

## **Writing Dissertations: A Guide**

Mainly based on the *Publication Manual of the American Psychological Association*

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## Preface

The Lucerne School of Business in its taught-in-German degree programmes has for many years made use of the dissertation-writing guide now known as the “Owl Script”. This periodically revised document is based on the *Publication Manual of the American Psychological Association*, now in its sixth edition.

With the introduction of taught-in-English degree programmes at bachelor’s and master’s level in 2008, there arose the need for a parallel guide to be written for students required to write dissertations and research papers in English. At the time it was decided that the American Psychological Association (APA) publication manual would again be chosen to serve as the basis for the taught-in-English dissertations and research papers guide. The main reasons for this decision were the advantage of having one standard for the whole institution and the resulting ease of a joint context for those colleagues with responsibility for teaching methodological skills.

With the development of the master’s programme, however, and the increasing interest in publishing, it has for the first time become necessary in this edition to briefly include information drawn from alternative standards. *The Chicago Manual of Style* and *A Manual for Writers of Research Papers, Theses, and Dissertations* have been drawn on in this respect.

It is necessary to state at the outset that the present guide is **mainly based on** the APA standard. There are a number of reasons why the user of this guide should not expect a one-to-one correspondence between the material presented here and what will be found in the relevant manuals. These reasons are as follows:

- The decision of the Lucerne University of Applied Sciences and Arts to use British rather than US English as its standard has obvious detailed implications for the use of APA and other standards.
- The *APA Publication Manual* is precisely that, a manual intended to provide guidance and standards for academics and researchers preparing their material for publication in research journals. The present guide is, however, intended for use by students preparing dissertations and research papers which are, in many cases, unlikely to be published.
- Degree dissertations below doctoral level have an internal (to the academic institution in which they are produced) and a didactical character which must be recognised in the style guide relevant to their preparation. An obvious example of the first influence can be found in the information required on the title page. APA standards do not, for instance, require mention to be made of the dissertation’s supervisor(s). An example of the second factor is to be found in the difference between the APA’s recommended form for an Introduction, which includes a statement of a hypothesis and discussion of relevant literature, and the guidance given here on the writing of a separate Literature Review.
- There are simply matters on which the APA standard makes no, or very little, comment, for instance on how to print and bind a dissertation. The relevant exam regulations may rather be of assistance in such cases.

Basing a dissertation-writing guide on a recognised style and referencing system is of most use and leaves least room for interpretation and adaptation with respect to the second of these aspects, referencing. It is in this area, and with regard to the preparation of bibliographies that this document attempts to make only strictly necessary and well founded departures from what the APA standard requires.

It is appropriate to say a word on cultural differences. Writing for academic or scientific purposes in English takes place, just like any other activity, within a cultural framework. Those who work in both the taught-in-English and in the taught-in-German environment will be aware of the differences between the two. Those more familiar with the one or the other may take exception to the elements of the advice offered in this or the parallel taught-in-German guide. As with all things cultural tolerance and understanding are called for.

This guide is meant to cover all student needs up to and including degree-dissertation at master's level. It is obvious that those writing an introductory or project-dissertation, or an applied research paper, will not make full use of all the advice and guidelines given here. Those writing introductory dissertations, for example, will perhaps have less need of advice on writing about recommendations. Those writing project-dissertations will often have less use of input on writing a literature review. Those writing a master's level applied research paper will require to give consideration to writing in a group. No apology is made, however, for presenting this guide as a whole rather than as an initial style sheet with a later, fuller style guide for final-year dissertation students. One does not start referencing in stages. There are not different levels of scholarly style. Whatever the discipline and however practically oriented, it is best to start out as one intends to finish, disciplined in approach, unbiased in method, concise in expression, and germane in conclusion and recommendation.

Gordon Millar

# 1. Organizing Your Ideas

In a practically oriented environment the process of research and the production of results are usually seen as useful. The writing up of a dissertation or research paper is often viewed as a tedious necessity, driven by the need to satisfy educational rather than profitable considerations. It is worth pausing to reflect that, if the results are not recorded then the work will very quickly be forgotten. If the research is not explained in the context of both relevant theory and the work of others in the field, it will lack credibility. If the explanation of the need for the research and recording of the results is not followed up by analysis and recommendations, then the value of what has been done will be left unexploited. Finally, if all these steps are not carried out in crisp and correct English, with sources not properly identified and referenced, and supporting tables, figures and appendices not integrated into the main thrust of the work, then the message will appear shoddy.

Before you begin to write anything, you should consider the following factors:

## 1.1 Length, Headings and Tone of the Work to be Produced

**1.11 Length.** What is the normal length of the paper, dissertation, or article you are expected to write? In the English-speaking world this is measured not in terms of the number of pages, but rather in terms of the number of words. A degree dissertation, for example, is typically 12,000 to 15,000 words in length, excluding appendices, footnotes, tables, figures and references. A master's level applied research paper may be less extensive at 8,000 to 12,000 words.

**1.12 Headings.** When you have answered this question you will be in a position to sit down and construct an initial hierarchy of headings for the work. This "scaffolding" of initial headings should convey two elements of your report:

- a) the sequence of your ideas
- b) the levels of importance which you attach to any particular part of your material

Your headings will help the reader to grasp the organisation of your writing. In comparison to academic writing in German, headings in English are often fewer in number. If you find yourself tempted to open up a level of sub-chapters with three digits after the decimal point (e.g. 2.335), then think again. **The latest version of APA recommends that no numbering be used with chapters or sections, but this guide has retained the older APA format and suggest up to two figures after the decimal point in section headings.** Each chapter should start with the highest level of heading and should follow the same top-down progression, even if different sections make use of a different number of levels of heading. You will note that this guide, which is written in APA style, uses only four levels at most.

A possible hierarchy of headings based on the APA recommendations is as follows:

(Level 1):

**1. Centred, Bold, Uppercase and Lowercase Headings**

(Level 2):

**1.1. Left Justified, Bold, Uppercase and Lowercase Headings**

(Level 3):

**1.11. Indented, bold, lowercase paragraph headings ending with a full stop.**

(Level 4):

***Indented, bold, italicised, lowercase paragraph headings ending with a full stop.***

(Level 5):

*Indented, italicised, lowercase paragraph headings ending with a full stop.*

When selecting the levels of heading to use within a text, it is necessary to first identify the finest (lowest) level of subheading category. If there is one level, use Level 1 only; with two levels, use Levels 1 and 2; and with three levels, use Levels 1, 2 and 3, and so on.

Elements in a series are identified by letters within a paragraph (a), (b), (c) and by numbers at the beginning of separate paragraphs in a series of conclusions or steps.

**1.13 Tone.** You are going to be engaged in what is known as academic or scientific writing. This means you should express yourself logically, rationally and directly. You should avoid ideas or accompanying language that is sensational or combative. This said, you should write your paper to be interesting and, in terms of its argument, compelling.

## **1.2 Parts of Your Dissertation**

Your dissertation should include the following parts:

- **A cover page**, which in the following order should state:

**1. The title of the work:** the title should be a concise statement of the main topic and should identify the issues being investigated, relevant variables and the relationship between these elements. A title should be understandable when it alone is read. A good example might be: "Effects of Restricted Credit on Business Start-ups in Central Switzerland".

**2. Author's/Authors' name(s):** you should use your full first and family names(s).

3. (If necessary) **Class and/or degree-course major.**

4. **Name of the school and the degree course for which the dissertation is being written.** This should take the following form:

“Introductory/Project/Degree (delete as appropriate) Dissertation submitted as part of the requirements for the BSc in Business Administration at the School of Business, Lucerne University of Applied Sciences and Arts”

5. **Month and year.**

A cover page may include a suitable illustration. The best illustrations are thoughtful, low-key material that is connected with, or suggestive of the subject matter of your work. You should remember with this, and any other illustration, to include a reference to its source.

