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<p>Document title:</p> <p style="text-align: center;">TRANSLATION OF RECTOR'S DIRECTIVE No. 6/2019</p> <p style="text-align: center;">Methodical guidelines for drawing up bachelor and master theses</p>		
<p>Processed and approved: (issuer of the document) Dr. Martina Mannová Rector</p>		Date: 29. 3. 2019
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Second	Replaces VP – PR – 56 Instructions for drawing up of final theses in bachelor and master study programmes	

Art. I Introduction

- (1) Drawing up of the bachelor, respectively master thesis and its defence constitutes integral part of the state final examination at the College of Regional Development and Banking Institute – AMBIS (hereinafter: referred to as "AMBIS").
- (2) From the point of view of the university, it is an essential document produced by the student, who will, by the means of the defence of the thesis prove following facts at the end of his/her study programme:
 - ability of drawing up a paper on a selected topic of his/her study programme in writing independently,
 - the fact that he/she has become familiar with relevant scholarly literature and can implement knowledge he/she has gained appropriately.
- (3) The procedure of drawing up bachelor, respectively master thesis shall be discussed by the student with his/her supervisor of the thesis who can determine the schedule for submission of individual versions of the thesis.

Art. II Content of the thesis

- (1) Individual bachelor's and master's theses can differ in the form of processing that is largely dependent on the topic and objective of the thesis (design or implementation of a project, theoretical paper, empirical research etc.) Therefore, it is necessary to consider the following recommended structure of the thesis as general guidance and it should be modified depending on the topic of the particular bachelor, respectively master thesis.
- (2) The following structure items **marked with asterisk must be included (in the order as indicated)** in every bachelor's and/or master's thesis.

Recommended structure of thesis:

- * 1. Title page – see TEMPLATE 2
 - * 2. Declaration – see TEMPLATE 3
 - 3. Acknowledgement
 - * 4. Assignment of the bachelor/master thesis (1 x original, with the date and signatures)
 - * 5. Annotation and keywords (in Czech and English language)
 - * 6. Content of the thesis
 - * 7. Introduction
 - 8. Theoretical part of the theses – achieved level of knowledge (current state of dealing with the relevant topic)
 - * 9. Selected methods of drawing up the thesis
 - * 10. Practical part of the thesis
 - 11. Results
 - 12. Discussion
 - * 13. Conclusion of the thesis
 - * 14. List of references
 - 15. List of abbreviations used (figures, charts, tables, attachments)
 - * 16. Attachments
- (3) Description of individual parts of the bachelor/master thesis

ad 1) – Title page

For the template of title page refer to Attachment (TEMPLATE no. 2).

ad 2) – Declaration

The sample declaration refers to Attachment (TEMPLATE no. 3). The text will not contain anything else – **the student will only modify the endings of Czech verbs "zpracoval" /drawn up by/, "uvedl" /provided by/ and „seznámen“ /acquainted/,** depending on his/her gender (male, female) and states correctly whether it is a bachelor's or master's thesis. The student will write the declaration on a separate page and **sign it personally prior to submitting the thesis.** The location indicated in the declaration shall be student's place of residence or, as the case may be, the place where the declaration was signed.

ad 3) – Acknowledgement

Acknowledgement for the assistance provided by academic supervisor, consultant or the organisation in which the student was able to draw up his/her thesis is considered appropriate. In any case, the acknowledgement should not be longer than several lines. It should be written on a separate page.

ad 4) – Official assignment of the bachelor, respectively master thesis

The assignment of the bachelor respectively master thesis shall be discussed by every student with his/her supervisor of the thesis and the student shall also follow the instructions provided in the effective Vice-Rector's Regulation. The thesis outline provided in this assignment consists only of the main chapters of the actual body of the thesis (i.e. the items specified in Article II sections 1-9). **The official assignment of bachelor, respectively master thesis, signed by the supervisor and the academic guarantor of the field, is part of the printed version of the thesis.** It is recommended to provide the assignment of the thesis in the initial part of the thesis as article 4, before article 5 Annotation and Key Words. If the assignment is longer than one page, it is recommended to be written and inserted in the final thesis in unilateral version.

ad 5) – Annotation and key-words of the thesis

The thesis must include annotation and key words in the **Czech and English language** (for template please refer to relevant attachment). **The annotation provides a brief description of the contents of the thesis as well as achieved results, including author's personal contribution.** Key-words shall include 4–7 separate terms or phrases (in form of nouns) that reflect the topic being examined. The annotation should not exceed 200 words. The annotation and key-words should be provided on a separate page, Czech and English versions are provided on the same page.

