

Annex No. 1 to Rector's Directive VP-R-01
Final Thesis in the Bachelor's Degree Programme Business Economics and
Management

Methodological instruction for the preparation of the final thesis

**Art. I
Introduction**

- (1) The elaboration of the final thesis (hereinafter referred to as "thesis") and its defence is an integral part of the state final examinations at AMBIS University, a.s. (hereinafter referred to as "AMBIS University").
- (2) From the point of view of AMBIS University, this is a very important work of a student, who proves by defending this work at the end of the relevant type of study
 - the ability to produce an independent written thesis on the chosen topic of their programme of study,
 - the fact that he/she is familiar with professional literature and is able to apply the acquired knowledge appropriately.
- (3) The procedure for the preparation of the thesis is discussed by the student with the thesis supervisor, who may set a timetable for the submission of individual versions of the thesis.

**Art. II
Content of the final thesis**

- (1) Individual theses may differ in the form of processing, which is largely dependent on the topic and objective of the thesis (project design or implementation, theoretical work, empirical research, etc.).
- (2) Items in the structure suggested below that are marked with an asterisk must be included (in the order listed) in each thesis.

Recommended structure of the thesis práce:

- * 1. Title page
- * 2. Declaration
- 3. Acknowledgements
- * 4. Assignment of the thesis (the assignment approved by the supervisor and downloaded from IS is inserted)
- * 5. Annotation and keywords (in English)
- * 6. Contents
- * 7. Introduction
- * 8. Theoretical background - demonstration of the ability to create a professional text based on a search of sources
- * 9. Practical part
- * 10. Results and recommendations
- 11. Discussion
- * 12. Conclusion
- * 13. List of references used
- 14. List of abbreviations (figures, graphs, tables, appendices)

15. Appendices

(3) Description of the individual parts of the thesis:

ad 1) - Title page

The template for the title page is given in the thesis template.

ad 2) - Declaration

The student places the declaration on a separate page. The statement indicates the student's place of study.

ad 3) - Acknowledgements

It is a courtesy to thank the thesis advisor or the organization in which the student had the opportunity to produce the thesis for the help shown. In any case, it should not be more than a few lines long. It should be written on a separate page.

ad 4) - Official assignment of the thesis

The assignment of the thesis will be discussed by each student with the thesis supervisor and will also follow the guidelines published in the applicable internal regulations. The official thesis assignment must be electronically approved by the thesis advisor in IS.

ad 5) - Annotation and keywords

Annotation and keywords in English are a necessary part of the thesis. The annotation briefly expresses the content of the thesis and the results achieved in it, including the author's own contribution. Keywords include 4-7 separate concepts or phrases (in the form of nouns) that express the topic under study. The annotation should be no longer than 200 words. Annotations and keywords should be written on a separate page.

In no case should the annotation include the title of the thesis, the name of the author, the name of the supervisor, the number of pages, etc. The annotation should always be written in the impersonal style (in the imperfect gender) and should not be written in the singular or plural.

ad 6) - Contents

Table of contents - individual chapters are numbered in Arabic numerals, with the numbering of chapters starting with the first chapter of the body of the thesis and ending with the last chapter, or the Results chapter if it is part of the thesis.

Note: The Introduction and Conclusion are not numbered as chapters, but their pages are numbered.

The structure of the thesis should be broken down to no more than the third level, i.e. e.g. chapter 2.5.1 (the use of additional sub-levels makes the text unclear).

The individual pages of the thesis are also numbered in Arabic numerals so that the continuous ('visual') numbering starts from the 'Contents' chapter, with the title page being considered the first page of the thesis. (Example: on the contents page the page number will be visible for the first time, e.g. page number 6).

ad 7) - Introduction

The student describes the initial situation and formulates the questions and tasks to be addressed in the thesis. An integral part of the introduction is a mandatory statement of the aim of the thesis in accordance with the aim stated in the official assignment. In addition to the main objective, the thesis may also have secondary objectives. The introduction also formulates the research questions that are the tools to achieve the objective; the research question may consist of sub-questions. Failure to meet the objectives of the thesis may be considered a critical error.