- **A title page**, which should repeat the information on the cover page. It should, in addition, give the email address(es) of the author(s) and directly afterwards the first and family names of your supervisor(s), together with their relevant academic title(s), and business email address(es).
- **An abstract/management summary.** This should be a brief, comprehensive summary of your work. It is intended to allow readers to survey the contents of your article quickly. You should ensure that the first paragraph contains a statement of the topic of the dissertation and its significance, as well as an indication of the major outcome of your research. Abstracts are often placed on databases and the first paragraph may be all the user of such a database reads. Many database users will be reluctant to scroll down and read the whole of your abstract if their attention is not caught by the first paragraph.  
Please note that an abstract/management summary is **NOT** the same as an introduction.
- **A table of contents (including page numbers).** This should quickly convey the organisation and structure of your material. Specifically:
  - **The Table of Contents should only include Level 1 and Level 2 headings** as the others are so-called paragraph headings.
  - Chapter and sub-chapter titles should be expressive of the content of the relevant section of the work. Single-word titles usually fail to do this.
  - The numbering of chapters and sub-chapters begins and ends with the main body of your work. The Table of Contents, Preface, Bibliography, etc. are not numbered.

- The pages of all chapters, sub-chapters and other sections of the dissertation, including the appendices, should be consecutively numbered beginning with the title page.

The table of contents may be followed by any or all of a **List of Illustrations**, a **List of Tables**, a **List of Interviews Held**, and a **List of Abbreviations Used**. You may also include at this point a **Note** on any formal matter you consider to be important, for example on your use of gender-neutral language.

- **A preface.** The preface is an optional part of a dissertation which should not include the scientific or academic discussion of the topic. This is rather the place to include personal comments. These may be, for example, on:

- your choice of subject
- the place of your subject in your field of study
- your experiences during the process of producing your work
- the thanks you wish to express to those who have helped you

- **An introduction** which should:

- introduce the problem and explain why it is important. You may wish to make use of a rhetorical question or two to do this: “Why is this topic worth pursuing” or “What does the commissioner of this project want to know?”
- include what might be called the **dissertation statement**. This should say precisely what the aim of the work is. It should also introduce any related and relevant sub-topics. You may wish to rephrase the title of your dissertation to do this. So from “Effects of Restricted Credit on Business Start-ups in Central Switzerland” might come:

“This dissertation seeks to assess the effect of tighter credit on the number and scale of new businesses which have been started up in Central Switzerland in the last six months. A discussion of this topic naturally requires an analysis of the extent to which credit has become more difficult to acquire in the same period.”

- offer a **research question** and, if appropriate, a **hypothesis** about the topic of the dissertation which the following work will either prove or disprove. Referring again to the topic mentioned in the previous point, a possible research question and related hypothesis might be:

Research question: “Are tighter credit conditions affecting the number and scale of business start-ups in Central Switzerland?”



Hypothesis: “It is contended that the current credit situation is having no noticeable effect on business start-ups in Central Switzerland.”

- give the reader useful indications on how the dissertation is organised, its division into chapters, its inclusion of appendices and its provision of bibliographical, diagrammatic and tabular information.

- **The Literature Review.** In a practically oriented degree course literature reviews are often seen as “nice to have”. They are frequently described as unnecessary for the external commissioner of the work. A literature review is, however, most necessary to give you as a writer credibility. It does this because in the review you should provide a scholarly analysis of the work of others on, and relevant to, your subject, as well as a comment on the usefulness of other desk-based sources that you have drawn on. In this way you show that you are aware of the context your work is taking place in and that you have selected your desk-based sources with conscious care.

Your literature review should not be exhaustive, but rather authoritative. In other words, you should review the most important relevant work of others, the so-called core texts, and show that you have made use of the most pertinent desk-based sources. If you are reviewing the work of others, concentrate on their findings and conclusions, and any interesting methodological comparisons between their approach and yours. If you are detailing desk-based sources, then show in what way they are useful and make any necessary comments on their limitations.

In your literature review you should be fair and avoid colourful, judgemental language. If there are areas of controversy, then state what the differences are and the questions that are left unanswered. Don't try to resolve scientific or academic disputes by giving personal opinions.

Your literature review should finish by making one or both of two points clear. Firstly, if there is sufficient literature to make this possible, you should identify the “gap” that your work fits into. In other words you should establish the continuity between other previous work and what you are doing in your dissertation. Secondly, you should establish where desk-based research ends and where field research begins and is necessary.

- **Methods/Procedures.** This part of your dissertation describes in detail how your study was conducted. You should make it possible for the reader to evaluate the appropriateness of the methods you used and therefore the reliability and validity of your results.

If your study involves a piece of interview-based or qualitative research, you should explain the questions you put, the selection of your sample of interview partners, and the analytical methods you intend to use. If, on the other hand, you are doing a quantitative survey, you should describe the

survey instrument you used (e.g. the questionnaire), the size of the sample taken and the statistical methods you intend to apply.

With any method you describe you should include a brief discussion of its advantages and drawbacks. With statistical methods in particular you should be clear about whether your work is intended to be representative and, if it is not, what steps you are taking to compensate and allow for this in your work. **It is vital that your dissertation does not make claims or reach conclusions which go beyond what your methods and especially your sample warrant.**

- **Results.** In this section you should give the results of your research in such a way that they are clear and easily grasped overall by the reader. Tables, charts and other diagrammatic figures may help in achieving this. **These should always be referred to and commented on in the text.** Generally your results should be given in sufficient detail to support your conclusions.

- **Discussion/Conclusions.** In this part of your dissertation you should give your reasoned opinions about the results you have detailed. Everything must be justified by the results, by a combination of relevant theory and results, or by a drawing together of your desk and field research. There should be no generalisations or speculations that lack this foundation. This section should not simply reach conclusions. There must be a discussion, or critique, of what has been carried out that leads up to such conclusions. If this section involves a repetition of the results to make it intelligible, then it may be sensible to combine it with your “Results” section, giving a “Results and Discussion/Conclusions” chapter.

You should start this section by answering positively or negatively the problem posed in the dissertation statement, research question and hypothesis, if you included one, given in your introduction. At this point you should comment on the appropriateness of the methods you chose to use and the resultant validity and reliability of your results.

You should end this discussion/conclusions part of your dissertation by commenting on the practical and theoretical importance of your findings. If this commentary is to be extensive, then it may be appropriate to adopt the order “Results and Discussion” and then “Conclusions”. Whether your comments on the importance of your findings are included in the same chapter as the discussion, or whether they stand alone as a “Conclusions” section, you should consider at this stage whichever of the following issues are relevant to your dissertation:

- why the problem was important and what larger issues hinge on your findings
- the level of analysis and, in particular, how your findings can be linked to issues at a more complex level of study
- the extent to which your results agree with those of other researchers
- the extent to which your results are applicable in other fields

- **Recommendations.** In dissertations completed for an external commissioner this may be the part of your work that gets most attention. In contrast to the reserved, conditional and relative tone of your methods, findings and discussion/conclusions sections, the recommendations part of your work should be direct and decisive. You can afford to make justified choices here. You can also feel free to choose a form which makes clear how your recommendations could be implemented. This might not be a text, but, for example, a time chart with commentary. This part of your dissertation should be kept short and the reader should be able to grasp its contents quickly.
- **Bibliography/References.** All citations in the text of your dissertation must appear in the bibliography and all the works listed in your bibliography must be cited in the text. Your bibliography does not need to be exhaustive but rather succinct. It should include enough references to support your research and should not be padded out with items simply intended to impress.
- **Appendix/Appendices.** This is the place to include material which would disturb the flow of your dissertation if it were included in your main text. Usually the reason is its bulk. Examples include detailed tables with the raw data of a questionnaire-based survey, or a list of questions used for a semi-structured interview with the answers of interview partners so entered as to disguise their identity. Other material which might be included in an appendix includes any special computer programme used, or a statistical test that may not be widely known. If there is more than one appendix they should be numbered. If you have several appendices, and especially if they are divided into sub-sections, then you should include a **List of Appendices**, either at the start of the Appendices section, or with other Lists after the Table of Contents.
- **Declaration of Sole Authorship.** It may especially be a requirement of final degree dissertations to include a signed Affidavit or Declaration of Sole Authorship with each copy submitted for examination. You should use a recognised formula for this and it should appear on a separate page of its own. An example is included in Appendix A of this paper.

