

ANNOUNCEMENT
of the Vice Rector for Education and Students
of the Krakow University of Economics
Regarding Guidelines for the Preparation of Undergraduate,
Postgraduate and Engineering Theses
at the Krakow University of Economics

27 January 2023

In order to standardise KUE rules governing drafting, editing and reviewing of theses at KUE, university teachers and students ought to apply the following *Guidelines for the Preparation of Undergraduate, Postgraduate and Engineering Theses at the Krakow University of Economics*.

Guidelines for the preparation
of undergraduate, postgraduate and engineering theses at the
Krakow University of Economics

The thesis is an independent elaboration on a specific scientific or practical issue or a technical achievement, presenting the knowledge acquired by the student in the course of study, consistent with the learning outcomes of a given field of study, the level and profile of study, as well as attesting the student's ability to independently analyse, make inferences and use relevant literature. The thesis should confirm the student's ability to construct a coherent, logical text, written using correct language and terminology appropriate to the academic discipline to which the taught field belongs.

Types of theses

Bachelor's thesis

In addition to an outlined theoretical aspect related to the topic of the thesis, for example management, economics or finance, the bachelor's thesis should include a practical aspect demonstrating that the student has mastered all the directional learning outcomes. The bachelor's thesis should contain a presentation of a problem and a description of how to solve it on the basis of the knowledge and skills acquired during the studies.

Engineering thesis

The engineering thesis should meet criteria similar to those of the bachelor's thesis, with the practical aspect being predominant. It requires an engineering approach or the application of technical means.

Master's thesis

The master's thesis should demonstrate that the student "*has acquired the ability to apply research methods and techniques, has the ability to think independently and to develop a topic creatively, is able to articulate the results of his/her research in a logical manner, in accordance with the methodological interpretation of the acquired knowledge, demonstrating stylistic and linguistic correctness*"¹. An important aspect of the master's thesis, which distinguishes it from the bachelor's or engineering thesis, involves the need to take into account a broad theoretical background, which translates into significantly higher requirements for the use and critical analysis of literature sources, including in a foreign language.

¹ B. Stoczewska, *How to write an undergraduate or graduate thesis. A guide for students*. Oficyna Wydawnicza AFM, Krakow 2014, p. 12. NOTE: When using APA style, instead of this footnote, in the text after closing quotation marks, the notation should be placed after the space: (Stoczewska, 2014, p. 12).

KRAKOW UNIVERSITY OF ECONOMICS

COLLEGE

INSTITUTE

FIELD OF STUDY:

SPECIALISATION:



Full name

Student number:

Thesis title

Bachelor's / Engineering / Master's thesis

Supervisor

degree / academic title Full name

Krakow

Structure of the thesis

1. Title page as above (page unnumbered). If there is no specialization in a given field of study, the word "specialization" should be deleted.
2. Table of contents (page numbered as 2) as indicated - **see Appendix 1**.
3. List of abbreviations used in the paper (if necessary).
4. Introduction (starting on a new page), which should consist of an overview and background information on the research problem studied and the rationale for the topic pursued. In addition, the introduction should clearly formulate the aims and scope of the thesis, the research questions or theses/hypotheses (obligatory in master's theses) and briefly characterize how the aim of the thesis will be achieved. It is also required to briefly outline what will be covered in each chapter. Finally, a brief description of the research methods and a general description of the sources used must be provided.
5. Chapters (each starting on a new page) divided into sections (e.g., 1.1. TITLE) and possibly subsections (e.g., 1.1.1. TITLE), with no fewer than two in that section. For bachelor's and engineering theses, it is recommended that they contain an empirical chapter, while for master's theses at least one chapter should be empirical (the foregoing does not apply to master's theses in the discipline of legal sciences, in whose case the empirical aspect is constituted by the analysis of court and tribunal rulings conducted in the thesis), which begins with a methodological part unless the methodological part is a separate chapter of the theses. Each chapter should be of a comparable size.
6. Conclusions (starting on a new page), which should provide a recapitulation, including by referring to the aims set out in the introduction, and answer the research questions posed, or present the results of verification of the research theses/hypotheses. The conclusions may also contain postulations and *recommend* actions to be taken by stakeholders at different levels.
7. References (starting on a new page) including a list of publications used in the thesis (which and referenced in the text, possibly divided into monographic publications (books), scientific papers, normative documents and court rulings, electronic sources and other sources, (e.g., reports, expert opinions).
8. List of tables, list of figures (either on a new page).
9. Annexed, containing appendices (each on a separate page), such as documents, research tools, forms of auxiliary character, etc., important for understanding the content of the work but too extensive to be included in the main text.