The introduction may remain in the form of only a few thesis statements throughout the thesis; the student usually returns to writing the final introduction after the main chapters have been written. The introduction may be written in both the impersonal style and in the first person singular. It is important to avoid emotional tone in the introduction, which is not suitable for other parts of the thesis.

ad 8) - Theoretical background

An overview of the current knowledge framework (or the current state of the issue) in relation to the topic under study (literature search). In this part the student demonstrates the ability to create a professional text. The student will provide relevant findings including references to the literature used. The student should always define terms (especially those in the title and objective of the thesis), preferably from more than one author. The student should then indicate which definition he/she is working with in the thesis. It is also useful to characterise the historical development of the subject and to describe research, analysis or results of scientific investigation in the area described. References to the used literature are always written directly in the text of the thesis. Failure to cite the used source is a violation of ethical principles and copyright law. Paraphrased and quoted texts are supplemented by the student's own authorial text, e.g. by arguing with the stated theory or comparing two different or contradictory theories.

ad 9) - Practical part

The actual application part of the thesis, in which the analysis of the selected area under study is carried out and the tasks formulated in the introduction are solved. The elaboration is usually done in several chapters.

Depending on the nature of the work, the student must decide whether to include information of a non-textual nature (data, tables, figures, etc.) directly in the text, or to include it after the whole work in the form of appendices, or to

combine both methods. Figures, graphs or tables that take up an entire page of the thesis are usually placed as an appendix.

The practical part of the thesis must always be clearly related to the theoretical part of the thesis and be based on the background described in the theoretical part. The student must demonstrate his/her contribution - i.e. what he/she has actually brought to the field under study in the practical part (not everything must be taken from other sources). The contribution of the author may be the analysis carried out, the investigation carried out, the proposal of recommendations, etc. - depending on the type of thesis and its objectives.

ad 10) - Results and recommendations

The student will present a summary of his/her own results obtained during the preparation of the thesis. At the same time, he/she will evaluate the degree of achievement of the main objective (or secondary objectives) stated in the introduction of the thesis. This section (if included in the thesis) is usually the final chapter of the body of the thesis.

ad 11) - Discussion

In this part the student can elaborate on the results and critically evaluate the individual results, compare the outcomes.

ad 12) - Conclusion

This is the logical conclusion of the thesis. The student will briefly evaluate the actual process of the topic under investigation and the degree of achievement of the objectives of the thesis, if this evaluation is not already given in the Results and Recommendations section (ad 11). The conclusion can also be conceived as a critical discussion of the results that the student has arrived at (consistency of the results with the literature or assumptions; results and circumstances that have particularly influenced the thesis, etc.). The student can also compare his/her own results with what has already been found in the area under investigation. It is also appropriate to suggest possible further (or alternative) avenues of investigation into the issue.ad

13) - List of the used literature

A detailed description of the recommended methodology for working with bibliographic references and document citations is given in a separate chapter.

Important note: It is a violation of citation and publication ethics to cite someone else's statement without proper citation. In the case of a thesis, such a finding is grounds for automatic rejection.

The recommended number of references used for the bachelor thesis is at least 10 (including at least 5 printed publications).

ad 14) - List of abbreviations, figures, graphs, tables, annexes

The list is prepared by the student for greater clarity only if a larger number of abbreviations, figures, graphs, tables, appendices are used in the thesis. These lists can be presented simultaneously on one page.

ad 15) - Annexes

Each annex must be given an annex number (e.g. Annex 4). The title of the annex is given on the following line (left or centre alignment). The text annex shall be paginated, with page numbers starting at one for each annex. The annexes are inserted into the IS outside the text of the thesis as separate file(s). Appendices are not included in the assessment of the amount of content compliance of the thesis.

Art. IV Work with literature (plagiarism, citations)

- (1) When preparing the thesis, it is necessary to pay increased attention to the bibliographic references and citations of documents. The author of the thesis must take particular care to protect copyright and avoid plagiarism..

Plagiarism

- (2) Act No. 121/2000 Coll., on Copyright, on Rights Related to Copyright and on Amendments to Certain Acts (Copyright Act) and CSN ISO 5127-2003, which defines plagiarism as "the representation of another author's intellectual work borrowed or imitated in whole or in part as one's own". Plagiarism is not only the intentional taking of another's text and passing it off as one's own, but also misquoting, failure to cite a source, manipulation of a source, insufficient paraphrase, etc. The definition of plagiarism, the basic characteristics of plagiarism and information on checking content compliance are included in the Rector's directive VP-R-12 Prevention of plagiarism and content compliance
- (3) The most common offences include deliberate plagiarism and failure to observe citation ethics.
- (4) **Deliberate plagiarism**
 - copying someone else's text literally and passing it off as one's own without proper citation and reference to the original source,
 - Compilation of someone else's ideas (or text or parts of text) without proper citation and reference to the original source,
 - taking over the title of the work, structure, graphic elements without proper citation and reference to the original source,
 - deliberate failure to cite the sources used or deliberate manipulation of sources,
 - auto-plagiarism - not quoting one's own works and previously published texts in other work (while the use of unpublished seminar papers prepared during the study at AMBIS University is not considered auto-plagiarism). Published (or archived/submitted in IS) seminar papers must be cited as "own elaboration".
- (5) **Non-compliance with quotation ethics:**
 - failure to quote source, insufficient citations,

- incorrect citation (direct vs. indirect citation), inadequate in-text referencing.