To help readers orient themselves and because the binding may allow an examiner to separate the pages of a dissertation, it is recommended to give each page a header (in word-processing packages usually inserted in a small font size in the “Header” of the “Header and Footer” sections). The APA recommends the use of the first two or three words from a chapter or section title for such headers. So for the next chapter of this guide “Using English” in the centre of the header of every page but the first page, in the form *Using English*, would be appropriate.

## 2. Using English Appropriately and Correctly

This chapter begins with a general section on appropriate style and then goes on to consider detailed aspects such as punctuation, the use of italics and the correct way to write numerical information. For obvious reasons no attempt is made to provide an exhaustive guide to language issues, but rather to concentrate on those issues which experience shows often lead to doubt and difficulty.

It has already been stated that there is a suitable tone for text which is academic or scientific in purpose. This is matched by style which is appropriate to expressing ideas, while at the same time removing bias and emotion as far as possible. The elements of such style are as follows:

- Your text should make good use of thought units (the sentence, paragraph, sub-chapter or chapter) to achieve a continuity throughout. Various language tools exist to facilitate orderly writing. Punctuation acts like road signs, guiding the reader through the text at sentence level. Transitional words and discourse markers act like a map, signalling to the reader the connections between different parts of the text. Transitional words can include the use of a pronoun for a previously mentioned noun (as long as the referent is clear). Discourse markers can include time links (*then, next*), cause-effect links (*therefore, as a result*), addition links (*in addition, similarly*), and contrast links (*conversely, whereas*).
- Your text should read smoothly. Avoid ambiguity, sudden changes of topic or even tense, and abrupt beginnings or endings. One section of your dissertation should lead into another, the move from one to the other being signalled both forwards and, in the succeeding section, backwards. The reader should, in other words, be guided through the work.
- Use language economically. This can be achieved by using short, simple words and sentences where necessary. You should avoid jargon, wordiness and redundant expressions. Ruthlessly weed out colourful, judgemental and generalising adjectives and adverbs such as *best, huge, most, widely, commonly, and extremely*.
- Make sure every word is used for what you really mean. *Feel* is not a substitute for *think* and *believe*. *Think* and *believe* do not mean the same thing. Don't use approximations such as *practically all*. Avoid the use of *this, that, these* and *those* with reference to something in a previous sentence that is unclear without a repetition of the referent (*this test, those participants*).
- In an attempt to sound objective do not use the third person ("The author decided to question 50 people" – referring to yourself). Equally do not practice anthropomorphism, the attribution of human characteristics to animals or inanimate objects ("The economic promotion office was persuaded to allow several of its employees to be interviewed"). Use *we* to refer only to yourself and your coauthors (*I* if you are the sole author) and not to describe wider indeterminate groups ("We are used in Central

Switzerland to a business-friendly economic climate” – meaning the citizens of the six Central Swiss cantons).

- A judicious mixture of *I/we*, the passive to focus on the object of a sentence (“The survey was sent to 100 firms in Central Switzerland”), and of sentences which use subjects other than the author as a referent (“This research covers start-ups of small and medium-sized enterprises in Central Switzerland”) helps to convey objectivity of approach.
- Use active rather than passive verb constructions as much as possible. This will also help you to avoid the so-called dangling modifier: “The participants were tested using this procedure” (poor) – “Using this procedure, I tested the participants” (much better, because it is clear that “I” and not “the participants” used the procedure).
- Avoid labelling people. Participants in a study tend to lose their individuality as they are categorised as its objects. The *bankrupts*, the *start-ups*, etc. are better described either using adjectival forms (“the bankrupt entrepreneurs”) or with a noun followed by a descriptive phrase (“the entrepreneurs who have recently started up businesses”).
- Use language which is free from gender bias. English offers a variety of ways to avoid statements such as: “When an individual businessman uses this kind of controlling policy, he is in a much stronger position to ...”. Examples include:

“When an individual entrepreneur uses this kind of controlling policy, that person is in a much stronger position to ...”

“When individual business people use this kind of controlling policy, they are in a much stronger position to ...”

Statements that the use of “he” and “his” can be taken to include both masculine and feminine subjects are not acceptable in English. Likewise you should use “he and she” sparingly, and you should avoid clumsy forms such as “(s)he” and “he/she”. Instead use the possibilities English offers to express yourself in a gender-neutral fashion.

## 2.1 Punctuation and Capitalisation

### 2.11 The comma. Commas are used:

- to separate elements (including before *and* and *or*) in a series of three or more items – “the turnover, profit, or tax liability”
- to separate off non-defining clauses – “This was the author’s contention, which he published in a later paper.”
- to set off the year in exact dates beginning with the month – November 25, 1956 (but 25 November 1956)

- to separate groups of three digits in numbers of 1,000 or more

**2.12 The semicolon.** Semicolons are used:

- to separate elements in a series that already contain commas – “purchasing order 22 was lot one, lot seven, lot four; order 23 was lot two, lot seven, lot nine”

**2.13 The colon.** Colons are used:

- between a grammatically complete introductory clause (one that could function as a sentence) and a final phrase/clause that illustrates, extends or amplifies the preceding thought. If the clause following the colon is a complete sentence, then it begins with a capital letter.

**2.14 The dash.** Dashes are used:

- to indicate a sudden interruption in the continuity of a sentence (overuse can weaken the flow of your material). Please note that a hyphen (-) is used within a word and is not a dash (–), which is used within a sentence.

**2.15 Double quotation marks (when not used for quoting directly from a source).** Double quotation marks are used:

- to express irony, slang usage, or to mark an invented expression. In such cases quotation marks are only used the first time the word or term appears – the company’s “environmentally friendly” energy policy resulted in a higher carbon footprint than that of its competitors.
- to set off the title of an article or a chapter in a book when it is mentioned in the text – Friendly’s 1992 article “Doing Business in a Recession” has become a seminal text in management literature.

Double quotation marks should not be used:

- to introduce a key or technical term. This should instead be italicised – The expression *zero-based budgeting* appears several times in this textbook.

**2.16 Parentheses.** Parentheses are used:

- to introduce an abbreviation – the Lucerne School of Business (HSLU-W) is situated in Central Switzerland

**2.17 Brackets.** Brackets are used:

- to enclose parenthetical material that is already within parentheses – (The company's results [adjusted for inflation] are to be found in Appendix D.)

**2.18 Capital (uppercase) letters in headings and titles.**

- Major words in headings, sub-headings, titles of books and articles mentioned in the text, in table titles, and in figures legends, are all capitalised. Conjunctions, articles (*the, a, an*), and short prepositions are not considered major words. All words of four letters or more are capitalised, as are verbs, nouns, adjectives and adverbs. With hyphenated words, both should be capitalised. The first word after a colon or a dash in a heading is capitalised.

**2.19 Lowercase letters.**

- The names of models, theories or hypotheses are not capitalised – the empirical law of effect; Smith's notion of the invisible hand

**2.2 Italicising and Abbreviating**

**2.21 Italics.** Italics should be used for:

- the introduction of a new, technical or key term or label (after a term has been used once it should not be italicised again) – the term *selling long*
- letters, words or phrases used as linguistic examples – words such as *profit* and *loss*

Italics should not be used for:

- foreign words and abbreviations which are common in English – et al., vis-à-vis, a priori
- mere emphasis (you should express this linguistically) - it is *important* to bear in mind (italics is not necessary)

**2.22 Abbreviations.** Abbreviations should be used sparingly. The best rule of thumb is to use only generally recognised abbreviations and otherwise to abbreviate when considerable space can be saved and cumbersome repetition avoided. In all cases, the first time a term is used in the text it must be written out fully and immediately followed by the abbreviation in parentheses. Thereafter only the abbreviation should be used in the text (i.e. do not switch between the written-out and abbreviated forms of a term). It is suggested that this procedure is repeated afresh in each chapter.