Thesis editing

Editing requirements

The **minimum editing requirements** for the thesis (the size of the thesis, number of chapters, size of the chapters, size of the introduction, size of the conclusions, number of reference entries, including in a foreign language) **depend on the policy adopted by the Institute concerned.**

Document parameters

The page size should accord with the A4 format, and the margins should be set to: 30 mm (left), 20 mm (right), 25 mm (top) and 25 mm (bottom). The paragraph indentation is 12.5 mm. The font size (*Times New Roman*) of the body text should be 12 points and the line spacing 1.5.

Page numbering should be continuous, at the bottom of the page.

In the body text, there must be no spaces before or after the paragraph. Use justification (text alignment with both margins) and deactivate word splitting between lines. The numbers and titles of chapters, sections and subsections should be in bold, with no full stop at the end of the title. Any footnotes should use: Times New Roman 10 pt font, 1 line spacing, justification.

Each new piece of text begins with a paragraph. Single-sentence paragraphs should be avoided.

Notes and references in the text should always be placed before a punctuation mark, namely before the full stop, colon, comma, semicolon. Quotations should be enclosed in quotation marks and, after closing the marks, a reference to the source (note) should always be placed before the full stop, together with the page number of the original publication on which the quotation can be found.

Attention should be paid to the use of bold and italic fonts. The former should be used primarily for the titles of chapters and their sections. The latter is used to set off foreign language terms and in the references for titles of publications or specialist journals. Do not use underlines.

Use dashes or bullet points for enumerations in the text and ensure that they are identical throughout the work for a given set of bullets. Ensure that the grammatical case of the main (introductory) sentence and the enumerated elements is consistent. Each enumerated element

should end with a comma or semicolon, and a full stop should be inserted at the last enumeration.

No part of the work (chapter, section, sub-section, introduction, conclusion) should end with a table, figure or bullets. Nor should any part of a page be left blank, as it might suggest the end of a chapter.

The thesis is bound by the rules of consistency (e.g., if the abbreviation “c.” is used instead of the word “century”, then it should be used consistently throughout the work).

The thesis should not use the first person singular or plural, but an impersonal form should be used instead. Thus do not write “we say,” or “I presented,” but “it is said that...,” or, “it was presented”, respectively.

Tables

It is proposed that in their thesis, authors use the word “table” for all numeric, alphanumeric or alphabetical summaries.

Each table should be labelled with a sequential number, a title (without a full stop at the end), a possible note and the source of the data. Each table should be cited in the text of the thesis (see Table 1 or Table 1).

Use incremental table numbering throughout the thesis.

The title (Times New Roman 12 pt bold) should be placed above the table, and any explanatory notes below the table, with the source of the data (Times New Roman 10 pt) underneath.

Each table column and row should have their own title.

Where possible, division of tables should be avoided - the entirety of the table should be placed on one page. Where this is not possible (the table is too large to fit onto a single page), the column titles should be repeated on the following page.

See Appendix 2 for a sample table design.

Figures

In the thesis, a figure is typified by any graphic element, namely a diagram, chart, photograph, etc.