The annotation in no way **includes** the title of the thesis, the name of the author, the name of the supervisor, the number of pages etc., as some students misrepresent. The annotation shall always be written in an impersonal style (in passive voice), it is not appropriate to write it in a singular or plural.

ad 6) – Content of the thesis

Contents of the thesis – the individual chapters of the thesis are numbered using Arabic numerals. Chapter numbering begins with the first chapter of the main part of the thesis

and ends with the last chapter, respectively with the chapter Results, if stated in the thesis.

Note: The chapters Introduction and Conclusion shall not be numbered, however, the pages shall be numbered.

The structure of the thesis should be divided into a maximum of the third level, e.g. chapter 2.5.1. (using additional sublevels would make the text less transparent).

The individual pages of the thesis can also be numbered using Arabic numerals, starting from the chapter "**Content of the thesis**" **starts continual ("visual") numbering** where the first page of the thesis is considered the one with the title of the thesis. (Example: the page number, e.g. number 6, shall be visible on the page with the Content of the thesis for the first time).

ad 7) – Introduction

The student shall describe the initial situation and formulate the questions and issues that will be covered further in the bachelor, respectively master thesis. An integral part of the introduction is a mandatory indication of the objective of the thesis, in accordance with the objective as indicated in the official assignment. In addition to the primary objective, the thesis can also have secondary objectives eventually the primary objective can be substituted by a working hypothesis, which will be subsequently confirmed or rejected.

The introduction can remain in form of several theses throughout the course of the thesis. The student usually returns to the final drawing up of introduction only after the basic chapters have been elaborated. The introduction can be written both in impersonal style and in the first person singular.

ad 8) – Theoretical part of the theses (achieved level of knowledge)

Overview of the contemporary scope of knowledge (also: current state of dealing with the issue) in relation to the relevant topic (literature review). The student shall provide important findings, including references to used literature. It is also appropriate to characterize historical development of the processed issue as well as describe the researches, analyses or results of scientific research of the described field. The references to literature sources shall always be provided directly in the text of the thesis. Failure to provide the source shall be deemed violation of the copyright law.

It is appropriate to include this part in the initial chapter of the main part of thesis.

ad 9) – Selected methods of drawing up the thesis

Brief characteristics of methods and techniques used in dealing with the relevant topic. It would be appropriate for the student to explain why he/she has decided to implement the particular approach (and why not any other) and, at the same time, to consider the possibilities and limitations associated with this particular approach. The student's approach is based on scientific methods specified in the official assignment of the bachelor's respectively master's thesis.

It is appropriate to include this (mandatory) section in the core of the thesis.

ad 10) – Practical part of the thesis

This actual application part of the thesis, in which the analysis of the selected research area is carried out and the tasks formulated in the introduction are solved. Processing is usually accomplished in several chapters. It is appropriate to include parts ad 7 and ad 8 in the introductory chapter (introductory chapters), and as the final chapter include the Results (ad 10) if they are mentioned in the thesis.

Depending on the nature of the thesis, the student has to consider whether the non-textual information (data, charts, graphs, figures etc.) should be provided directly in the text, or integrated at the end of the thesis in the form of attachments, or both approaches could be combined. The only exceptions are figures, charts, graphs or tables, which take up the entire page of the thesis. These are always placed in the attachments of the thesis.