A very few abbreviations are accepted as words (IQ, AIDS), in other words they do not need to be written out on first use.

With Latin abbreviations (e.g., i.e., etc., vs.), these should only be used in parenthetical material. In the text English translations should be used (*for example, that is, and so on, versus*).

Full stops should be used with Latin abbreviations and with the initials of names. They should not be used for capital letter abbreviations and acronyms (APA, EPA, NASA).

Abbreviations which are not generally recognised, are not accepted as words, and are not from Latin should either be included in a List of Abbreviations, or where these others require lengthier explanation, they should be dealt with in a Note.

## 2.3 Quotations

Short quotations (fewer than 40 words) should be incorporated into the text and enclosed within double quotation marks. Longer quotations (more than 40 words) should be set in a freestanding block of text. This should be indented 1.3 cm from the left-hand margin and should not be enclosed within quotation marks.

If material in the original source was quoted, this should be set within single quotation marks within your quotation (which will be in double quotation marks as a whole) in a short quotation. Within a longer, indented quotation material quoted in the original source should be set in double quotation marks.

If your quotation includes a citation, then this should be retained. The work which is cited within the quotation does not, however, require to be included in your bibliography (unless you cite it yourself elsewhere).

The following changes may be made to quoted material without explanation:

- The first letter of quoted material may be changed to an uppercase or lowercase letter.
- The punctuation mark at the end of a sentence may be changed to fit the syntax.
- Single quotation marks may be changed to double quotation marks and vice versa (see above).

The following changes made to quoted material require an explanation:

- Use three spaced ellipsis points within a sentence to show that you have omitted material from the original source (. . .). Any omission between two sentences should be indicated with four points (the first is the full stop at the end of the preceding sentence). Do not use ellipsis points at the beginning or end of any quotation unless you need to emphasise that the quotation ends in mid-sentence.
- Use brackets, not parentheses, to enclose material (e.g. an explanation) inserted into a quotation by some person other than the original author.



- If you want to add emphasis within a quotation, then italicise the word(s) concerned and immediately afterwards insert within brackets the words [italics added].

Otherwise quotations should follow the wording, spelling, and interior punctuation of the original source, even if this source is incorrect. If any incorrect element in the quotation might confuse readers, then you should insert [sic] immediately after the error.

If you quote material originally written in a language other than English, then you should give the original text in double quotation marks followed by an English translation in parentheses.

## 2.4 Numbers and Symbols

**2.41 Numbers.** Arabic numbers are used to express:

- numbers of 10 and above
- numbers below 10 that are grouped for comparison with numbers of 10 and above – 4 out of every 20 respondents
- numbers that immediately precede a unit of measurement – 8.5 cm
- numbers that represent time, ages, sample sizes, numbers of participants in a survey, scores on a scale, and exact sums of money – 2 weeks ago, 2-year-olds, 5 participants, scored 4 on a 9-point scale, were paid £4 each
- numbers that denote a specific place in a numbered series, parts of books and tables, and each number in a list of four and more numbers – Trial 4; page 7; row 5; 1, 3, 4 and 8 words respectively
- all numbers in an abstract or management summary

Words are used to express:

- numbers below ten that do not represent precise measurements and that are grouped for comparison with numbers below 10 – two words that mean, five out of seven trials
- *zero* and *one* when not used in context with numbers 10 and above – zero-based budgeting
- numbers which begin a sentence, title or text heading
- common fractions – two-thirds majority
- commonly accepted terms – the Ten Commandments

A combination of arabic numbers and words is used to express:

- rounded large numbers (starting with millions) – almost 4 million people
- back-to-back modifiers – twenty 6-year-olds

Plurals of numbers are written without an apostrophe – 1950s, fours and sixes

**2.42 Metric symbols.** These should be written without full stops and in the plural without *s* or *es*. – 45 cm. In the case of litres, an uppercase *L* should be used for whole units (23 L) and a lowercase *l* for fractions of a litre (9 dl).

**2.43 The symbol for percent.** The symbol for percent should be used only when it is preceded by a numeral. When a number is not given the word *percentage* should be used. – 8% of businesses; the percentage of businesses affected

### 3. Tables and Figures

The following general rule will help you to decide how best to present your data:

- if you have 3 or fewer numbers, use a sentence
- if you have from 4 to 20 numbers, use a table
- if you have more than 20 numbers, consider using a graph or figure instead of a table

Whether you decide to use a table or a figure, you must comment on it in the text, that is explain the material without simply repeating it. Illustrations of any kind are never self-explanatory.

When using statistical material you should include sufficient information to allow the reader to fully understand the analyses conducted and to appreciate the possible alternative explanations for the results of the analyses. What makes up sufficient information depends on the analytical approach selected. The more commonly known the approach, the less you need to explain it.

#### 3.1 Tables

The following table shows the basic elements this form of illustration can have. It also shows the advantage of including derivative material (here the “Difference” columns) to help the reader more quickly grasp the information the table contains.

**Table 1**

**Exam Results of Candidates With and Without Previous Work Experience**

Result	Commercial school-leavers			Grammar school-leavers		
	With	Without	Difference	With	Without	Difference
6	280	240	40	281	232	49
5	297	251	46	290	264	26
4	260	301	- 41	255	295	- 40
3	195	250	- 55	190	230	- 40

The following detailed points should be observed when working with tables:

- The title (and number) of the table is placed above it. Titles of tables should be listed in a List of Tables with the page number on which they appear (see section 1.02 d).
- Tables should be consecutively numbered throughout your dissertation, regardless of the chapter they appear in. The number of the relevant table must be mentioned at least once in the comments on it in the text.
- Headings in the table follow the capitalisation rules for sentences. They should be telegraphic and not much wider than the information below. Every column (including the one furthest left) and row should have a heading.
- The relevant dimensions, currencies, and so on linked to numbers must be clearly stated in the respective headings.
- You should try to position your table in portrait form (similar to the orientation of this page). If you are forced to position it in landscape form, then it should appear in such a way that the page must be turned clockwise to view it. You should not reduce the size of the typeface or otherwise try to squeeze a table onto a page
- The APA recommends that vertical lines be used sparingly.
- Tables can have notes. A general note comes first. This starts with the word *Note*. in italics and refers to the table as a whole. It may also provide explanations of abbreviations, symbols, and so forth. **An important use of this form of note is to give credit to the original author of a table that is reproduced in your dissertation (see section 4.01 for form of words** – do not include the phrase “Reprinted [*or Adapted*] with permission” in a dissertation which is not to be published).  
Specific notes come second. These refer to a particular column, row, or individual entry. They are referred to with superscript lowercase letters (e.g., <sup>a</sup> n=24. <sup>b</sup> This participant did not take the test. <sup>c</sup> All questionnaires were returned.).
- There are rules for the handling of empty cells. If data are not applicable such a cell should be left blank. If data could not be obtained or was not reported you should insert a dash and explain it in the general note to the table.

### 3.2 Figures

Figures should be simple, clear and exhibit continuity of style with each other across your dissertation. By *figure* is meant a variety of illustrations which are not tabular. These include graphs (line and bar), scatter plots, pie charts, diagrams, and photographs. You should choose the form of figure which best illustrates the information concerned and, if you can, vary your choice.

The following detailed points should be observed when working with figures:

- The text should augment but not duplicate what is in the figure.
- You should cut out detail which is not necessary.
- The lettering on the figure should be large and dark enough to be read.