Each figure should be marked with a consecutive number, title (without a full stop at the end), a possible note and the source of the data. Each figure should be cited in the text of the thesis (e.g., see Figure 2, or Figure 1).

Use incremental numbering of figures throughout the thesis.

The title (Times New Roman 12 pt bold) should be placed directly below the figure (on the same page as the figure itself), with any explanatory notes below and the source of the figure (Times New Roman 10 pt) on the next line.

See Appendix 3 for a sample figure design.

Mathematical expressions

Mathematical expressions may occur either within the main body of the thesis, (e.g., $a^x + y \neq a^{x+y}$) or feature as separate paragraphs. In the latter case, they should be numbered.

$$S = \sqrt{p(p-a)(p-b)(p-c)} \quad (1)$$

When referring to a mathematical expression in the text of the thesis, its number should be provided, for example (...) formula 1 allows the area of triangle S to be calculated if the lengths a , b , c of its sides are known and $ap = \frac{1}{2}(a+b+c)$

References

Literature items should be as up to date (recent) as possible. They should be listed in alphabetical order by author or editor's surname, or short web page titles. Works by the same author should be listed in chronological order. The items in the list of literature items should be numbered. Reference items that have not been previously cited (referenced) in the text of the paper must not be included in the list.

In the case of a significant number of literature items, the references may be grouped alphabetically, and arranged as follows:

- book items (monographic publications),
- scientific papers,
- electronic sources,
- normative acts and court rulings,
- other sources (e.g., reports, expert opinions).

At least several foreign-language references should be cited in each thesis.

The form of notes (footnotes/intra-text notes) and references (in the literature list) **depend on the solutions adopted at the Institute.**

See Appendix 4 for a sample showing how to prepare references in a thesis **containing footnotes.**

See **Appendix 5** for a sample showing how to prepare references in a thesis with **APA-style notes**.

Lists of tables and figures

Lists of tables and figures should contain their numbers, titles and page numbers on which they appear in the thesis.

List of tables

Table 1. Success factors of born globals in the process of internationalisation..... 7
Table2. Success factors of born globals in the process of internationalisation..... 8

List of figures

Figure 1. Registered unemployment rate in Poland in 2019 by month 12
Figure 2. Registered unemployment rate in Poland in 2019 by month 15

Additional requirements

Before uploading the thesis to the APD system, an abstract of the thesis and keywords - in Polish and English - must be prepared.

Appendix 1.

Table of Contents

Introduction	3
Chapter 1. Title of Chapter	5
1.1. Title of Section.....	5
1.1.1. Title of Subsection	5
1.1.2. Title of Subsection	9
1.2. Title of Section.....	13
1.3. Title of Section.....	16
Chapter 2. Title of Chapter	21
2.1. Title of Section.....	21
2.2. Title of Section.....	26
2.3. Title of Section.....	31
2.4. Title of Section.....	36
Chapter 3. Title of Chapter.....	41
3.1. Title of Section.....	41
3.2. Title of Section.....	46
3.3. Title of Section.....	51
3.4. Title of Section.....	55
Conclusions	61
References	63
List of Tables	69
List of Figures	70
Annexe	71

Appendix 2.

Sample table when footnotes are used in the thesis:

Table 1. Success factors of born globals in the internationalisation process

Success factors in terms of:	Typical characteristics
entrepreneurship	<ul style="list-style-type: none"> • international vision • international experience • international knowledge • foundation in education • entrepreneurial qualities • skills • personal networks
organisation	<ul style="list-style-type: none"> • financial conditions • innovative culture • unique resources • product or service • international business network
strategy pursued	<ul style="list-style-type: none"> • competitive strategy • foreign market entry strategy
external environment	<ul style="list-style-type: none"> • condition of the industry • geographical location • state policy

Source: Own elaboration based on: S. Andersson, M. Danilovic, H. Hanjun, *Success Factors in Western and Chinese Born Global Companies*, "iBusiness" 2015, no. 7(1), p. 32.

