

#title

#bachelor’s-, master’s-, study-, projectthesis  
(delete where inapplicable)

Handed in by: #first name, surname

Matriculation number: #matriculation number

Program of study: #program of study and major field of study

Professor: Prof. Dr. Michael Amberg

Supervisor: #first name, surname

Editing time: #precise indication of start and closing date   
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AbstractAn abstract is a short roundup of the content (short problem statement, approach, methods of resolution and important conclusions). The extent should not exceed half a page. Short sentences should be used whilst avoiding headwords. Abstracts enable readers to decide, whether the written text is of interest for them.

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#The list of illustrations includes all images used in the continuous text. They are consecutively numbered according to the chronologic order by which they are mentioned in the text. Source and page number have to be added to every illustration.

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#The table directory contains all charts used in the composed continuous text. The charts are numbered consecutively. The source and page number must be added to each table.

List of abbreviations

API Application Programming Interface

CRM Customer Relationship Management

IaaS Infrastructure as a Service

JSON Javascript Object Notation

#Only add abbreviations which are not included in the ”Duden“. When the word to be abbreviated is first introduced, spell out the word followed by the abbreviated form of the word. Once the abbreviation has been introduced, it can be used for the remainder of the document. The list of abbreviations is classified alphabetically. An abbreviation list is only required if there are up to 10 abbreviations to be listed. If this is not the case, the list can be deleted.

# Introduction

The introduction is one of the assignments major parts. Basically, the introduction is divided into four fractions: motivation and derivation of the topic, problem statement, and a short outline of the following text.

The fraction motivation and derivation aims to draw the readers’ interest towards the assigned topic. Typically, the topic’s relevance and meaning is underlined by using interesting numbers, facts, and/or quotes by famous personalities.

After discussing and formulating the assignments’ problem statement, the introduction leads to one (or, if necessary several) research questions, which will be answered in the following parts of the task. Finally, there will be a short outlook on the assignments’ composition. Especially master’s theses are often clarified by using a graphic chart. Considering this, an illustration definitely comes in handy at this point.

The denomination of the separate chapters in this guideline follows a normal dissertation’s structure.

After the assignments introduction (chapter 1) the text continues with the display of all relevant theoretical basics (chapter 2) and (in the case of empirical assignments) the development of a research model (chapter 3).

The 4th chapter is to be used for the explanation of the research method used. Only the applied method should be explained in detail, whereas it is sufficient just mentioning the other possible methods.

The introduction to the actual major research conclusion is to be carried out in chapter 5. Following, the conclusion is to be discussed critically and reflected once again (chapter 6). The assignments closure (chapter 7) is a short resume and a future prospect mentioning possible further research and experiments.

The explained structure is not obligatory for every term paper or bachelor’s thesis. Please contact your supervisor as soon as there are any questions concerning the assignment’s structure. That way, misunderstandings can be avoided. The structure defined in this template is mainly a guideline.

Below, there will be an explanation to the single chapters in particular, defining every chapter’s ideal contents.

The subchapters in part 2 and 3 do not contain information on contents but rather formal rules, further tips, and useful advice.

# Theoretical background

In this part the theoretical basics and concepts that are relevant for your assignment are presented. Do not only use a small amount of resources to underline your statements, but several different ones. Hereby it is demonstrated, that one has studied the theme’s context thoroughly, being able to answer the research questions with the required reflection. An overview of theories widely used in information systems (IS) research can be found here: https://is.theorizeit.org/wiki/Main\_Page.

## Formal rules

The style of lettering for the continuous text is Trebuchet MS (11pt) or another current font (Arial, Times New Roman, Georgia) with 1,5 lines as row pitch.

There must be a 4 cm gap on the left. The other gaps constitute 2 cm. The text alignment should be grouped style. When the prototype file is used the according formatting settings are already set correctly.

The following formatting settings are relevant for the particular headings:

1. First level

The chapter heading on the first level should be formatted like this:

Trebuchet MS, font size 16, bold, left-aligned, numeration.

* 1. Second level

The chapter heading on the second level should be formatted like this:

Trebuchet MS, font size 11, bold, left-aligned, numeration.

* + 1. Third level

The chapter heading on the third level should be formatted like this:

Trebuchet MS, font size 11, italic, left-aligned, numeration.

