

# **Your guide to writing academic papers & Required format and guidelines**

**UCL University College – Business**

**Events, Leisure and Tourism**

**Financial Affairs and Economy**

**Sales, Marketing and Business Development**

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## 1.0 Introduction

When you write academic papers, it is important that you adhere to certain requirements.

Reading the following will give you greater understanding of how to write an academic paper. This is your guide on how to construct a cover page, table of contents, bibliography, etc., and consequently, the academy's formalities explicitly stated.

At the back of the booklet, in the appendices, you will find examples of setting up various elements of the paper.

Please note that there may be different requirements between AP and PBA degrees.

Should you have any comments or questions about this booklet, please contact your teacher / supervisor.

## 2.0 Required Format

When you write academic papers, there are several requirements regarding, for example, references, the bibliography and the like. Adhering to the requirements is not difficult, but it is very important to do so because it gives an impression of how well prepared the whole report is. If your paper is not up to the requirements, you may risk it not being accepted. Make sure that you take the necessary time to fulfill these requirements.

### 2.1 Cover Page

Take great care with your cover page, because it makes the first impression on your audience. Specific formal information must appear on the cover page, and beyond this, you can add any relevant images that you want to. Your cover page should inform the reader of who wrote the paper, to whom it is addressed and what it is about. Cover page requirements:

Middle of the page: Write the title of your paper.

In the lower left-hand corner: Write your name. If you are submitting a group report, write the names of all the group members.

In the upper left-hand corner: Write the name of the institution (e.g. UCL University College) and your class designation.

In the upper right-hand corner: Write which exam the report deals with and the semester and year in which it is submitted.

In the lower right-hand corner: Write the number of keystrokes you have used in the report and the name of your advisor or the relevant lecturers.

You do not have to signature your paper.

See section 5.0 for inspiration

### 2.2 Number of Keystrokes

Your word-processing program has a word-count function that can count the number of keystrokes that you have used. The count should always include spaces, and should not include the cover page, table of contents, references, bibliography and any appendices. If your paper has an executive summary, do not count its number of keystrokes. However, other rules apply to students of Pba in Finance where the students are referred to the curriculum.<sup>1</sup>

In other words, only the text of your report is included in the keystroke count.

The required maximum number of keystrokes in your paper will always be stated in the assignment / BA manual, etc.

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<sup>1</sup> According to the curriculum for Pba. in Finance from 2017, a standard page prevail to 2100 keystrokes and not 2400. This exception, however, applies only to students at Pba. in Finance, who is part of the older curriculum. Students with startup in September 2018 and hereafter follows the rules described in this guide, where a standard page is 2400 keystrokes including spaces.

## Graphs and Tables

When you use graphs, tables or other relevant models in your task, it will be the actual text content in those that counts in the total keystrokes. Therefore, remember that they should be inserted interactively in the task and not as a picture. Is it a graph or table – e.g. a price development graph - where there is no text,

According to the curriculum for Pba. in Finance from 2017, a standard page prevail to 2100 keystrokes and not 2400. This exception, however, applies only to students at Pba. in Finance, who is part of the older curriculum. Students with startup in September 2018 and hereafter follows the rules described in this guide, where a standard page is 2400 keystrokes including spaces.

it counts as 500 keystrokes in the assignment. You should always contact your supervisor / teacher who has the final word.

In addition, graphs and tables must always appear with a number and have a title – e.g. Table 1: Accounting Analysis.

## 2.3 Font, Pitch and Spacing

As a font, use “Verdana” pitch size 10 or “Calibri” pitch size 12 with 1.5 line spacing.

## 2.4 Page Numbers

Page numbers start from the introduction. I.e. there should be no page numbers on the front page or table of contents. Page numbers end at the bibliography. Appendices have their own page numbers, where each appendix begins with page number 1. However, there is no page number if the appendix is only one page. If there are many appendices, there may be a list of appendices following the bibliography.

## 2.5 Table of Contents

You should always automatically generate your table of contents. By doing this you ensure that there will not be any mistakes in the page numbering and it will save you a lot of work when you are editing.

As a rule, you should use up to four levels in your table of contents. If you have written your paper with someone, you may state which sections each of you has written. Requirements for this will appear in the assignment description.

To give the paper a better structure, please number all your headings except the cover page and table of contents - as in this booklet.