The practical part of the thesis must always unambiguously build on the theoretical part of the thesis and ensue from the facts outlined in the theoretical part.

ad 11) – Results

The student will indicate a summary of his/her own results actually achieved in the course of writing his/her thesis. At the same time, he/she assesses the degree of achievement of the primary objective (alternatively secondary objectives), as provided in the introduction of the thesis. This part, (if included in the thesis) usually represents the final chapter of the core of the thesis.

ad 13) – Conclusion of the thesis

The Conclusion represents logical termination of the bachelor/master thesis. The student shall provide brief assessment of his/her own methods of processing of the examined topic and the degree of achievement of the objectives of the thesis, unless evaluation already provided in section Results (ad 11). The conclusion can also be conceived as a critical discussion about the results the student has achieved (consistency of the results with relevant literature on the topic or assumptions; the results and circumstances that particularly influenced submitted thesis etc.). The student can also compare his/her own results with the findings already made in the area under examination. It is also appropriate to indicate other possible (or alternative) possibilities of dealing with the given issue.

ad 14) – List of references

All referenced documents are listed in the List of references in accordance with the valid standard ČSN ISO 690. A detailed description of recommended methodology of dealing with bibliographic references and citations of document is provided in the separate chapter.

Important note: Presenting of someone else's statement without quotation of the author and the title of the document shall be deemed violation of the copyright law. Such a violation for bachelor's, respectively master's thesis shall result in its **automatic rejection**.

ad 15) – List of abbreviations (figures, charts, tables, attachments)

This list shall only be provided by the student for transparency reasons, just in case if a large number of abbreviations (figures, charts, tables, enclosures) has been used in his/her thesis. These lists can be provided parallelly on the same page.

ad 16) – Attachments

All attachments shall be **numbered in the upper right-hand corner** (e.g. Attachment no. 4). The title of the attachment is stated in the following line (left or central alignment). The text attachment has numbered pages, page numbering starts with one for each attachment.

Exceptionally, CDs may be provided as an attachment of the bachelor respectively master thesis. If so, CD must be inserted in an appropriate envelope and attached to the back cover of the thesis (however, CDs containing the text of the thesis shall not be inserted).

Art. III**Drawing up theses in foreign language**

- (1) The following rules apply to drawing up bachelor/master theses in foreign languages or any other language which is different from the language of education at AMBIS:
 - Any student who is interested in submitting his/her bachelor respectively master thesis in any language different from the language of education shall file an application in writing to the department of student affairs. This application must be confirmed by his/her academic supervisor (this condition also applies to Slovak students studying in the Czech Republic). This application will be approved by the Vice Rector for Pedagogical Activities.
 - If the thesis is written in any other language than the Czech/Slovak, it shall include the following, in addition to the text in relevant foreign language:
 - A title page in Czech/Slovak and title page in the same language as the language of the thesis (this order must be observed),
 - annotation in the same language as the text of the thesis and also in English (annotation will be only in English if the thesis has been written in this language),
 - official assignment of thesis in the same language as the text and also in Czech/ Slovak (this order must be observed).
- (2) The student shall prepare the foreign language assignment of the thesis (including titles) in accordance with pre-processed template, possibly after the consultation with the academic supervisor.
- (3) The text on the cover of the final thesis shall be in accordance with the provisions specified in these Methodological Guidelines

Art. IV**Using literature sources (plagiarism, quotations, ...)**

- (1) Every student drawing up the bachelor/master thesis must be extremely cautious about using bibliographic references and quotations of documents. The author of

the thesis must pay particular attention to the observing of copyright legislation and avoid plagiarism, which is dealt with by Act No. 121/2000 Coll.

Plagiarism

- (1) The Act of 7 April 2000 on Copyright and Related Rights and on Amendment to Certain Acts (the Copyright Act), as well as standard ČSN ISO 5127-2003, which defines plagiarism as „a presentation of intellectual work of another author as own work, whether borrowed or imitated in whole or in part”. **Plagiarism is considered not only deliberate use of other author’s text and its presentation as own work, but also incorrect quotations, failure to provide the source, manipulation with the source, insufficient paraphrases ...**
- (2) The most common forms of violation include deliberate plagiarism or failure to observe ethical rules of quotation¹.
- (3) **Deliberate plagiarism**
 - verbatim copying of other author’s text and its presentation as own work, without providing correct quotation and references to the original source,
 - compilation of other person’s ideas (alternatively texts or any part thereof) without correct quotation and reference to the original source,
 - borrowing the title of a paper, structure and/or graphical elements without correct quotation and reference to the original source,
 - intentional non-indication of the resources used, or wilful manipulation with the resources.
- (4) **Failure to observe quotation ethics**
 - failure to provide sources of quotations, insufficient quoting,
 - incorrect quoting (direct vs. indirect quoting), insufficient references in the text.