## Number of pages

The extent of a term paper, a bachelor’s or master’s thesis can not be destined from the beginning. Please always contact your supervisor concerning the number of pages. The extent of your assignment is due to several factors.

## Work classification

The assignment should be structured in a manner that enables the reader to comprehend the context and differentiation within the topic. Usually, three levels of pagination are sufficient for a bachelor’s/master’s thesis, whereas two should be enough for a project paper.

## Tables and images

All images are to be marked like this (9pt, centered, bold):

* Image transfer from another source

**Figure 1: Caption (Amberg et al. 2011, S. 8)**

* Transformed image transfer from another source

**Figure 1: Caption (in Anlehnung an: Amberg et al. 2011, S. 8)**

* Self-designed image

**Figure 1: Caption**

Terms for images and charts are to be transferred automatically whilst writing the tables’ and images’ index. The numeration of the single images takes place automatically as well. The automatic index can be brought up to date by using “F9” on your keyboard. The right mouse click can be used in the specific sections as well where “actualize section” can be selected as an option.

You find a correct illustration below:

|  |
| --- |
| Matrixorganisation  Figure 1: Matrix-Projectorganisation  **(Amberg et al. 2011, S. 8)** |

Below you find a correctly plotted chart:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | *Jahr 0* | *Jahr 1* | *Jahr 2* | *Jahr 3* |
| Kosten (für Systemwartung) |  | -300.000 € | -200.000 € | -100.000 € |
| Erlöse (durch Prozessverbesserungen) |  | 400.000 € | 600.000 € | 800.000 € |
| Gewinn (Einnahmen – Ausgaben) | -950.000 € | 100.000 € | 400.000 € | 700.000 € |
| Quotient | - | 1,1 | 1,12 | 1,13 |
| Barwert | -950.000 € | 90.909 € | 330.579 € | 525.920 € |
| Kapitalwert |  |  |  | -2.592 € |

Table 1: Present value method

(Amberg et al. 2011, S. 21)

## Source codes

Source codes should be written in a non-proportional font (Courier for example) and engaged by multiple lines. Longer source codes, which are not presented as part of the text but are referred to in the continuous text, are to be labeled as follows and have to be mentioned as an image in the list of illustrations:

„Image X: Title <Filename> [line numbers]“.

public class HelloWorld {

public static void main (String[ ] args)

{

// Ausgabe Hello World!

System.out.println("Hello World!");

}

}

Figure 2: Exemplary code

<helloworld.java> [1-8]

# Development of a research model

In this part, research models based on the theoretical background discussed in chapter 2 will be developed. Not every assignment includes a generation and verification of aligned hypotheses. Therefore, this part is not obligatory for every thesis. Please remember, that the structure of the presented template is only a guideline. Do not hesitate to contact your supervisor in case of unclarities and misunderstandings.

## Quotations, bibliographical references, and plagiarism

In the following text you will find rules that have to be respected whilst quoting and referring to already existent literature. Especially important is: *What* has to be cited, *How* has to be cited, and *In which way and form* does the bibliographical reference have to be made.

### What kind of contents have to be cited?

All information which is not cited redounds upon yourself, meaning that you claim to know something without being influenced by another source. This can be refuted more often than not. In case of doubt, please choose citing too much over citing less than necessary. Therefore the rule: every idea/concept/theory that was taken out of another source has to be proved with a citation. There will be enough room for personal thoughts and opinions at the assignment’s final part „conclusion/resume and outlook on the future“.

Whilst quoting contents it is important to tell apart the literal and the indirect quotations. Indirect quotations (paraphrasing) do not have to contain the page number. In contrast to that, literal quotations must contain page number as well as foreign images, charts, or source codes.

Example for correct paraphrasing (*indirect citation*):

Spoken in general project governance or project control describe the active exercise of influence on participants’ activities, with the goal to reach a certain project result (Kirsch 2004).

Example for correct *literal citation*:

“In a lot of enterprises there is a project management office (PMO). This organization unit should guarantee the unity of terminology, methods, forms and instruments as well as the communication and reporting system concerning the project management” (Amberg et al., S.29).