Sample table with APA-style notes:

Table 2. Success factors of born globals in the internationalisation process

Success factors in terms of:	Typical characteristics
entrepreneurship	<ul style="list-style-type: none"> • international vision • international experience • international knowledge • foundation in education • entrepreneurial qualities • skills • personal networks
organisation	<ul style="list-style-type: none"> • financial conditions • innovative culture • unique resources • product or service • international business network
strategy pursued	<ul style="list-style-type: none"> • competitive strategy • foreign market entry strategy
external environment	<ul style="list-style-type: none"> • condition of the industry • geographical location • state policy

Source: Own elaboration based on: (Andersson, Danilovic and Huang, 2015, p. 32).

Appendix 3.

Sample figure when footnotes are used in the thesis:

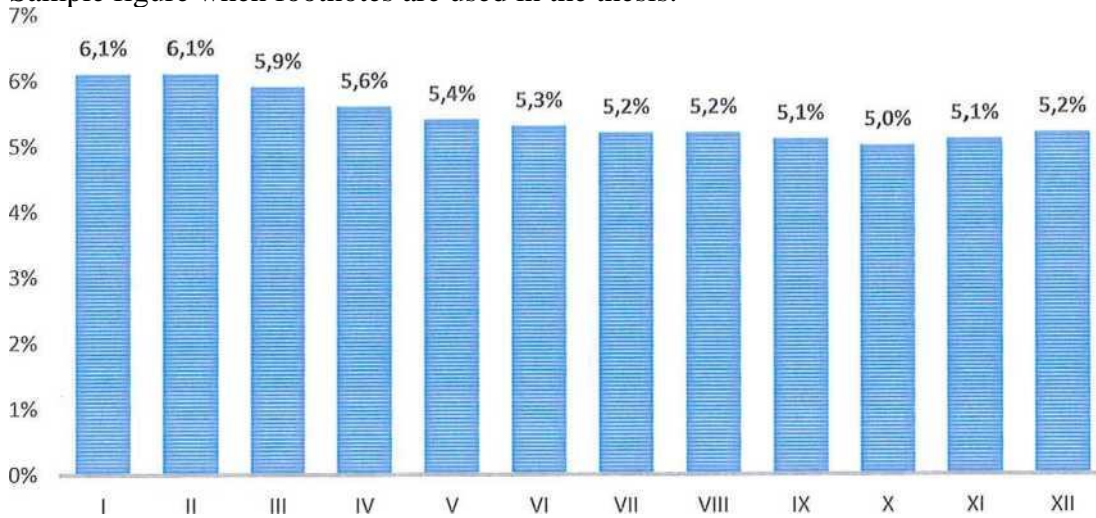


Figure 1. Registered unemployment rate in Poland in 2019 by month

Source: Own elaboration based on *Stopa bezrobocia rejestrowanego w latach 1990-2022*, Główny Urząd Statystyczny, Warszawa 2022. Retrieved 10.11.2022 from <https://stat.gov.pl/obszary-tematyczne/rynek-pracy/bezrobocie-rejestrowane/stopa-bezrobocia-rejestrowanego-w-latach-1990-2022,4,1.html>

Sample figure with APA-style notes in the thesis:

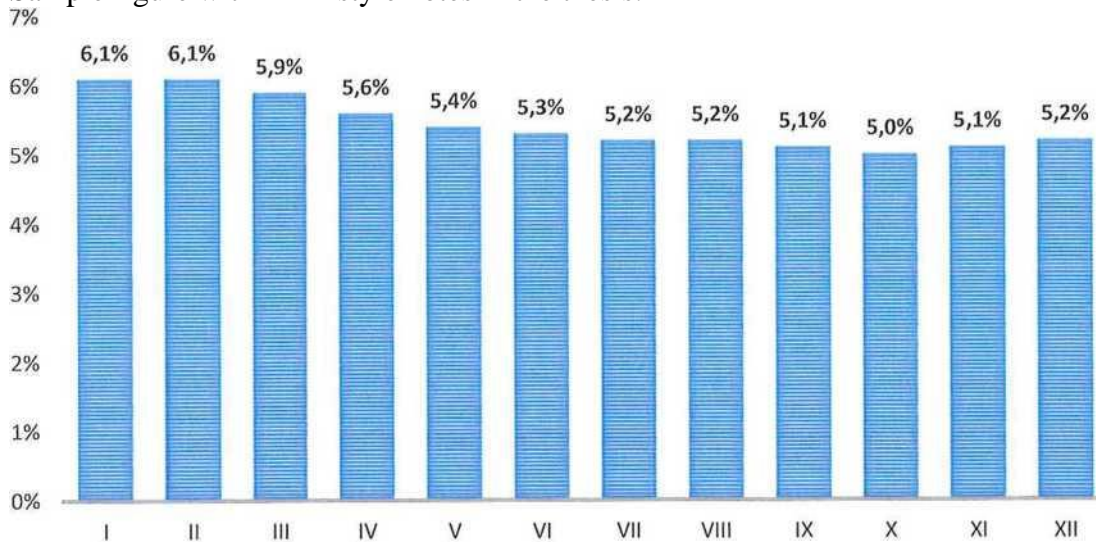


Figure 2. Registered unemployment rate in Poland in 2019 by month

Source: Own elaboration based on (GUS, 2020).

Appendix 4.

In the case of **footnotes**, their full versions (see samples below) should be included in the thesis only during the first citation - each time thereafter, an abbreviated version should be used, consisting of the initials of the author's first name and surname or the beginning of the title (in the case of an edited work by multiple authors or a website text without an author) and, after a comma, the phrase *op. cit.* (in italics), for example B. Stoczewska, *op. cit.*, p. 12. In the case of two or more publications by the same author(s) in the same year, in the abbreviated version the (last) name should be followed by the beginning of the title and an ellipsis and the phrase *op. cit.* (e.g., P. Krugman, R. Wells, *Microeconomic*, *op. cit.*, p. 26).

Where the same publication is cited immediately before (even if on the previous page), the abbreviated version includes the word *Ibidem* (in italics) and the page number after a comma (e.g., *Ibidem*, p. 10).

If footnotes are used in the work, the references should be prepared as indicated below²:

Book by one or more authors:

Stoczewska B., *Jak pisać prace licencjacka lub magisterska. Poradnik dla studentów*, Oficyna Wydawnicza AFM, Kraków 2014.

Krugman P., Wells R., *Makroekonomia*, WN PWN, Warszawa 2022.

Krugman P., Wells R., *Mikroekonomia*, WN PWN, Warszawa 2022.

A work by multiple authors and an editor:

Bankowość elektroniczna. Istota i innowacje, ed. A. Gospodarowicz, C.H. Beck, Warszawa 2018.

Nowe media i technologie w komunikacji marketingowej - wybrane obszary zastosowan, eds A. Bajdak, Z. Spyra, Wydawnictwo UE w Katowicach, Katowice 2021.

Health Information Management: Principles and Organization for Health Information Services, ed. M.A. Skurka, Jossey-Bass, San Francisco 2017.

Trade Finance: Technology, Innovation and Documentary Credits, eds C. Hare, D. Neo, Oxford University Press, Oxford 2021.

² Note: When referencing in footnotes, the order of last name and first name initial changes-first first the initial of the first name, then the last name, i.e., e.g. B. Stoczewska, How to write a bachelor's or master's thesis. Guide For Students, Oficyna Wydawnicza AFM, Kraków 2014.

Chapter in a work by multiple authors and an editor:

Sobocińska M., *Badania marketingowe przez Internet* [in:] *Badania marketingowe. Metody, techniki i obszary aplikacji na współczesnym rynku*, ed. K. Mazurek-Lopacinska, Wydawnictwo Naukowe PWN, Warszawa 2016.