Bibliographic references and quotation of documents

- (5) In order to avoid plagiarism or failure to observe quotation ethics, it is important to work consistently and correctly with bibliographic references and quotation of relevant documents. The basic rule is to distinguish between direct and indirect quotations.
- (6) **Direct quotation** means verbatim (complete) borrowing of other author’s work or any part thereof. Such sections **must be highlighted graphically and enclosed in quotation marks** (example: *“Be pleasant and friendly in your face, kind and polite in contact with others and also in your behaviour, approachable and truthful, warm and open-hearted”*) and reference to the source document must be provided (according to the selected method of quotation).
- (7) **Indirect quotation** means to paraphrase the content of ideas/literature works, expressed with their own words. Indirect quotations in the text will not be highlighted graphically and only the reference to the source will be provided, according to the selected method of quotation. Even so, it should be obvious for every reader which ideas belong to the author and which sections have been borrowed using indirect quotation. In most cases, individual sections are included as complete text paragraphs or blocks. Indirect quotation of any specific source must not go across

¹ What is plagiarism. CENTRAL LIBRARY – CZECH TECHNICAL UNIVESITY IN PRAGUE (ČVUT). *Central Library ČVUT* [online]. 2010. Access from: <http://knihovna.cvut.cz/cs/seminare-a-vyuka/jak-psat/jak-citovat>.

several text blocks (paragraphs, chapters), so that the reader is not sure about where the quotation starts and where it ends. In this case, several text blocs (paragraphs) will have to be referenced.

- (8) Bibliographical references and quotations of documents are governed by ČSN ISO 690 (01 0197), effective as from 1 April 2011. This standard provides essential rules for creating bibliographic quotations, and particularly the requirement for unambiguous identification of the source document and types of quotations in a text. Considering the extent of this standard, the students are recommended to use portal www.citace.com that includes all relevant provisions of this standard. In this portal, correctly structured quotation in accordance with individual document types can be generated and information about missing obligatory fields can be generated. After free registration at this portal, the students can store generated quotations for subsequent retrieving and modification. Quotations of all documents available in Czech libraries (monographs, magazines, acts, standards, articles and more) can be found at www.knihovny.cz (central library portal).
- (9) This standard also deals with the methods of making quotation and references. It defines three possible manners of bibliographical reference in the text: Harvard system, Numerical references form and Continuous remarks. In order to standardize and clarify the final bachelor/master theses at **AMBIS, the Harvard system and Numerical references are recommended.**

The Harvard system

a) Reference in the text:

The Harvard system is the most frequently used method of making references to bibliographical quotations. The name of the author of the borrowed document (or a part thereof) and the year of publication of the cited source are enclosed in parentheses placed directly behind the quotation, in format: name of the author, year.

If the name of the author is provided in the text itself, the year (in parentheses) should follow behind author's name. If several sources are referenced, they should be enclosed in the same round brackets and separated by semicolon. If several sources used the same author and year of publication, they are distinguished by a lower-case alphabetical letter, following the year of publication. The same letters being provided also in the final list of quotations. If two authors have the same surnames, initials of the first name of relevant author should be provided.