## 2.6 Header

You can use the header for general information about your paper, e.g. the title, your name, date, etc. as well as the name of your institution. You can also use a small company logo.

## 2.7 References/Sources

A great deal of securing the academic quality of your paper lies in how many and how good your references are. A reference tells the reader from where you have your knowledge. It improves the quality of your paper if you consistently apply reputable sources that are acknowledged within the field you are writing about.

### 2.7.1 Choice of Sources

It is important to be critical of your sources. The source should always be recognized and respected within the area you are treating and must never be just a random homepage that you found on the internet. You alone must assess which sources are relevant and respected but, in general, you can say that it is better to refer to analyses and research by people from universities, public authorities, recognized analytic agencies, etc., rather than opinions held by unknown individuals such as bloggers.

### 2.7.2 When Should You Write a Reference?

You must write a note every single time that you write something that you have not arrived at yourself e.g. when you write a quotation. You must also remember to write a reference whenever you refer to knowledge that you have from another source – e.g. when you review theories and models, or each time you reproduce factual knowledge. It is always better to make one note too many than one too few. See the example on page 13.

### 2.7.3 How Many References?

If you have written a long paragraph that refers to the same source, it is enough to make one reference the first time it is used. If you continue in a new paragraph (i.e. each time you press “enter”) you must repeat the reference.

If you refer to the same place in the same source that you have just referred to, write “ibid.” instead of writing the whole reference one more time.

### 2.7.4 Avoid Plagiarism

If you reproduce something that someone else has written without specifying the reference, it is called plagiarism. Plagiarism is very serious and at best will mean that you cannot pass your assignment and at worst that you may have to terminate your studies. You can read more about plagiarism at <http://stopplagiat.nu>.

Wiseflow automatically checks all papers for plagiarism.

You may be accused of plagiarism if you write directly from a source without specifying it as a quote or if you reformulate/paraphrase the text from the source without referring to it. This also applies to your own previous work. Therefore, a good tip, for example, when you write your methodology section, is that you first read about the given theory in the book and then put the book away, write the methodology section in your own words and afterwards remember to write references wherever you can.

### 2.7.5 Writing References Correctly

To write a reference, add a footnote after the full stop in the sentence that the note refers to. The format of your notes will depend on the type of source you are referring to - an article, a book or an internet source.

#### **Books and articles (i.e. sources where the author is known)**

Using a source where you know the name of the author, you should always write the note thus: “Author’s surname, date of publication: page number(s).” If, for example, you refer to page 14 in the book *The Financial Crisis in Brief*, published in 2010 by the author Erik Hansen, you will write the footnote thus:

Hansen, 2010:14

Your readers can then check under Hansen (2010) in the bibliography and see what the source actually is.

If there are more authors than one to the book, you do not have to write all the surnames in the footnote. Instead, write “et al.” So if there were more authors of the book example mentioned above, your footnote should read:

Hansen, et al., 2010:14

### **Internet references**

If your source is an Internet site where you do not know the date or publication year, please enter the overall link and date of entry, not the entire deep link. For example, if you want to refer to [www.dr.dk/nyheder/artikler/finanskrise\\_nu\\_ligenu.pdf](http://www.dr.dk/nyheder/artikler/finanskrise_nu_ligenu.pdf) you should write:

[www.dr.dk](http://www.dr.dk), (entered 8/8 2017)

If you are using several sources from the same main link, write [www.dr.dk](http://www.dr.dk)<sub>1</sub>, [www.dr.dk](http://www.dr.dk)<sub>2</sub>, etc.

We recommend that you print or take a screen shot of your internet sources and bring them to the exam. This protects you against changes online.

### **2.7.6 Referencing Unpublished Sources**

If you are using unpublished sources in your paper, be aware that the probability of their reliability is not very large. Therefore, it is a good idea to supplement this knowledge with knowledge from other more accessible sources.

### **Confidential**

If you have a source that is unpublished and confidential, refer to it as with a book or article. In the bibliography, please note that the source is confidential and therefore not publicly available

### **Confidential paper**

You may also hand in your entire assignment as confidential, by choosing this option on Wiseflow when you submit your assignment.

### **Oral sources**

If you for example refer to a lecture or a phone call, it's important that you take as many and as precise notes during the lecture or conversation as possible so that you can later attach them as documentation in the appendices. In the appendix, you write the name (s), time and place of the lecture or conversation, so you make the source as credible as possible. When you want to refer to the source, refer to the appendix.