- Figures which might be compared or are equally important should be prepared to the same scale.
- The number of a figure can be placed above it, but the “title” information, known as the caption, in the form of a concise explanation of the figure is placed outside the figure and underneath it. **Credit should be given to the original author in the caption if the figure is reproduced from another source (see section 4.01 for form of words – do not include the phrase “Reprinted [or Adapted] with permission” in a dissertation which is not to be published).** Captions of figures should be listed in a List of Figures with the page number on which they appear (see section 1.02 d).

**Figure 1**

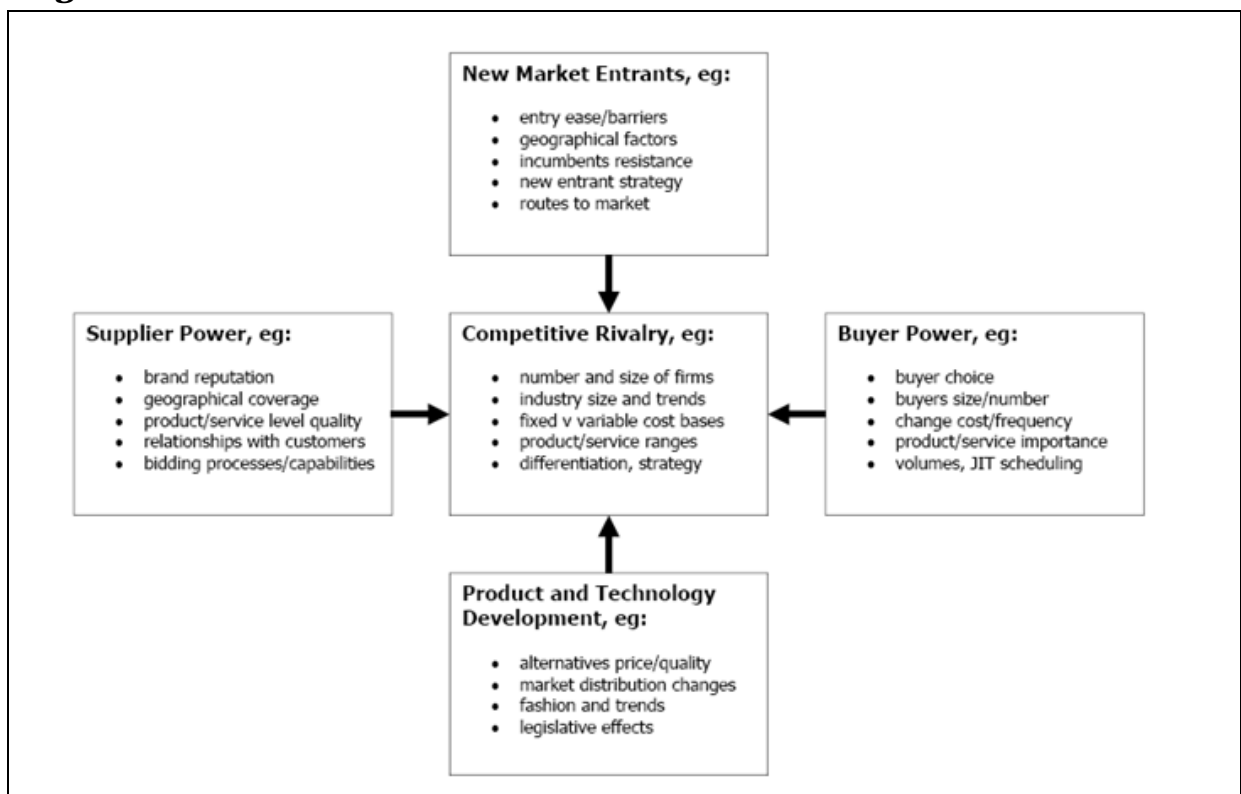


Figure 1. Porter's Five Forces Model. From “Porter's Five Forces of Competitive Position diagram”, by A. Chapman (2005). *Free Management and Training Templates, Resources and Tools*. Retrieved December 5, 2009, from <http://www.businessballs.com/portersfiveforcesdiagram.pdf>

- Figures should be numbered consecutively throughout the text of your dissertation, regardless of the chapter in which they appear. In the text, figures should be referred to by their numbers and not as “the figure above” or “the figure on page 14”.
- The legend of a figure (that part which is the key to any symbols used) should be placed within its borders. As it is an integral part of the figure, it should have the same kind and proportion of lettering as appear in the rest

of the figure. Major words and the first word of any item should be capitalised.

- Labels for parts of a figure should be placed as close to the components they describe as possible. Remember to label both axes of a graph. Longer labels on the y (=vertical) axis should be written along the axis, not perpendicular to it.
- If a figure makes use of relative numbers, then the absolute data must also be shown.

## 4. Footnotes and Appendices

### 4.1 Footnotes

Footnotes in the text are of two kinds:

**Content footnotes.** Content footnotes supplement or amplify information in the text. Such footnotes should be used sparingly. A content footnote should contain only one idea that is necessary to understanding, but might otherwise interrupt the flow of the main text if included there.

**Copyright(-permission) footnotes.** This type of footnote is only used when you have had to obtain written permission to quote from or use a source. In most student dissertations such footnotes will not be necessary. They are particularly relevant when what you are writing is intended for publication. As with notes which acknowledge tables or figures copied from another source, the following forms of words, suitably adapted, should be used:

- **Material reprinted from a book**

<sup>1</sup> [with footnote]/*Note*. [with table]/[in the caption of a figure just the text] From *Title of Book* (p.104), by A. N. Author and O. T. Author, 1956, Place of Publication: Publisher. Copyright 1956 by the Name of Copyright Holder. Reprinted [*or Adapted*] with permission [use this phrase only if you intend to publish your work].

- **Material reprinted from an article**

<sup>2</sup> [with footnote]/*Note*. [with table]/[in the caption of a figure just the text] From "Title of Article," by A. N. Author and O. T. Author, 1956, *Title of Journal*, 40, p. 22. Copyright 2007 by the Name of Copyright Holder. Reprinted [*or Adapted*] with permission [use this phrase only if you intend to publish your work].

- **Material reprinted from an online source**

<sup>3</sup> [with footnote]/*Note*. [with table]/[in the caption of a figure just the text] From "Title of Table, Graphic, etc", by A. N. Author (2008). *Title of Website/Work*. Retrieved month day, year, from source [give the URL or database] Reprinted [*or Adapted*] with permission [use this phrase only if you intend to publish your work].

Notice that the rules for the use of uppercase letters in article and book titles in in-text citations and in the Bibliography do not apply in such footnotes.

Content and copyright permission footnotes should be numbered consecutively with superscript numbers throughout the text regardless of which chapter they appear in.

## 4.2 Appendices

Appendices give you the opportunity to present lengthy detailed information that would be distracting to read in the main body of the text. Common kinds of appendices include large tables, the raw data from a questionnaire or other survey instrument, or a piece of code from a computer program.

The following detailed points should be observed when including appendices:

- If you have only one appendix label it **Appendix**; if your dissertation has more than one appendix, label each one with a capital letter **Appendix A**, **Appendix B**, and so on.
- Each appendix must have a title (**Appendix D: Raw Data From Questionnaire**), but in the text it should be referred to by its label (**Appendix D**). Each appendix must be referred to at least once in the text.
- An appendix may include headings and subheadings like the main text. It may also include tables and figures. Tables and figures should be numbered within each appendix, the number of each being preceded by the letter of the respective appendix (e.g., Figure B2). If there is only one appendix, then precede the number of each table or figure with an italic *A* to differentiate them from those in the main text.