### Bibliographical references

Bibliographical references should be based on the guidelines from MIS Quarterly. (<http://www.misq.org/manuscript-guidelines>). References in the text have to be listed in the bibliographical reference and vice versa. Specifications in the text have to contain the author’s surname and the release date. If there is a piece of literature written by two authors, both have to be named. If there are more than two authors, the use of the abbreviation “et al.” is recommended. However, this abbreviation is only allowed in the continuous text. In the stated bibliography all names are to be listed. If a part refers to more than one scientific text, all sources are listed in alphabetical order, for example (Conrad 2010, Huber et al. 2011). Homepages should be listed in the same manner, for example (Peter 2006). The page number has to be mentioned if the quote is cited literally. Examples:

One author:

Speaking out of Huber’s (2013) point of view, the global warming is “the biggest challenge of manhood.”

Two authors:

Conrad and Huber (2011) as integrated citation or, likewise (Conrad und Huber 2011) at the end of the sentence.

More than two authors:

Huber et al. (2012) as integrated citation or, likewise (Huber et al. 2012) at the end of the sentence.

### Plagiarism

The assignment should not only meet the expectations of a scientific guideline but also hold the requirements of an ethical one. Never use materials produced by someone other than yourself without a reference to that source. Plagiarism has serious consequences for your assignment and can cause its invalidity. If an assignment is declared as a plagiarism, the paper does not count as passed and will be evaluated with the grade 5,0. There also might be other consequences for your studies, expulsion for example. It is in your interest to be very precise whilst citing and referring to other pieces of literature.

## Literature research

In this chapter you will find different possible ways of research that should be used. They have proved themselves useful for the identification of relevant literature in the past.

### Electronic journal library (EZB)

The electronic journal library provides a fast, structured and unitary access to scientific journals with full text. The EZB contains over 70.000 titles. Almost all titles are accessible by using the university’s network: <http://rzbvm017.uni-regensburg.de/ezeit/search.phtml?bibid=UBEN&colors=7&lang=de>

### Data bank information system (DBIS)

The university’s library in Erlangen offers a multitude of scientific data bases covering all areas of expertise. These data bases allow you to access literature, full texts, and facts irrespective of the library’s stock. Depending on the data bases type, you will find books, essays, and articles about different topics in bibliographic and digital full text form. The area “business economics“ is available here:

[http://rzblx10.uni‑regensburg.de/dbinfo/dbliste.php?bib\_id=ub\_en&colors=1023&ocolors=40&lett=f&gebiete=16](http://rzblx10.uniregensburg.de/dbinfo/dbliste.php?bib_id=ub_en&colors=1023&ocolors=40&lett=f&gebiete=16)

### Library index (OPACplus)

Of course the university’s libraries in Erlangen and Nürnberg come in handy for literature research. The electronic library index is available under the following link: <http://ub.fau.de/literatursuche/opacplus/>  
Especially topics in the area of information business should not simply be based on contents relating to business economics, but can also come from the technical and natural scientific branch library. Therefore, it is recommended to do some research in both sectors. The branch library can be selected on OPACplus.

### EBSCO Host

EBSCO is an online-reference system with access to many professional scientific journals and their specific articles. With the help of the different research functions, research areas can be narrowed down. This helps finding relevant literature for one’s assignment. EBSCO Host is available under the following link: [http://search.ebscohost.com](http://search.ebscohost.com/Community.aspx?authtype=ip&id=-298756583&ugt=723731663C1635173756352632053E5224E366D36813659363E328E337133503&return=y&IsMobile=N&sWidth=Unknown&sHeight=Unknown&sPlatformVendor=Microsoft)   
It is recommended to start your research from the university network using your VPN-connection. Only then the access to almost all of the available articles is guaranteed.

### Google Scholar

Google Scholar is used for the general literature research of scientific documents. Google Scholar is available under the following link: <http://scholar.google.de/>

# Research method

In this part the research method is described whilst using relevant sources. Typical research methods in the area business economics are literature, reviews, case studies, interviews with experts, or methods for the analysis of empirical investigations. Explain why the chosen research method is useful for answering your research question(s) by using convenient sources.

# Results

All of the assignment’s results are presented in this part. The results can be the outcome of an empirical investigation or of a qualitative case study.

The “results”-section is only for presenting the results. It is not necessary to explain what these results can contribute to current research and practice, nor how they can be arranged between existing pieces of literature. “Discussion“ is the right place for these topics.