## **2.8 How to Use Quotations Correctly**

It can be a good idea to use quotations occasionally in your report – it makes it appear more justifiable. Every time you directly quote a source, you must use quotation marks and italics.

This makes it easy to see when you are using your own words and when you are quoting others. Be sure to write the quotation accurately even if, for example, there are spelling or punctuation mistakes. You must reproduce the quotation as accurately as possible.

## 2.9 Bibliography

When you are preparing your bibliography, it's a good idea to divide it into a section for books and articles and another section for internet references. Like the notes, there are different formats for writing bibliography entries depending on the type of source – books, articles, newspaper articles or internet references. In all cases, it is extremely important that your reader quickly and easily can find the source that you have used. Always list your entries alphabetically.

If you have merely read a source, for example a book, but not referred to it in your paper, do not include it in the bibliography.

### **Books**

For book entries, write the author's surname and first name, then the year of publication in parentheses, a colon followed by the title of book in italics, the edition of the book (if it is not a first edition), and finally the name of the publishing house. Like this:

Hansen, Erik (2010): *The Financial Crisis in Brief*, 2<sup>nd</sup> edition, Academica

Where there is more than one author, write the names of all the authors in the bibliography but it is only the first author whose name appears with the surname first. E.g.:

Hansen, Erik, Bente Petersen & Klaus Rasmussen (2010): *Green Marketing*, 3rd edition, Forlaget Børsen

### **Articles/Chapters from books**

If you only use a single chapter from a book, write the bibliography entry as above but with the addition of the chapter heading in quotation marks between the publishing year and the title of the book. E.g.:

Hansen, Erik (2010): "A World in Decline", *The Financial Crisis in Brief*, Chapter 1, 2<sup>nd</sup> edition, Academica

Many books consist of a collection of articles written by several recognized authors. In this case, one or more people who have not written any of the articles may edit the book. If you have used a particular article from such a publication, your entry should be written thus:

Andersen, Hanne (2008): "Marketing for Everyone", *The Complete Guide to Marketing*, 3rd edition, Klein Publishers, ed. Peter Skovsø

In this example, the article has been written by Hanne Andersen in 2008 and is titled "Marketing for Everyone." It appears in the book *The Complete Guide to Marketing*, 3rd edition, Klein Publishers, and the book has been edited by Peter Skovsø.

### **Newspaper articles (offline and online)**

Write entries for newspaper articles as above, but with the name of the newspaper and the date of publication instead of the book information:

Dreisling, Jens (2010): "Crisis victims pay the bill", *Politiken*, 2<sup>nd</sup> section, pp. 4-6, 12 September 2010

If you have found the article on the internet, you should add the deep link:

Dreisling, Jens (2010): "Crisis victims pay the bill", *Politiken*, 2<sup>nd</sup> section, 2010, <http://politiken.dk/debat/analyse/article977590.ece> (entered 30 August 2010)

### **Internet references**

A source is considered an internet reference if you do not know the name of the author of the source. This could for instance be information from the Danish Bankers Association homepage. Whenever an author to the source is mentioned, you should use one of the models above.

When you write internet references, you should first write the main link that you have used as a note in your report, followed by a colon and then the entire deep link. E.g.:

www.finansraadet.dk: <http://www.finansraadet.dk/tal--fakta/bankernes-betydning-i-samfundet.aspx> (entered 10/8-2017)

### **Unpublished sources**

If you use unpublished sources in your paper, such as confidential reports, please refer to them in your bibliography.

## **3. 0 The Overall Structure of Academic Papers**

As a rule, all academic papers should include the following elements:

- Executive summary (where required)
- Cover page (see 2.1)
- Table of Contents (see 2.4)
- Introduction
- Problem statement and delimitation
- Methodology
- Analysis
- Assessment/solution proposal
- Discussion
- Conclusion
- Other perspectives (where applicable)
- Bibliography (see 2.8)
- Appendices

If it is a very comprehensive paper, it can be to your advantage to make subconclusions. The point is to make the structure throughout the paper easy for the reader to follow. It is a good idea to outline the overall structure of your report before you begin to write to help you keep an overview of your project. The following will give you an idea of the how to treat each element of the report.