Broos P., *Controlling the Response during a Crisis* [in:] *Crisis Management: A Leadership Perspective*, ed. J.D. VanVactor, Nova Science Pub Inc., New York 2015.

Specialist journal articles:

Jędrzejowska K.J., Wrobel A.M., *Wielki lockdown i deglobalizacja: Wpływ pandemii COVID-19 na gospodarkę światową*. "Rocznik Strategiczny" 2021, no. 26, pp. 173-198.

Cravo T.A., Piza C., *The Impact of Business-Support Services on Firm Performance: A Meta-analysis*. "Small Business Economics" 2019, no. 53, pp. 753-770.

Text from a website:

If the text comes from a website and is not a specialist journal article, book or chapter in a book, name the author (if given), the title of the text, and then provide information about the site from where the text was downloaded - Retrieved from website address (no full stop at the end)³.

Greenlaw, S.A., Shapiro, D., Karpa, W., Maszczyk, P., *Mikroekonomia -podstawy*, OpenStax Warszawa 2022. Retrieved from <https://openstax.org/details/books/mikroekonomia-podstawy>

World Health Organization, *Norway*. Retrieved from <http://www.who.int/countries/nor/en/>

Nowoczesna ekonomia. Retrieved from <https://www.webunion.com.pl/nowoczesne-ekonomia.html>

Legal acts and court rulings

When ordering the list of court rulings and legal acts, arrange them in chronological order (from the oldest to latest) and use the spatial criterion (rulings/legal acts international, EU, national).

When reference is made to a legal act published in a Journal of Laws, the full name of the legal act should be quoted together with the date of its enactment and after a comma the place of publication, as follows:

³ In a footnote, the entry must also contain the date of the text download from the website, for example S.A Greenlaw, D. Shapiro, W. Karpa, P. Maszczyk, *Mikroekonomia - podstawy*. Retrieved 10.11.2022 from <https://openstax.org/details/books/mikroekonomia-podstawy> (no full stop at the end)

1. abbreviation: J. Laws,
2. if the act was published in a year other than the date of its enactment, the phrase: “from XXXX” should also be included,
3. the number under which the act is published: “No. XXX, ”. (This rule does not apply to acts published from 2012 onwards),
4. the item under which the act is published: “Item XXXX”,
5. the term “as amended” (or “amended”) if, at the date of the citation, the version of the act in force then has been amended relative to the version published in the cited source,
6. if the act is a consolidated version, the publication address of the notice containing the consolidated text should be provided: “J. Laws of XXXX No. XX, item XXX” (possibly preceded by the phrases “consolidated text” or “consolidated”, for example “consolidated text: J. Laws of XXXX. No. XX, item XXX”).

Rulings:

Name the type of ruling (e.g., sentence, court order), the designation of the court which issued it (e.g., Supreme Court, District Court in Krakow) and the date of issue. The case file reference and place of publication are included in brackets, for example (file reference II K 221/65, published in Lex no. 1133222).

Appendix 5.

If **APA style** is used in the thesis, then when there is more than one work by the same author published in the same year, the works should be arranged in alphabetical order of the titles, and then the successive letters of the alphabet should be added after the year, e.g., (2020a), (2020b).

When citing a reference item in the text, the reference should always include the page number(s) where the cited issue is mentioned, e.g. (Stoczewska, 2014, p. 12).

APA-style references should be prepared in line with the following samples:

Book by one or more authors:

Stoczewska, B. (2014). *Jak pisać pracę licencjacką lub magisterską. Poradnik dla studentów.*

Krakow: Oficyna Wydawnicza AFM.

Krugman, P. and Wells, R. (2022a). *Makroekonomia.* Warszawa: WN PWN.

Krugman, P. and Wells, R. (2022b). *Mikroekonomia.* Warszawa: WN PWN.

