**Title of the Thesis   
self-explanatory with the research topic**

Bachelor or Master Thesis

University of Zurich  
Department of Business Administration  
Mobility and Digital Innovation Management  
Prof. Dr. Anja Schulze

|  |  |
| --- | --- |
| Author: | Name and Surname |
| Course of studies: | Business Administration |
| Student ID: | 111111111 |
| Address: | Plattenstrasse 14  8000 Zurich |
| E-Mail: | yours@business.uzh.ch |
| Date: | DD.MM.YYYY |

**Abstract**

These guidelines are designed to help students writing their thesis. See par4.1 for what we expect to have in the abstract. Use Appendix 1 as template.

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# List of abbreviations

BA Bachelor

MA Master

TIM Technology and Innovation Management

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# General Information

A Bachelor or Master thesis is a graded piece of work that scientifically treats a topic of the chosen field of study. The candidate composes it autonomously. We recommend that students who want to write their thesis with us have attended a course or a seminar of our Chair before. The thesis’ work can be supervised either by the professor or by an assistant. On our [website](http://www.business.uzh.ch/en/professorships/tim-new/Bachelor-Master-Thesis/Completed-Theses-.html) you will find an archive of theses supervised by us. You may want to consult those to see some examples of the expected final work. However, be aware that they vary in quality; hence are not always an example of the expected quality.

# Procedure

## Requirements of the Faculty

The information provided in these guidelines are complementary and supplement the general requirements of the Faculty of [Business Administration](http://www.oec.uzh.ch/studies/general/theses/oec_en.html) (<http://www.oec.uzh.ch/en/studies/general/theses/oec.html>) for writing a thesis. Further, it is the students’ responsibility to check all the [formal requirements](http://www.oec.uzh.ch/studies/general/graduation_en.html) for registration and relevant deadlines.

## Requirements

The thesis must be written in English or German.

The duration of a thesis is:

* Bachelor thesis: 6 months
* Master thesis: 6 months

The expected lengths are (excluding bibliography, table of content, and appendix):

* Bachelor thesis: 40-50 pages
* Master thesis: 50-60 pages

1.2-1.5 space-line, regular margins (top, right and left 2.5, bottom 2.0)

Introduction and topic discussion

(2.2.2.

Topic assignment

Writing thesis

Thesis submission

Evaluation

Application

Application acceptance

Figure 1 Thesis phases

Figure 1 summarizes the main steps for a thesis. Further information on each phase is provided in the sections below.

### *Application*

If you are interested in writing a thesis with the TIM team, please send the following documentation and information to [tim@business.uzh.ch](mailto:tim@business.uzh.ch):

* Curriculum vitae
* Letter of motivation (max 1 page)
* Transcript of records including all courses you attended and the grades you received
* Short description of the themes which interest you in general or one page summary if you have already an idea for the thesis topic
* Indication of thesis period

### *Introduction and topic discussion*

After the evaluation of your documentation, you are invited for an introduction meeting if you are selected as an eligible student. This meeting is to introduce yourself and the topics you might be interested in.

### *Topic assignment*

Once the topic is agreed and discussed the topic will be forwarded to the Dean’s Office. The date you pick up the envelop with the title is the starting day from which the maximal duration is calculated.

### *Thesis development*

Each candidate is assigned a supervisor, who can be contacted for assistance during the course of working on the thesis. It is expected that the topic is treated autonomously. Nonetheless, the contact to the supervisor is important. The structure of the thesis, the literature to be considered, methods to be deployed, and so forth should be discussed with the supervisor. The course of work should be agreed between student and supervisor before starting off the work. As a rule of thumb: the topic is defined right at the beginning. After three to four weeks, the structure of the work and first results are discussed. After that, the candidate should be able to work autonomously until a nearly finished thesis. During the thesis period you have the right to meet the supervisor upon appointment 3-4 times.

### *Thesis submission*

Two hard copies of the thesis have to be submitted in person or sent by registered mail to the Dean’s Office and have to arrive by the deadline the latest. The hard copies must be printed double sided (duplex) and a spiral binding has to be used.

In addition, you have to provide your thesis by email in the following formats:

* Full thesis (named: 1.[*Surname*]\_full thesis)
* Thesis without references (named: 2.[*Surname*]\_noref)
* Abstract – using as template Appendix A (named: 3.[*Surname*]\_abstract)
* Thesis without sensible data (if any) (named: 4.[*Surname*]\_nosensdata)[[1]](#footnote-1)

The Table 1 indicates the documents you must provide for your thesis:

|  |  |  |
| --- | --- | --- |
| **Type of document** | **Name of document** | **Format** |
| Full thesis | N/A | Hard copies (2) |
| 1.[*Surname*]\_full thesis | PDF by email |
| Thesis without references | 2.[*Surname*]\_noref | PDF by email |
| Abstract (as separate doc.) supplemented by your name, the thesis title and the UZH name and Logo | 3.[*Surname*]\_abstract | Template Appendix A.  PDF by email |
| Thesis without sensible data  (if any) | 4.[*Surname*]\_nosensdata | PDF by email |

Table 1 Documents’ naming convention

If you did an empirical thesis all steps of data collection, clean up and analysis must be thoroughly documented. Further your data needs to be enclosed to the thesis by attending a USB stick. On the stick, all files are contained in a folder named: Empirical evidences \_ your surname and, each file is named with the type of data (interview record, document, etc.).