### 3.1 Executive Summary

An executive summary is a summary of the entire paper from the beginning to the end of the main conclusion. It contains the main points of the assignment and must be written in a short, clear and precise language. The executive summary typically is between 3000-6000 keystrokes incl. spaces, but it does not count in the report's total number of keystrokes.

### 3.2 Introduction

Your introduction is where you want to catch the interest of the reader and make her/him interested in your points. Therefore, the introduction must be exciting, enticing and interesting. You must describe your reflections as to why you have chosen the topic and why others should read your paper. You do not need to go into the content of the paper and the individual sections. These will be elaborated in your problem statement and delimitation.

### 3.3 Problem Statement

A problem statement, or thesis statement, should be short, clear and accurate, and describe what you want to investigate in your assignment. It generally consists of a main question supplemented with sub-questions.

In some written assignments, you will receive the assignment directly from your teacher, so you do not write a problem statement yourself. In these cases, you insert the task description instead of a problem statement so you still make it clear to the reader what you are investigating.

### 3.4 Delimitation

In this section, tell the reader exactly what you believe your problem statement means and why you have chosen as you have chosen. For example, why have you chosen a particular company or product?

You should also describe the issues that could have been included in the assignment but which you have chosen to ignore. Remember to justify your opt-outs.

If you are responding to a task description, it may be a good idea to tell the reader exactly how you understand the task description. The more clearly you do this, the easier it is for the reader to embrace your thoughts and the structure of your paper.

### 3.5 Report Structure

Finally, the introduction should include a brief review of the report's structure. This should not appear as bulleted points, but be a description with your own words regarding the overall structure and content of the paper.

### 3.6 Methodology Section

In the methodology section, you will briefly review and argue for the choice of theories, methods and models you have chosen to apply to analyze the topic that your problem statement deals with. At the same time, the teacher should be able to see what data (empirical) and theoretical frame of reference underlie your conclusions.

It may also be a good idea to discuss the pros and cons of the primary and secondary sources you have used. It is also important that you describe where and how you collected your data. This applies to both secondary and primary data. Also, explain the choice of quantitative and / or qualitative methods of investigation.

At BA level, you should be aware that scientific theoretical and elaborate methodological considerations should be included. In addition, there are higher requirements for documentation and processing of data.

### 3.6.1 Review of Theories and Models

It is important that you briefly argue for your choice of theories and models. It should not be a proper review of the theories / models, but instead a reflection of why you have chosen these theories and models and why they are relevant to your task.

### 3.6.2 Source Criticism

You should also briefly discuss the sources you have used in your report. Do they actually ensure high professional quality and are they reliable? It is also a good idea to distinguish between your primary and secondary sources.

### 3.7 Analysis Section

Analysis consists of theory combined with empiricism. In the analysis section, you demonstrate that you can apply your theories and models in practice. It is therefore important that your analysis section is not just descriptive, but analytical. Be sure to apply all the methods and models that you discussed in the methodology section, and tell the reader what this precisely means in relation to your problem statement.

It is important that you always make sure to write references in your analysis section. Make sure to substantiate your analysis with valid sources or collected data. It's not so much your thoughts your teacher is interested in knowing, but more how you argue for your thoughts.

### 3.8 Assessment / Solutions Proposals

In this section, you will need to gather your results from the analysis so that you can, for example, present your assessments of a company and/or propose a solution for the issues presented for investigation in the paper.

### 3.8 Discussion Section

In the discussion section, you have the opportunity to reflect on your assignment and discuss the results in your analysis. In this section, you may also discuss the validity of your analysis - that is, how accurate your investigation is. You can also mention how to improve the research design and analysis. In this context, you should also address the relevance of the assignment and, if your paper is of a general nature, how your results might relate to other areas.

Here, you should try to keep a double perspective where you both argue for your assessments and solutions, while keeping a critical eye to your own task. If you are successful in this, you will be able to lift your task significantly.

In general, it is again important that you constantly tie your discussion and arguments together with both your chosen theories and models and with the previous sections.

### 3.9 Conclusion

The conclusion is the section where you clearly answer your problem statement based on the results you have arrived at in your report. Often, the conclusion takes on a nature of being a summary, but make sure that the conclusion is not just a record of your report.

It is important that you answer your problem statement in the conclusion; otherwise, your report will not be adequate. No new information or analyses may be included in the conclusion. A good rule of thumb is

therefore that once you have finished writing your conclusion, read your problem statement again and make sure that you have addressed all the questions.