A work by multiple authors and editor/s:

Gospodarowicz, A. (ed.) (2018). *Bankowość elektroniczna. Istota i innowacje.* Warszawa: C.H. Beck.

Bajdak, A. and Spyra, Z. (eds.) (2021). *Nowe media i technologie w komunikacji marketingowej - wybrane obszary zastosowań.* Katowice: Wydawnictwo UE w Katowicach.

Skurka, M.A. (Ed.) (2017). *Health Information Management: Principles and Organization for Health Information Services,* San Francisco: Jossey-Bass.

Hare, C. and Neo, D. (Eds.) (2021). *Trade Finance: Technology, Innovation and Documentary Credits.* Oxford: Oxford University Press.

Chapter in a work by multiple authors and editor/s:

Sobocinska, M. (2016) Badania marketingowe przez Internet. In: Mazurek-Lopacinska, K. (ed.), *Badania marketingowe. Metody, techniki i obszary aplikacji na współczesnym rynku,* (pp. 223-265). Warszawa: WN PWN.

Broos, P. (2015). Controlling the Response during a Crisis. In: VanVactor, J.D. (Ed.), *Crisis Management: A Leadership Perspective* (pp. 39-50). New York: Nova Science Pub Inc.

Specialist journal article:

Jędrzejowska, K.J. i Wróbel, A.M. (2021). Wielki lockdown i deglobalizacja: Wpływ pandemii COVID-19 na gospodarkę światową. *Rocznik Strategiczny*, 26, 173-198.

Cravo, T.A. i Piza, C. (2019). The Impact of Business-Support Services on Firm Performance: A Meta-analysis. *Small Business Economics*, 53, 753-770.

Text from a website:

If the text in question is on a website and is not an article from a specialist journal, a book or a chapter in a book, include the author (if indicated), the date of publication (if known or n.d. if no date is given), the title of the text and then include information about the site from where it has been downloaded - Retrieved 12.06.2021 from website address (no full stop at the end).

Greenlaw, S.A., Shapiro, D., Karpa, W. and Maszczyk, P. (2022). *Mikroekonomia - podstawy*. Warszawa: OpenStax. Retrieved 10.11.2022 from <https://openstax.org/details/books/mikroekonomia-podstawy>

World Health Organization (2014). *Norway*. Retrieved 15.12.2021 from <http://www.who.int/countries/nor/en/>

Nowoczesna ekonomia (n.d.). Retrieved 10.11.2022 from <https://www.webunion.com.pl/nowoczesne-ekonomia.html>

Legal acts and rulings

When ordering the list of court rulings and legal acts, arrange them in chronological order (from the oldest to the newest) and use the spatial criterion (rulings/legislative acts international, EU, national).

When reference is made to legal acts published in a Journal of Laws, the full name of the legal act should be quoted together with the date of its enactment, followed by the place of publication in brackets, as follows:

1. abbreviation: J. Laws,
2. if the act was published in a year other than the date of its enactment, the phrase: "from XXXX" should also be included,
3. the number under which the act is published: "No. XXX, ". (this rule does not apply to acts published from 2012 onwards),
4. the item under which the act is published: "Item XXXX",

5. the term “as amended” (or “amended”) if, at the date of the citation, a version of the act in force then has been amended relative to the version published in the cited source,
6. if the act is a consolidated version, the publication address of the notice containing the consolidated text should be indicated: “J. Laws of XXXX No. XX, item XXX” (possibly preceded by the phrases “consolidated text” or “consolidated”, for example “consolidated text: J. Laws of XXXX. No. XX, item XXX”).

Rulings:

Name the type of ruling (e.g., sentence, court order), the designation of the court which issued it (e.g., Supreme Court, District Court in Krakow) and the date of issue. The case file reference and place of publication are included in brackets, for example (file reference II K 221/65, published in Lex no. 1133222).

Vice Rector for Education and Students

Dr Habil. Karolina Klecha-Tylec, Associate
Professor