## 5. Reference Citations in the Text and Bibliography

### 5.1 Reference Citations in the Text

**5.11 Citations referring to a source as a whole (see below for citations referring to specific parts of a source).** The basis of the APA citation system is the brief in-text reference. Readers who wish more information about a source can then find it in the bibliography. This kind of in-text reference takes the following forms in cases in which the source as a whole is being referred to:

***One work by one author.*** The surname of the author is given together with the year of publication:

Peterson (2003) compared profit margins

In a recent study of profit margins (Peterson, 2003) ...

Within the same paragraph, if you cite the same work you do not need to repeat the year of publication, as long as there is no opportunity for confusion.

***One work by multiple authors.*** When a work has two authors both names should be cited every time the reference occurs in the text. If a work has three or more authors, all the authors should be cited the first time the reference occurs. In later citations only the surname of the first author followed by “et al.” should be used, together with the year of publication if it is the first citation in a later paragraph.

Peterson, Waller, Milkin, and Rock (1997) found ... [first citation in a text]

Peterson et al. (1997) found ... [first citation made in each subsequent paragraph]

Peterson et al. found ... [year omitted from later citations in each paragraph]

***Groups as authors.*** The names of groups that have acted as authors (e.g., corporations, government agencies, and study groups) are usually spelt out each time they appear in a text citation. If, however, the name is long and cumbersome and an abbreviation is known or is readily understandable, then an abbreviation can be used in the second and subsequent citations.

A study of inventory levels of the time (Confederation of British Industry [CBI], 1988) ... [first citation in the text]

Inventory levels at that point (CBI, 1988) ... [first citation made in a subsequent paragraph]

***Works with no author.*** Where a work has no author (e.g. a legal text) cite the first few words of the title and the year of publication. If the title is of a chapter or

article, then enclose it in double quotation marks, if it is of a book or report then it should be italicised.

in an article on accounting standards (“GAAP in Practice,” 1998) ...

in a report on auditing practices (*Report of the National Commission on Auditing*, 2005) ...

**Authors with the same surname.** If two authors have the same surname then the authors’ respective initials should be included in all citations to avoid confusion.

B. Peterson (1956) and M. Peterson (1958) concur in the view ...

**Two or more works within the same parentheses.** These should be ordered in the same order as they appear in the bibliography.

Past studies (Shepherd 1995, 2002) showed ...

If the same author published works in the same year, these are differentiated by the suffixes a, b, c, and so on after the year. These suffixes are assigned in the bibliography.

Past analyses (Preston, 1995a, 1995b, 1995c) all showed ...

If works by different authors are cited within the same parentheses these are separated by semicolons.

Past research (Moor, 1996; Korner, 2006) showed ...

**5.12 Citations referring to specific parts of a source.** Particular parts of a source can be cited by indicating the page, chapter, table, or figure after the year of publication. **This should be done whenever a specific idea is taken from a source, whether the source is paraphrased, quoted from, or not.** The words page and chapter are abbreviated in text citations. **When quoting, page numbers are always given in the text citation, which should be placed after the quoted material.**

(Peterson and Miller, 2004, p. 204)

(Peterson and Miller, 2007, pp. 205–208)

(Peterson and Miller, chap. 7)

For **electronic sources** do not use page numbers (unless you are citing a printed work available in this form on the Internet), but rather use the paragraph number, if available, preceded by the ¶ symbol or the abbreviation “para.” If

paragraph numbers are not visible, then cite the heading and the number of the paragraph following it.

(Osgood, 1998, ¶ 4)

(Butler, 2008, Recommendations section, para. 2)

(Smith, 1904, Vol. I, p. 10, line 82) – first citation for a book on the Internet

**Personal Communications.** These include interviews and telephone conversations, as well as letters, emails, and so forth. These are not included in the reference list because they are not supported by generally recoverable material. They should be cited in the text only. Reference should be made in the text to their inclusion in any relevant appendix. The surname and initials of the communicator, together with as exact a date as possible are given.

P. Summers (personal communication, June 6, 1997)

M. Jordi (interview, June 23, 2003 – see Appendix B for transcript)

**Citations in parenthetical material.** In a citation that appears in a parenthetical text, you should use commas and not parentheses/brackets to separate the date.

(See Figure 4 of Milburn and Waterman, 1991, for a representation of similar data)

**5.13 Citations and references within citations and/or references.** Do not leave out citations within material which you quote. If the citation within your quotation is the only time it appears in your dissertation then only the work from which you are quoting need appear in your Bibliography.

If a work to which you refer makes use of the work of others at a point where it is relevant to your dissertation, then you must give credit to all concerned. This can be done as follows:

Peters, Bellows and Vellors (1994, p. 235) refer, in developing their model, to the approach of Maason and Uppstom (1937), which can be described as an empirically based technique.

You should avoid using a readily available source to cite material that you really want to make use of, and which you have not taken the trouble to find a copy of. In other words, make the effort to find the original. As far as very well known models are concerned, for example Maslow's hierarchy of needs, you should proceed as follows. If this occurs in the context of a source which makes use of it in the course of the argument presented and you primarily wish to make use of the argument rather than the well known model, then citing that source alone is sufficient. You should do this in the following way in the text:

Maslow's hierarchy of needs (as cited in Dubbin, 1997) is central to the contention that

In the Bibliography you should then only list the source you have actually read, in this Dubbin.

If, however, you wish to make use of, for example, Maslow's hierarchy alone, and not Maslow's hierarchy in the context of another source's argument, then you should cite Maslow's own work (1943) and also list it in your Bibliography.

**It goes without saying that all material from other sources which you make use of must be properly cited. Failure to do so may result in your being held responsible for plagiarism, the most serious charge of misconduct in academic or scientific writing. Citation is not only necessary when you quote from another work, it is also required if you paraphrase, or indeed make use of the ideas of another author in your own words. If in doubt, it is best to be cautious and cite.**

## 5.2 Bibliography

The bibliography at the end of your dissertation provides the information necessary to verify and retrieve each source. It must be accurate and complete in all its details. Each entry in the bibliography usually contains the following elements: author, year of publication, title, and publishing data.

**5.21 Order of entries in the Bibliography.** Entries should be arranged in alphabetical order by the surname of the first author. The following rules apply in special cases:

- The prefixes M', Mc, and Mac are alphabetised literally, not as if they were all spelled *Mac*. Disregard apostrophes for this purpose. MacArthur therefore precedes McAllister, and McAllister precedes M'Carthy.
- Entries with numerals are alphabetised as if the numerals were spelled out.
- One-author entries by the same author are arranged by year of publication.
- One-author entries precede multiple-author entries beginning with the same surname.
- References with the same first author and different second or third authors are arranged alphabetically by the surname of the second author or, if the second author is the same, by the surname of the third author, and so on.
- References by the same author (or by the same two or more authors in the same order) with the same publication date are arranged alphabetically by the title (excluding *A* or *The*) that follows the date.
- Works by different authors with the same surname are arranged alphabetically by the first initial.
- Works by group authors, such as government agencies or study groups, are alphabetised by the first significant word of the name.

- If there is no author, the title moves to the author position, and the entry is alphabetised by the first significant word in the title.

**5.22 Common types of bibliographical entry.** The following are examples of the most common types of reference as they appear in a bibliography. Careful attention should be paid to the relevant punctuation.

- **A book/non-periodical:**

Author, A. A. (year). *Title of work*. Location: Publisher.

**Example:**

Handy, C. (2000). *Gods of management: The changing work of organisations* (3rd ed.). London: Arrow Books.

- **A journal/periodical:**

Author, A. A., Author, B. B., & Author, C. C. (year). Title of article. *Title of Periodical*, xx[volume no.](x)[issue number], xxx–xxx[page numbers].

**Examples:**

Mellors, B.A. (2000). Choice and the relative pleasure of consequences. *Psychological Bulletin*, 126, 910–924.

Beatty, P. D., Berliner, A. P., Miller, F. D., & Amery, J. (1954). Political thought in an age of consensus. *Journal of Conservative Research*, 43(2), 125–147.