You can also structure your conclusion, so that it reflects the structure of your problem statement. Make sure that you address your main question first, followed by the second and so on. You can also round up your conclusion by comparing your results to other possible areas of perception (see the discussion section).

## 4.0 Appendices

The appendices always appear directly after the bibliography. Each appendix should have a number so that it is easy to identify which appendix you are referring to in your paper.

Appendices might include interview guides, any transcriptions of interviews, questionnaire formats, etc.

We recommend that you discuss the extent of your appendices with your supervisor.

## 5.0 Sample Cover Page

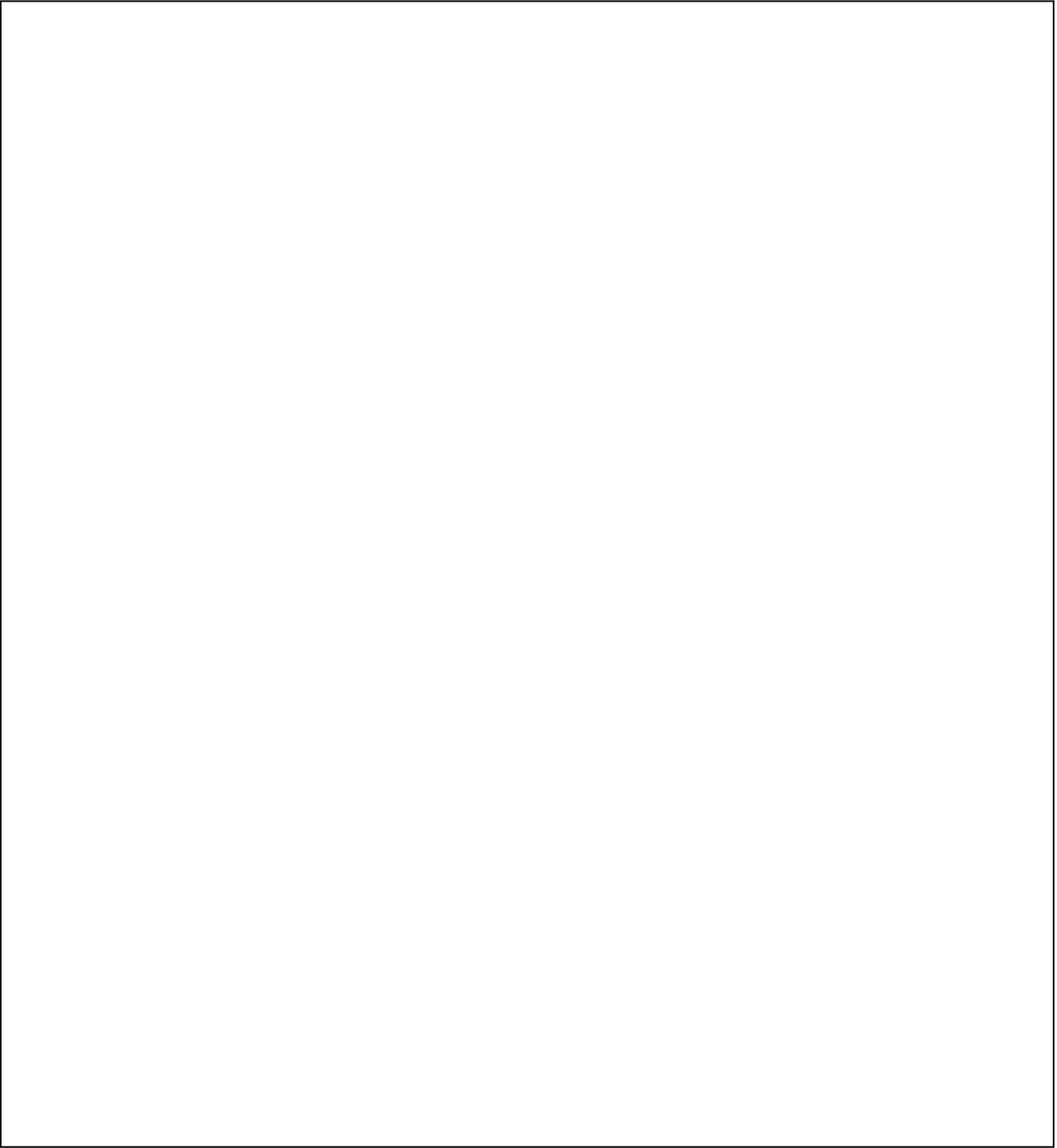
UCL University College  
(Your class designation)