Figure 2 shows the expected folders’ structure. Please be aware that the empirical evidence can be different for each type of work and you do not need to have all the folders if you do not have the specific document.



Figure 2 Folders’ structure and naming convention for empirical evidences.

### *Thesis evaluation*

The thesis will be evaluated according to the following criteria:

* Competence: focus on stated research topic, understanding and selecting the most relevant literature, pertinence and use of research methodology
* Creativity and Contribution: original thinking, insightful ideas and perspectives
* Work and Diligence: autonomy in the work, efforts, progress after supervisor’s feedbacks, concern for presentation and style of the document (layout, grammar, citations, etc.)

You will receive the grade assigned to your work by the Dean’s Office and then you may to meet your supervisor again to get feedback and comments.

# Formatting

We do not have strict requests for the document layout. You can use this document as a format template or chose your own style. In any case you must pay attention to a professional academic format and layout.

## Type specifications

Use a standard typeface of 11 or 12 point size. If you wish, you may use larger size type for the title of the thesis and for chapter headings, as long as it is not larger than 18 point. Boldface type may also be used on the title page and for headings, as well as in the text, for special symbols or for emphasis. Reduced type may be used within table, figures, and appendices, but it should be at least 9-point in size and completely legible.

## Document layout

Every page in the document, including those with tables and figures must be counted. The title page does not show a page number. Page numbers may be placed in the low-right hand corner or cantered at the bottom of the page.

## Headers and Footers

Each page should contain the title of the thesis and your name. The footer contains also the page numbers. The header and footer are in the same font as the main body but may have a smaller font size.

# Content

## Abstract

Every thesis must contain an abstract. It is a very brief synopsis of your research. Its purpose is to say, to capture the readers’ attention and to clearly elucidate what is contained in the complete thesis. It should be not more than 10 to 15 lines and it should briefly identify what you have investigated, indicate why it is important and summarize your main findings. It usually includes a brief description of the research, the procedures and methods and the results and conclusions. An abstract should not include internal headings, parenthetical citations of items listed in the references section, diagrams and other illustrations.

## Introduction

In this section you are basically justifying the readers why it is necessary to study the topic and what research question your study will cover. The purpose is to introduce the topic to the readers: describe the broad issues related to the research, provide a background knowledge of the topic’s context, give an overview of the study, communicate the major elements of the study and set the stage of the following chapters.

The introduction is at least composed by four paragraphs, but max 5 pages. The first is for *background and contextualization*: in this section you describe the societal trend and national or international phenomenon related to your topic. You should support your statements with citations from research, national reports and statistical data. It is nice to include observable examples from business (these can often be found in contemporary periodicals or industry publications). The second is a short description of *state of the art* from the literature that conduct to the third paragraph with the research question to cover the focalized gap. The *research question* is the question you attempt to answer with your study.

In the last paragraph you should provide an overview of the *thesis structure* by a short summary of the following sections (no more than one sentence for each section).

## Literature review, theoretical background, and research gap

A good way to start is to take a list of keyword or phrase that describes your theoretical area to use as “search terms” and search the journal database for recent articles that review the current state of play. From here you can find out what frameworks are being used currently and incorporate those into your thesis. That ensures that your work is current and relevant.

Conclude your literature review section by making sure to clearly outline the lens of framework/s that you review of the literature has led you to put forward as a good way of analyzing your subject. Remember, it is important to analyze and summarize the literature, do not just list what everybody has said-find the common threads! Finally, synthesize: What have you learned from the literature review? The literature review should tell you what the existing gaps in the literature are and provide the research questions that you address in your thesis.

For a guide on how to conduct a literature review, see:

Machi, L. A., & McEvoy, B. T. (2016). *The literature review: Six steps to success*. Corwin Press.

It is advisable to start off searching the literature by reading overview essays, or literature reviews in international journals of newest date. With the help of bibliographies in such sources, it is usually easy to find previously published literature on the chosen topic. Use the searching facilities of the library of the University of Zurich, literature data bases like EBSCO or JSTOR as well as internet search pages like Google Scholar.

## Methods

You should define an empirical method that allows you to evaluate (validate or deny) your research propositions. You can use either, a quantitative or a qualitative research method. The choice depends on the research question you seek to answer in your thesis. Independent of the chosen method, all steps of data collection must be thoroughly documented.

## Results and discussion

The results must be presented and discussed in light of the research question(s) that this thesis seeks to answer. The interpretation and critical reflection of results is fundamental to support or reject the hypothesis of research topic. You should highlight what can be added to existing theory or to the general academic knowledge in the light of your investigation.

## Bibliography

The bibliography must list all the text you have referred in your own work that can be academic journals, conference papers and sites.