- **An edited book:**

Editor, Z. Z. (Ed.). (year). *Title of work*. Location: Publisher.

**Example:**

Gibson, H. M., & Galloway, T. G. (Eds.). (1963). *Public management in post-war Europe: A survey*. Bonn: Waverley-Winterberg.

- **Part of a non-periodical (e.g., book chapter):**

Author, A. A., & Author, B. B. (year). Title of chapter. In A. Editor, B. Editor, & C. Editor (Eds.), *Title of book* (pp. xxx–xxx). Location: Publisher.

**Example:**

Brandt, T. M., & Wenders, R. (1989). Financial accounting in SMEs. In M. Peters, T. Walter, & F. Müller (Eds.), *Verifying business success* (pp. 236–312). Los Angeles: Business Press.

- **Republished book on the Internet (based on a print source)**

Author, A. A. (year). *Title of book* [Electronic version]. Location: Name of Library/Archive. (Original work published 1958)

**Example:**

Smith, A. (1904). *An inquiry into the nature and causes of the wealth of nations* (Edwin Cannan, Ed.). (Vols. 1–2). [Electronic version]. Location: Library of Economics and Liberty. (Original work published 1776)

- **Journal/periodical on the Internet (based on a print source)**  
Author, A. A., Author, B. B., & Author, C. C. (year). Title of article [Electronic version]. *Title of Periodical*, xx, xxx–xxx.  
**Example:**  
Beatty, P. D., Berliner, A. P., Miller, F. D., & Amery, J. (1954). Political thought in an age of consensus [Electronic version]. *Journal of Conservative Research*, 43, 125–147.
- **Encyclopaedia or dictionary:**  
Author, A. A. (year). *Title of work*. (xth ed., Vols. x–x). Location: Publisher.  
**Example:**  
Weskamp, B. (1950). *The new Frankfurt encyclopedia of warehouse architecture* (2nd ed., Vols. 1–3). Frankfurt a. M.: Wittemberg.
- **A magazine article:**  
Author, A. A., & Author, B. B. (year, month). Title of article. *Title of Magazine*, xx, xxxx–xxxx.  
**Example:**  
Wentworth, W. Z., & Hirter, T. V. (1994, July 22). Colour in advertising. *Marketing Weekly*, 54, 734–741.
- **A newspaper article with no author:**  
Title of article. (year, month day). *Title of Newspaper*, pp. xx–xx.  
**Example:**  
A way with words. (2002, December 15). *The Daily Telegraph*, p. 10.
- **A (government) report:**  
Name of Institution. (year). *Title of report* (Details of series). Location: Author.  
**Example:**  
United Nations. (2007). *Peacekeeping in Europe* (Current Strategic Issues No. 234-1). Geneva: P. Mollig.
- **Report from a company/NPO (with no author identified):**  
Name of Company/NGO (year, month). *Title of report*. (Document Series and number – if applicable). Location: Publisher/Distributor.  
**Example:**  
Central Swiss Banking Institute (2007, June). *Business innovation climate report* (Central Swiss Business Reports No. 27). Zürich: Bankers Association Research Service.

- **Non-English book:**

Author, A. A. (year). *Title of work in the original language* [Translation of title of work]. Location: Publisher.

**Example:**

Thommen, J-P. (1996). *Managementorientierte Betriebswirtschaftslehre* [Management-oriented business administration] (5th ed.). Zurich: Versus.

- **Unpublished manuscript completed for a university/UAS degree:**

Author, A. A. (year). *Title of work*. Unpublished dissertation, Lucerne University of Applied Sciences and Arts.

**Example:**

Adam, J. (2008). *Community finance in Central Switzerland*. Unpublished BSc dissertation, Lucerne University of Applied Sciences and Arts.

- **Internet-only journal/periodical, or article changed for online publication:**

Author, A. A., Author, B. B., & Author, C. C. (year, month day). Title of article. *Title of Periodical*, xx, Article number. Retrieved month day, year, from source [give the URL or doi – digital object identifier]

**Example:**

Denver, M. P., Amersham, W. T., & Quick, R. T. (2008, April 24). *Twittering about viral marketing*. *Journal of Internet Marketing*, 12, Article 04. Retrieved May 4, 2009, from <http://www.internetmarketing.co.uk>

or:

Denver, M. P., Amersham, W. T., & Quick, R. T. (2008, April 24). *Twittering about viral marketing*. *Journal of Internet Marketing*, 12, Article 04. Doi 11.1190/77754893321993715299

- **Online source:**

Author, A. A. (year). *Title of work*. Retrieved month day, year, from source [give the URL or database]

**Example:**

Kraft, P., & Federmann, F. M. (1996, November). *Small-business tax-law*. Retrieved September 7, 2007, from <http://www.smallbusiness.org/library>

- **Chapter or section in an Internet document:**

Title (year, month day). Title of section. In *Title of work* (chap. number). Retrieved month day, year, from source [give the URL or database]

**Example:**

Silverman Foundation. (2008, November 9). Ways to build your business. In *Small-business legends* (chap.4). Retrieved September 14, 2010, from <http://www.smallbusiness.org/library>

• **Online stand-alone document (with no author identified):**

Title of document. (year). Retrieved month day, year, from source [give the URL or database]

**Example (with no date of publication):**

Swiss IT-user's WWW survey. (n.d.). Retrieved August 14, 2009, from <http://www.schweizonline.ch/archiv>

• **Entry in an online reference work (with no author or editor identified)**

Title of entry. (date). In *Title of work* (xth ed.). Retrieved from [give the URL or database]

**Example (with no date of publication):**

Metalwork. (n.d.). In *Funk and Waganall's online dictionary* (13<sup>th</sup> ed.). Retrieved from <http://www.funkandwaganalls.com/dictionary>

The following detailed points should be noted when formulating such entries:

- If no date of publication is available, write (n.d.).
- In ascertaining the date of publication, ignore reprint dates. Only edition dates are of significance.
- If a work has been accepted for publication, but not yet published, write (in press). in place of the date of publication.
- In the title of a non-periodical, or of an article or chapter, capitalise only the first word of the title and any proper nouns. Do not use any quotation marks for the title of an article or chapter in a bibliography entry.
- Do not use *Vol.* before the volume number of a journal/periodical. If each issue of a journal/ periodical begins with a page 1, then give the issue number in parentheses immediately after the volume number, for example 23(2). Note that volume (but not issue) numbers are italicised.
- If a journal/periodical does not use volume numbers, then include the month, season or other designation with the year, for example (1998, June).
- With an article or a chapter from a non-periodical work the editors initials and names are not given in reversed order and the normal comma rules apply (i.e., no comma between two editors names, commas from three editors and more). For a book with no editor, simply include the word *In* before the book title.
- Give the name of the publisher in as brief a form as possible. Omit terms such as *Co.*, *Inc.*, and so on.



- With online items, do not finish the retrieval information with a full stop if it is a URL.

### 5.3 Other (non-APA) standards

The main alternative to in-text citation is the so-called note citation system. In this footnotes or endnotes are used. *The Chicago Manual of Style* provides information on this approach to citation and referencing, but does not concentrate on it exclusively and invites an open approach to the various formats available. This is realistic as different academic journals either have their own style sheets or require contributors to use one system or another.

In recent years citation software has become available. Much like translation software it is useful within the limits of the accuracy it can provide. Students require to understand the detail of the system they are required to use, if for no other reason than that the output of citation software need to be rigorously checked.

There follow brief comments on the detail of the note citation system as well as on the in-text citation by page number approach favoured by the Modern Language Association (MLA). This latter should be contrasted with the APA in-text approach, which is focussed on year of publication.