(Subject)  
(Date)

**(Title of the Assignment)**

(Your name)

(Number of keystrokes)  
(Name of teacher)



## References in the Paper (Sample)

as Romania and Norway.<sup>78</sup> The two industries BIOLOGICAL is aiming for are also the two biggest. The two biggest industries within the cosmetic industry in Denmark, is skin and hair care, with a RSP on DKK 4 billion/year in 2013. Last year they grew 1,53%.<sup>79</sup>

The numbers of actors on the market are many and is very complex. The complexity is found in the structure of the cosmetic market, as many brands are owned within the same company. There are 59 companies within the cosmetic industry in Denmark according to the industrial organization (SPT), but the companies own many brands<sup>80</sup>. An example of that is Procter & Gamble Co, who owns Gucci, Max Factor, Hugo Boss, Pantene, Head & shoulders, and a lot more<sup>81</sup>. Procter & Gamble Co is the biggest supplier of cosmetics in Europe with a market share of 12,7% of the total market. The second biggest is L'Oréal Group with a market share in Europe of 10,1% of the total market. L'Oréal is also the owner of a huge range of brands<sup>82</sup> and has the bestselling brand in Denmark, Biotherm. Biotherm has a market share of 15% within the skincare industry in Denmark, and the Top10 brands in the skincare industry are having a RSP of DKK 365 mio out of DDK 2 billion in 2013<sup>83</sup>. Therefore, the market structure can be characterized as heterogeneous, which means that the customers prefer brands in preference to others, and there are many providers on the market.(See more in section 4.4 – Micro environmental factors)

BIOLOGICAL wants to enter the B2C (Business to Consumer) market for skin and hair care. The B2C market is characterized by many customers, who spend a small amount per transaction than the business market (B2B). Furthermore, the customers on the B2C market have a shorter decision cycle, which is influenced by the buying center and/or by advertising. The customers on the B2C have often psychological or social buying motives and are more willing to take risks in the buying process compared to the B2B market.<sup>84</sup>

### 4.3 Macro environmental forces

The macro environmental forces, which are forces that affect the company's capability to provide product to the end customer. In this section, the macro forces will be analyzed through a PEEST model<sup>85</sup>, containing:

- Political/legal forces
- Economic forces

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<sup>78</sup> cosmeticseurope.eu

<sup>79</sup> spt.dk2

<sup>80</sup> spt.dk3

<sup>81</sup> pg.com

<sup>82</sup> loreal.com

<sup>83</sup> spt.dk1

<sup>84</sup> saylor.org

<sup>85</sup> Jobber, 2010:72-91

## Bibliography (Sample)

### Books and articles:

Andersen, Hanne (2008): "Marketing for Everyone", *The Complete Guide to Marketing*, 3rd edition, Klein Publishers, ed. Peter Skovsø

Dreisling, Jens (2010): "Crisis victims pay the bill", *Politiken*, 2<sup>nd</sup> section, 2010,  
<http://politikken.dk/debat/analyse/article977590.ece> (entered 30/8/2017)

Hansen, Erik (2010): "A World in Decline", *The Financial Crisis in Brief*, Chapter 1, 2<sup>nd</sup> ed., Akademika

Hansen, Erik (2010) *The Financial Crisis in Figures*, 2nd ed., Akademika

Hansen, Erik, Bente Petersen & Klaus Rasmussen (2017): *Green Marketing*, 3rd ed., Forlaget Børsen

### Internet sources

www.dr.dk1: [www.dr.dk/nyheder/artikler/finanskrisen\\_ligenu.pdf](http://www.dr.dk/nyheder/artikler/finanskrisen_ligenu.pdf) (entered 2/7 2017)

www.dr.dk2: [www.dr.dk/kontant/udsendelser\\_foraar2010/finanskrisen-i-centrum.apx](http://www.dr.dk/kontant/udsendelser_foraar2010/finanskrisen-i-centrum.apx)  
(entered 2/7 2017)

www.finansraadet.dk:

<http://www.finansraadet.dk/tal--fakta/bankernes-betydning-i-samfundet.aspx> (entered 6/8 2017)