# Discussion

In this part the research results are discussed. At the same time you are to explain what your results can contribute to recent research and practice. Use this part to show how scientist can profit from your results but also demonstrate the assignments limits (generalization of the results etc.). Usually, this part is divided into three sections: “implications for the existing theory”, “implications in practice”, and “assignment’s limits”.

# Conclusion and perspectives

The assignment’s topic and its meaning is summed up once again in this chapter. Also, there should be an outlook on the future and on potential research possibilities in this area. This part gives you the chance to state your own opinion. Therefore, you can question parts of your assignment critically, without referring to other research resources.

References

The last part of your assignment is the bibliography. All resources used have to be listed here. They have to be mentioned in ascending alphabetical order by author and publishing date. If there is more than one resource from one author within the same year, the resources are to be tagged with an additive minuscule (for example Amberg 2011a, Amberg 2011b).

Notes:

* All authors’ names are to be stated in the bibliography, even if there is more than one author. There is no abbreviation with “et al.” in the bibliography.
* If the internet is used as source, do not forget to add the full URL **and** the call date. [www.ftd.de](http://www.ftd.de) would not be sufficient, for example.
* The internet should not be the primary source of your assignment!
* Sources, that are not available publicly, should not be used.

Below are a few examples, showing how different sources are to be added to the bibliography:

**Journal articles:**

Kirsch, L. J. 1996. ”The Management of Complex Tasks in Organizations: Controlling the Systems Development Process,” *Organization Science* (7:1), p. 1-21.

**Conference contribution:**

Philip, T., Schwabe, G. und Wende, E. 2010. “Identifying Early Warning Signs of Failures in Offshore Software Development Projects – a Delphi Survey,” in: *Proceedings of the 16th Americas Conference on Information Systems*, Lima.

**Book chapter:**

Monge, P. R. and Contractor, N. S. 2001. ”Emergence of Communication Networks,” in: *The New Handbook of Organizational Communication: Advances in Theory, Research, and Methods*, F. M. Jablin, and L. Putnam (Ed.), Thousand Oaks, CA: Sage, p. 440-502.

**Book:**

Amberg, M., Bodendorf, F., and Möslein, K. M. 2011. *Wertschöpfungsorientierte Wirtschaftsinformatik*, Heidelberg: Springer Verlag.

Sitkin, S. B., Cardinal, L. B., and Nijlsma-Frankema, K. M. 2010. *Organizational Control*, Cambridge: Cambridge University Press.

**Internet:**

George, V. and Vaughn, R. 2003. “Application of Lightweight Formal Methods in Recruitment Engineering”, http://www.stsc.hill.af.mil/crosstalk/2003/01/  
George.html, called up on August 15th, 2012.

Attachment

If necessary, include an attachment after the references. Attachments can be: questionnaires (interviews, question papers), additional diagrams, charts, or other images and files that explain the assignments topic in detail, but are not specifically necessary for understanding the topic’s basic message.

**Declaration of Originality**

I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (name), student registration number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, hereby confirm that I completed the submitted work independently and without the unauthorized assistance of third parties and without the use of undisclosed and, in particular, unauthorized aids. This work has not been previously submitted in its current form or in a similar form to any other examination authorities and has not been accepted as part of an examination by any other examination authority.

Where the wording has been taken from other people’s work or ideas, this has been properly acknowledged and referenced. This also applies to drawings, sketches, diagrams and sources from the Internet.

In particular, I am aware that the use of artificial intelligence is forbidden unless its use an aid has been expressly permitted by the examiner. This applies in particular to such programs that could process the task of the examination or parts thereof instead of me, for example chatbots (especially ChatGPT) and other methods suitable for this purpose.

Furthermore, I am aware that working with others in one room or by means of social or other media represents the unauthorized assistance of third parties within the above meaning, if group work is not expressly permitted. Each exchange of information with others during the examination, with the exception of examiners, persons authorized by them and invigilators, about the structure or contents of the examination or any other information such as sources is not permitted. The same applies to attempts to do so. Proofreading of the work by third parties with the aim of correcting linguistic deficiencies is permitted.

Any infringements of the above rules constitute fraud or attempted fraud and shall lead to the examination being graded “fail” (“nicht bestanden”). In the event of multiple or particularly drastic breaches of the rules, further sanctions may be imposed by the Examination Board (Prüfungsausschuss).

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Place, Date Signature