisationsprobleme im Ökomarketing -eine transaktionskosten­theoretische Analyse im Absatzkanal konventioneller Lebensmittelhandel, HU Berlin, Diss., Berlin.

Gardner, S. (1995): Lost in Supermarket: Consumer Confusion and Marketing Mania, in: Shapiro, R. (ed.): Nutrition Labeling Handbook, New York: CRC Press, pp. 373-387.

Hagenmeyer, M. (2003): Wege aus dem Abgrenzungsdilemma - Praktische Konsequenzen aus der Rechtsprechung, Deutsche Lebensmittel-Rundschau, 99(1), pp. 19-29.

Kroeber-Riel, W.; Weinberg, P. (2003): Konsumentenverhalten, 8th edition, München: Vahlen.

Nicol, N., Albrecht, R. (2011): Wissenschaftliche Arbeiten schreiben mit Word 2010, 7th edition, München: Pearson.

N.A.: “Die Zahlen und Fakten.” <http://naturaplan.coop.ch/de/downloads/naturaplan/zahlen_fakten.pdf>, accessed 03.12.2003.

ZMP (2003): Ökomarkt Jahrbuch 2003: Verkaufspreise im ökologischen Landbau, Bonn.

# Appendix I: Front pages

T E R M P A P E R

for scientific working in the field of Agricultural and Food Economics (example)

in (semester)

at the

University of Bonn

Faculty of Agriculture, Institute for Food and Resource Economics

Chair of …

Submitted on the: . . . . . . . . . . . .

By: . . . . . . . . . . . .

Matriculation number: . . . . . . . . . . . .

Supervisor: . . . . . . . . . . . .

RHEINISCHE FRIEDRICH-WILHELMS-UNIVERSITÄT BONN

Faculty of Agriculture

**B A C H E L O R T H E S I S / M A S T E R T H E S I S**

as part of the Bachelor program / Master program

***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***

***[Study field]***

submitted in partial fulfilment of the requirements for the degree of

**„Bachelor of Science“ / „Master of Science“**

**[Title of the thesis]**

*[ – Subtitle of the thesis (if available) – ]*

submitted by:

[Student name]

[Matriculation number]

submitted on: [date of submission]

first examiner: [Name]

second examiner: [Name]

# Appendix II: Formatting styles

|  |  |
| --- | --- |
| Standard paragraph: | Font: Times New Roman, 12 pt or Arial 11pt, English, justification (syllable division is recommended), line spacing 1 ½, space after 6 pt, paragraph control. |
| Figureheading (Format): | Standard + bold, hanging indent 2 cm, align-left, spacing after 3 pt, keep with next, keep lines together. |
| Remark: | Standard + font size 10 pt, hanging indent 1,25 cm, spacing before 0 pt, spacing after 0 pt, line spacing 1. |
| Equation: | Standard + spacing before 3 pt, spacing after 3 pt. |
| Literature: | Standard + font size: 11pt, hanging indent: 0.5 cm. |
| Source: | Standard + font size 10 pt, hanging indent 1,25 cm, spacing before 0 pt, line spacing 1. |
| Tableheading (Format): | Standard + bold, hanging indent 2 cm, align-left, spacing after 3 pt, keep with next, keep lines together. |
| Heading 1 (Format): | Style for the following paragraph: standard + bold, small caps, hanging indent: 0.5 cm, spacing before 12 pt, keep with next. |
| Heading 2 (Format): | Style for the following paragraph: Standard, Heading 1 + no small caps, hanging indent: 0.75 cm, spacing before 9 pt. |
| Heading 3 (Format): | Style for the following paragraph: standard, Heading 2 + hanging indent: 1.25 cm, spacing before 6 pt. |
| Heading 4 (Format): | Style for the following paragraph: standard, Heading 2 + hanging indent: 1.5 cm, spacing before 0 pt. |
| Citation: | Standard + Font size: 10 pt. |
| Table | Normal Table + Font: Arial, 11 Pt., keep with next, keep lines together. |

Note: all formatting styles can be found using the short cut Ctrl+Shift+Alt+S.

# Appendix III: Personal declaration

Personal Declaration

I hereby affirm that I have prepared the present [paper/ thesis] self-dependently, and without the use of any other tools, than the ones indicated. All parts of the text, having been taken over verbatim or analogously from published or not published scripts, are indicated as such. The [paper/ thesis] hasn’t yet been submitted in the same or similar form, or in extracts within the context of another examination.

[Place], [Date of submission]

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
Student’s signature

1. The first word of a footnote is always written in capital letters. The footnote ends with a period. [↑](#footnote-ref-1)
2. Own calculations based on FAOSTAT-Data. [↑](#footnote-ref-2)
3. Own survey. [↑](#footnote-ref-3)
4. This citation style is also referred to as “Harvard“ or “American” citation style. [↑](#footnote-ref-4)
5. Meyer (1996), p. 77. [↑](#footnote-ref-5)
6. C.f. Meyer (1996), p. 77. [↑](#footnote-ref-6)
7. C.f. Müller (1996), p. 101. [↑](#footnote-ref-7)
8. C.f. Gesellschaft für Konsumforschung (2004), p. 23. [↑](#footnote-ref-8)
9. C.f. GFK (2004), p. 23. [↑](#footnote-ref-9)
10. Berekoven (2001), p. 88. [↑](#footnote-ref-10)