Bibliographic references and document quotations

- (6) In order to avoid plagiarism or non-compliance with citation ethics, it is important to work consistently and correctly with bibliographic references and document citations. A basic rule is to distinguish between direct and indirect citation.
- (7) Direct quotation means a literal (complete) reproduction of someone else's work or part of it. Such passages must be distinguished graphically in the text by italics and placed in citation marks (for example: "Be pleasant and kind in face, kind and courteous in manner and manners, affable and truthful in mouth, fervent and sincere in heart") and provided with a reference to the source in the text according to the method chosen. If possible, the reference to the direct citation should also be accompanied by the page number from which it was taken.
- (8) Indirect citation means a paraphrase of the content of ideas or works expressed in one's own words. We do not highlight the indirect citation graphically in the text, we only provide it with a reference to the source in the text according to the chosen methodology. Despite this, it should always be clear to the reader what the author's ideas are and which part is taken using indirect citation. The individual parts are thus most often composed into single paragraphs or blocks. It is unacceptable for an indirect citation from one source to continue across complete blocks of text (paragraphs, chapters) without it being obvious where it begins and ends. In such a case, it is necessary to identify multiple blocks of text (paragraphs) by reference in the text.
- (9) Students are encouraged to use the www.citace.com portal to create properly structured citations according to the Chicago Manual of Style, including notification of missing required fields. In case of free registration on the portal, the generated quotations can be saved for later retrieval or editing.
- (10) Only the Chicago Manual of Style method is allowed for the Business Economics and Management degree program at AMBIS University.

Final theses written in the English language shall comply with the Chicago Manual of Style that refrains from the use of in-text citations and uses footnotes or endnotes to provide the information on where a particular piece of information was derived from.

For details regarding the Chicago Manual of Style, confer the CMS website: http://www.chicagomanualofstyle.org/tools_citationguide.html.

Examples of CMS:

Books:

Note [N]: Paul Cooper, *Academic English: Writing Essays & Dissertations* (Prague: Metropolitan University Prague Publishing, 2011), 114.

Bibliographic entry [B]: Cooper, Paul. Academic English: Writing Essays & Dissertations. Prague: Metropolitan University Prague Publishing, 2011.

Journals:

[N]: Oldřich Bureš, "Perceptions of the Terrorist Threat among EU Member States." CEJISS 4.1 (2010): 55.

[B] Bureš, Oldřich. "Perceptions of the Terrorist Threat among EU Member States," CEJISS 4.1 (2010): 51-80.

Sources used in the Bachelor Thesis at AMBIS University shall be categorized in the following manner:

- monographs;
- peer-reviewed articles;
- references (legal documents and such like);
- judicatures (relating to legal texts);
- other documents (e.g. Final Bachelor Thesis written by other students, programmes of political parties, and such like);
- on-line sources (texts published in peer-reviewed journals downloaded from the Internet via electronic databases and search engines belong to the category of peer-reviewed articles);
- audio-visual sources (radio programmes, TV programmes).

Art. V Writing the final thesis

(1) Size of the font:

The thesis is written using a suitable word processor. The recommended font size is 12 point, Times New Roman for the full text. Chapter headings should be 20 point, sub-chapter headings 14-16 point. Footnotes should be 8-10 points. Footnotes should be approximately 2 points smaller than the main text.

(2) Page margins and line spacing:

The left margin of the text begins 3.0 cm from the left edge of the page, the right margin is 2.0 cm. The top and bottom margins of the page are 2.5 cm. The page number is indicated in the bottom centre margin. There are usually 30-35 lines per page. Paragraphs are aligned in a block. Line spacing: 1,5 lines.

The captions of figures, graphs, diagrams and tables are numbered and placed below or, in the case of tables, above them. The origin of figures, tables or diagrams adopted shall be indicated not only in the captions but also in the reference list.

Art. VI Scope of the final thesis

(1) **The length of the bachelor thesis: minimum 54 000 characters with spaces, corresponding to 30 standard pages.**

(2) Only characters from the introduction to the conclusion of the thesis, including footnotes, but excluding appendices, list of references, etc., count towards the minimum number.)

1 NS = 1800 characters per page, which corresponds to 60 characters per line and 30 lines per page.

The student is required to check that the thesis meets the minimum length requirements before submitting it.