**5.31 Note citation.** A superscript number is placed at the end of the sentence in which it is wished to place a citation. The following are examples of the commonest citation and bibliographical entry forms from a note citation system:

- **A book/non-periodical (with two authors):**  
**Citation in footnote or endnote**  
2. Peter Piper and May Moffat, *Dreaming of a Single System: A Fantasy* (London: Harvester Press, 1997), 46-52.  
**Bibliographical entry**  
Piper, Peter and May Moffat. *Dreaming of a Single System: A Fantasy*. London: Harvester Press, 1997.
- **An edited book:**  
**Citation in footnote or endnote**  
6. Ronald McDonald, ed., *A Guide to Fast Food* (London: Vittles & Co., 2010), 115-127.  
**Bibliographical entry**  
McDonald, Ronald, ed. (1963). *A Guide to Fast Food*. London: Vittles & Co., 2010.

- **A journal/periodical:**
  - Citation in footnote or endnote**

53. Daniel Boone, "A Guide to the American West," *Journal of the American Frontier* 54, no 4 (December 2005): 42.
  - Bibliographical entry**

Boone, Daniel. "A Guide to the American West." *Journal of the American Frontier* 54, no 4 (December 2005): 35-62.
- **Part of a non-periodical (e.g., book chapter):**
  - Citation in footnote or endnote**

14. Winfried Westerman, "Start-Up Businesses on the Brink," in *After the Crisis*, ed. Paul Jones (Berlin: Brandt Verlag, 2012): 359.
  - Bibliographical entry**

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- **Internet-only journal/periodical, or article changed for online publication:**
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25. Sarah Munn, "Cheap Money as the Road to Perdition," *British Journal of Finance* 73, no 2 (April 2011), in the section "Monetary Policy," [www.journaloffinance.co.uk/v73n2/845503.html](http://www.journaloffinance.co.uk/v73n2/845503.html) (accessed May 14, 2012).
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- **Interviews and Personal Communications:**
  - Citation in footnote or endnote**

43. David Cameron, interview by author, London, March 12, 2013.
  - Bibliographical entry**

There is no necessity for a bibliographical entry.
- **Unpublished manuscript completed for a university/UAS degree:**
  - Citation in footnote or endnote**

43. Felix Bucher, "An Analysis of the EFTA Free Trade Block" (master's dissertation, Lucerne UAS, 2002), 18.
  - Bibliographical entry**

Bucher, Felix. "An Analysis of the EFTA Free Trade Block." Master's dissertation, Lucerne UAS, 2002.

**5.32 In-text citation by page number.** *The MLA Style Manual* (Modern Language Association of America) uses, like APA, an in-text or parenthetical approach to citation. However it makes use of the page number from the source concerned in the form (Rufus, 423) or, with a short version the title, (Rufus, *Wherewithal* 78).

## 6. The Abstract/Management Summary

The term *Abstract* is used in doctoral theses and in the arts and sciences. *Management Summary* is used in business administration studies and reports. The Management Summary should not read like an Introduction, nor is it a repetition of the conclusions and/or recommendations of your dissertation. Rather it is a comprehensive summary of the contents of your entire work, which is intended to enable the reader to survey your dissertation quickly. It should therefore be the very last item you write.

The Management Summary also allows abstracting and information services to index your dissertation. Future readers may have their first contact with your work through the management summary, very possibly on a computer screen, and it is likely that they will decide whether to read more on this basis. For these reasons a management summary should be dense with information, but also easy to read, well organised, and self-contained. Try to embed key words in your management summary so that computer retrieval systems will pick them up and make your dissertation easier to find. Also try to make the first paragraph interesting, because your management summary may be seen on screen with others and, therefore, only the first paragraph may be visible without scrolling or further clicking.

A one-page management summary is ideal, but often difficult to achieve. Two, or at most three, pages may be necessary. The length is dictated by how much text it takes to briefly explain the problem the dissertation addresses, the methods used to investigate it, the findings, and the conclusions and recommendations based on these findings. A management summary should be non-evaluative. In other words you should not comment on your work or add to it.

The Management Summary should read as a coherent piece of self-contained prose text. It should have paragraphs, use verbs rather than noun equivalents, and be written in the third person. Results and conclusions should be described in the present tense. Methods applied and the details of your investigation should be explained in the past tense. You should paraphrase rather than quote and with citations of other publications give the name and initials, together with the date of publication.

## 7. Presentation and Binding

Presenting your work is a time-consuming process which can take days rather than hours. Allow sufficient time to check the quality of your text, the logic of its organisation, the detail of its citation and referencing, and the aesthetics of its appearance.

- Dissertations should be presented in a one-volume bound format. Spiral or tape bindings of a brochure kind are particularly suitable.
- Use white A4 paper of a suitable weight (c. 80 g/m<sup>2</sup>) printed on one side only.
- The School of Business usually requires three printed copies of your dissertation and an electronic version in Word or PDF format.
- The left-hand margin of the text should be 4 cm (to allow for binding). Other margins should be no less than 2.5 cm.
- Your text should be set at what Word describes as “1.5 lines”. In other words a form of double-spacing that does not unnecessarily add to the bulk of the finished volume.
- Choose a typeface that has serifs to improve readability. Times New Roman or Georgia are good choices. Use Georgia or Times New Roman at 12 points or your own choice of typeface at an equivalent size. A sans serif typeface may be used in figures to add to a clean visual impression.
- Number the pages consecutively with arabic numerals throughout your dissertation, including any appendices, taking the title page as the first page. The APA suggests putting page numbers in the upper right-hand corner of the page. As you will see here, this position is not mandatory. Some pages (e.g. the first page of each chapter) may not have a number printed on them, but should nevertheless be counted for pagination purposes. Some pages may also, for aesthetic reasons (e.g. depending on the use of diagrams or graphics), have the page number printed in a place other than the one you have selected as standard.
- As described in Chapter One, the use of page headers may assist the reader in identifying where a particular page belongs in your work, especially if the pages become separated.

## Bibliography

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## Appendix A: Declaration of Sole Authorship

I, \_\_\_\_\_ (insert your name), hereby certify that the attached work, \_\_\_\_\_ (insert the title of your assignment), is wholly and completely my own and that I have indicated all the sources (printed, electronic, personal, etc.) that I have consulted. Any sections quoted from these sources are clearly indicated in quotation marks or are otherwise so declared. I further attest that I have included acknowledgement of the name(s) of any person(s) consulted in the course of preparing this assignment.

**Signed:** \_\_\_\_\_

**Date:** \_\_\_\_\_

## Appendix B: Checklist for Dissertation Preparation

### B.1 Organisation of the dissertation

	Done
Cover page	
Title page	
Management Summary	
Table of Contents	
Any Lists (e.g. of Illustrations) and any Note	
Preface	
Introduction	
Literature Review	
Methods/Procedures	
Results	
Discussion/Conclusions	
Recommendations	
Bibliography/References	
Appendix/Appendices	
Declaration of Sole Authorship	

### B.2 Referencing

	Done
<b>Originals</b> consulted and references (double-)checked	
All quotations referenced	
All paraphrases referenced	
All in-text references matched by references in the Bibliography	
All illustrations (including that on the cover page, if any), tables and figures sourced where they are not your own	

### B.3 Sequencing

	Done
Page numbers in logical sequence	
Chapters and sections logically numbered	
All tables, figures and illustrations numbered logically and with a matching title in an appropriate List (e.g. of Figures)	



All abbreviations explained and, where appropriate, included in a List or in a Note	
All Appendices mentioned at least once in the main text of the dissertation and numbered appropriately	

**B.4 Appearance/Presentation of the dissertation**

	Done
Page margins of the right size and consistent throughout the dissertation	
Pages and their elements are correctly paginated (e.g. any footnotes appear on the appropriate page, graphics are not preceded or followed by unnecessary empty space, etc.)	
Fonts, line spacing, paragraph indents and spacing, and positioning of page numbers and page headers are consistent throughout the dissertation	
The number of copies to be handed in (incl. those in electronic form) is clear	