We recommend [Endnote](http://endnote.com/) or similar bibliography software to create your citations and reference lists. Google Scholar offers exporting bibliographic information such as title, authors, year of publication etc. directly to endnote. Corresponding guidelines and tutorials can be found online too, see for instance: <https://library.aru.ac.uk/referencing/ctr.html>.

In any case the bibliography structure must include the following elements:

* Author(s) name,
* Year of publication
* Text title
* Journal
* Page number

Example:

Von Hippel, E. (2005). Democratizing innovation: The evolving phenomenon of user innovation. *Journal für Betriebswirtschaft*, *55*(1), 63-78.

### *Quotation*

Each quotation must be verifiable. For this reason, any verbatim or paraphrased text, tables, figures etc. need to be declared as such. Failing to obey these rules may lead to a fail grade for reasons of plagiarism (see affidavit declaration).5Verbatim quotations are enclosed in double quotes. Omitting one word is marked as [..], omitting several words is marked as [...]. A verbatim quotation shall not contain more than two to three sentences. If longer quotations are unavoidable, they need to be clearly marked as such in an optical manner; e.g., indented with single (1) line spacing. Generally, one quotes from the original work. Only if the original work is not available, one can quote from a secondary source. In this case, the quotation declares the secondary source by ‘cited by’. For each quotation, one needs to check whether it is not out of context, whether it is not given another interpretation than the one given by the original author. To verify quotations, the page number needs to be declared in addition to citing the work from which the quotation is made. Paraphrased quotations need to be fully recognizable as such in their full length and need to be verifiable by a citation.

### *Citations*

Citations are your in-text identification of research and publications incorporated into your paper. Whenever other people’s work is used, then it must have a citation (in parenthesis at the point of use in the text, in quotations and the reference noted in parenthesis if a direct quote is used). Every work that has a citation needs to have a corresponding reference. The reference list contains only references that are in-text or in parentheses in the seminar paper. References that do not appear in the seminar paper do not belong to the reference list.

## Text additions

There are additional parts to include in a thesis to help the reader follow.

### *Table of content*

The table of content is essentially a topic outline of the thesis. It is compiled by listing the headings. It must appear immediately after the abstract and should not list it and it should include everything after the table of contents. Be sure that the headings listed in the table of contents match word-for-word the headings in the text. Double check to be **sure page numbers are correct.**

### *Table of tables and figures*

A table is a columnar arrangement of information, often numbers, organized to save space and convey relationships at a glance. A figure is a graphic illustration such as a chart, graph, diagram, map or photograph.

Look at tables and figures in published scientific articles to see preferred formats. The labels should be sufficiently clear so that the meaning of the data is understandable without reference to the text. Tables should have titles and sufficient detail in a legend immediately following the title to be understandable without reference to the text. Each column in a table must have a heading, and abbreviations, when necessary, should be defined in the legend or footnote. Each table or figure needs an introductory sentence in your text. Number the illustrations according to their sequence in the text.

Tables and figures are numbered continuously, maybe within each chapter in decimal classification. In addition to the numbering, a title with a clear description of the contents is needed. One needs to refer to each table and figure within the text. The reader must be able to find the table or figure quickly by the corresponding number and/or page number. Tables and figures are accompanied by a source declaration, e.g., Source: Federal Office of Statistics (2001: 32) unless it is a table or figure that the candidate has designed him/herself in this thesis.

Multipage tables should be avoided if possible; separation into several tables or downsizing is advisable. Landscape tables and figures are depicted such that the manuscript needs to be turned clockwise to read it. Generally, a table should be self-explanatory, should not contain superfluous information, and should be formatted in a simple manner. Self-explanatory is that the table should be readable without resorting to the description in the text. Further information for understanding the table may be put beneath the table.

### *Footnotes*

Footnotes should be applied only sparingly. Important pieces of information need to appear in ongoing text. Pieces of information can be put in footnotes only if it disturbs the flow of the text.[[2]](#footnote-2) The text of the associated footnotes must be placed at the end of the page and be enumerated continuously.

### *Appendixes*

Present long but essential methodological details, such as the calculation of measures, in an appendix or appendixes. Be concise.

Please consider the appendixes to this document:

* **Appendix A**. Template for separate abstract
* **Appendix B**. Template for statutory declaration

# Appendix A – Template for separate abstract

**Abstract**

See 4.1 for the indications for the expected content of the abstract.

This template must be considered only for the separate document to be provided electronically as a PDF document.

# Appendix B – Template for statutory declaration

**Statutory Declaration / Affidavit**

I hereby declare that the thesis with title

[*Title of the thesis*]

has been composed by myself autonomously and that no means other than those declared were used. In every single case, I have marked parts that were taken out of published or unpublished work, either verbatim or in a paraphrased manner, as such through a quotation.

This thesis has not been handed in or published before in the same or similar form.

Zurich, dd.mm.yyyy

(Signature)

1. For the naming please substitute your surname and leave the rest of the naming as indicated in this template. [↑](#footnote-ref-1)
2. The font for the footnotes is the same or 1-2pt less as the main body. [↑](#footnote-ref-2)