Art. VII

Submission of the final thesis

- (1) The student submits his/her thesis only electronically in IS by the deadline. After submitting the final version of the thesis and uploading all required files to the Thesis Archive, the student requests to receive the thesis via IS (Office).
- (2) In addition to the above electronic submission, it is advisable (but not a requirement) for the student to have a hard copy for his/her own use in order to be able to navigate through the text of the thesis when preparing answers to the thesis supervisor's and opponent's questions or during the defence itself.
- (3) It is imperative that the student does his/her own thorough proofreading of the text before saving the thesis in the IS:
 - a) *it is imperative that the student does his/her own thorough proofreading of the text before saving the thesis in the IS:*
 - b) *technical (order of pages, completeness of appendices, legibility of the text, order of chapters, etc.).*
 - c) *linguistic (grammar, typos, stylisation, etc.).*
- (4) It is the student's responsibility to ensure that these corrections are carried out. The student may be notified by the study department of non-compliance with the formal requirements. Final theses that do not meet the formal requirements or are technically incomplete when submitted may be rejected for defense.
- (5) **It is advisable to watch out for frequently recurring errors: missing thesis assignment, missing annotation, missing keywords, insufficient scope of the thesis, violation of copyright law.**
- (6) The thesis must be processed and uploaded to the IS in MS WORD (.doc, .docx) format.

Art. VIII

Defence of the final thesis

- (1) The state final examination includes the defence of the thesis. The defence may also be attended by the opponent, the supervisor and the professional consultant of the thesis.
- (2) As a rule, the student first gives a brief report (presentation) on his/her thesis. He/she will state why he/she chose the topic, how he/she proceeded in its elaboration, what results he/she reached, what problems he/she encountered in his/her work and how he/she managed to fulfil the objectives of the thesis. This part of the defence should not exceed 7-10 minutes. This is followed by answers to the comments and questions raised in the supervisor's and

opponent's reports and a discussion with the student, usually prompted by questions from the members of the examination committee. The purpose of this discussion is to determine how well the student has mastered the professional issues of his/her thesis and how critically he/she can respond to the objections raised. The state final examination evaluates not only the quality of the thesis but also its defence. Both are included in the assessment.

- (3) Editing, appearance and clarity are an integral part of the evaluation of each thesis. The written evaluation of the thesis is always carried out by the supervisor and the opponent. The supervisor's and opponent's assessments of the thesis are entered in the IS template. The student will find out the evaluation of the thesis, including the questions for the defence, from the IS (Thesis Archive), where the opinions of the thesis supervisor and the opponent will be uploaded at least 5 working days before the defence.

Description of the insertion of the bachelor thesis into the thesis archive in the school's information system:

The student places the thesis in the archive before requesting to take over the thesis sent to the study department.

ATTENTION: After the acceptance of the thesis and its confirmation in the IS by the study department, the student can no longer manipulate the thesis archive and proceeds to the defence with the submitted thesis.

ATTENTION: From the date of submission, your thesis is already published to the whole world.

The student uploads the entire thesis (file type full text of the thesis) in MS Word (.doc or .docx) format to the archive, the thesis in PDF format and the bare text is created automatically.

Insert attachments or other related files at your discretion (but always as a separate file, file type attachment, not as part of the thesis itself). Submitted work must not be locked, encrypted or otherwise illegible. Verify that a text version has been created. For sufficient completion of the archive, it is necessary that a version containing the plain text of the thesis exists identical to the text of the thesis. Text versions of files you insert in MS Word are usually automatically created within half an hour. Text versions are necessary to make the thesis archives searchable.

How to put your final thesis in the archive:

It is assumed that each thesis contains at least the text part, which the student has taken in electronic form. If the text part consists of more than one file, or if you will also be adding attachments to the archive, please upload all files (each separately).

When submitting the thesis in IS, the student must fill in the archive of the thesis they are creating:

Full text of the thesis, annotation in English, keywords. The completed and approved assignment is already part of the thesis archive.

When inserting, proceed as follows:

Enter the archive for uploading the thesis files (in IS)

In IS by clicking on the links:

Personal administration → Student → State final exam and final thesis archive →
Manipulating the final thesis archive to access your archive. You do not need to name the
files with your own name, as this is just your archive.

ATTENTION: It is absolutely essential that your thesis advisor approves your thesis
before you upload your thesis to the IS thesis archive!

Please keep in mind that your final thesis will be checked by the similarity detection
system and if you violate the rules of citation and publication ethics, you put yourself at
risk of disciplinary action.