Example: „Marketing is a process focused on meeting customer needs“ (Kotler, 2007). Novák (2009) adds that this statement becomes particularly significant in the period of crisis. Positive perception of marketing activities by the customers plays an important role in their decision-making. (Neill, 2012b; Kotler, Keller, 2009).

b) Bibliographical quotations:

The quotations in section List of references are provided in alphabetical order, in accordance with the surnames of the authors or document originators (national authorities, universities etc.). According to this method, **year of publication** will not be indicated behind publisher's name, but **directly behind author's name and separated with comma. In the Harvard system, individual items in section List of references shall not be numbered.**

Example: CHRÁSTKA, Miroslav, 1999. *Didactic tests*. Publ. 1. Brno: Paido, 91 s. ISBN 80-85931-68-0.
Neill, Thomas, 2012b. Empowering Marketing Thinking. In: World Conference on Marketing [online]. Quebec City, Canada. ISBN 978-1-880011-63-1.

Numeric reference form

a) Reference in the text:

The reference to the source shall be enclosed in parentheses, brackets, or using superscript in a sequence in the order in which they are first cited. Any source used repeatedly will have the same number as when quoted for the first time. For the purpose of clarity, **only square brackets shall be used for referencing at AMBIS.**

Example: „Marketing is a process focused on meeting customer needs“ [7]. Novák [15] adds that this statement becomes particularly significant in the period of crisis. Positive perception of marketing activities by the customers plays an important role in their decision-making. [7], [16].

b) Bibliographical quotations:

The quotations in section List of references are arranged in a numbered list, according to their appearance in the document.

Example: 8. CHRÁSTKA, Miroslav. *Didactic tests*. Publ. 1. Brno: Paido, 1999, 91 s. ISBN 80-85931-68-0.
10. HEROUT, Pavel. *Java programming textbook*. 5., ext. publ. České Budějovice: Kopp, 2010, 386 s. ISBN 978-80-7232-398-2.

Article V

Extent and layout of bachelor/master thesis

- (1) **Extent of bachelor thesis: minimum 40 standard pages** (ATTENTION: Only the number of pages from Introduction of the thesis to its Conclusion, i.e. without attachments etc., shall be considered).
- (2) **Extent of master thesis: minimum 60 standard pages** (ATTENTION: Only number of the pages from Introduction to the Conclusion, i.e. without attachments etc., shall be considered.).
- (3) In terms of the scope of the final thesis, it is based on the number of **so-called standard pages (NS)** as defined in ČSN 01 6910 Editing documents processed by text processors.

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

MS Word will automatically identify the number of characters in the document and display it on the status bar. The number of pages of the thesis (net text) can be obtained by marking required pages (from Introduction up to Conclusion) and

dividing total number of characters by the number of characters on 1 standard page (NS).

Example: A bachelor thesis, having 75 463 characters, incl. spaces (starting from Introduction up to Conclusion) / 1800 = 41,92 NS, i.e. required minimum extent has been complied with.

Art. VI Number of copies

- (1) The student shall provide at least **one printed and bound copy** of his/her bachelor/master thesis to the university. He/she will sign it and hand it over in the deadline specified in the relevant regulation This copy will be returned to the student after his/her state examination.
- (2) It is advisable (however, not required) for the student to have another identical printed and bound copy for his/her personal use (in addition to above-mentioned one printed and bound copy) for the purpose of orientation in the text of the thesis during preparation of answers to questions asked by his/her academic supervisor and opponent respectively for the defence of the thesis itself.
- (3) Before storage of the thesis in IS and submitting its printed version to the Study Department, **it is absolutely necessary for students to carry out their own thorough text correction by himself/herself:**
 - a) **professional** (terminology, names of authors, papers etc.),
 - b) **technical** (sequence of pages, completeness of attachments, legibility of the text, sequence of chapters etc.),
 - c) **language** (grammar, typing errors, stylization etc.).
- (4) It is the student's responsibility to ensure that these corrections are performed as specified above. **The final theses that do not comply with the above-mentioned formal requirements or that are found technically incomplete at the moment of handing over** can be returned by the Study department to the student for arrangement.
- (5) **It is recommended to beware of frequently recurring failures:** missing assignment of thesis, missing annotation and/or key-words, missing signatures of bachelor/master thesis assignment.
- (6) **Before handing over the thesis to the Study department**, every student **shall store complete source text of his/he thesis** (identical with the text submitted in the bound original copy) **in thesis archive in IS** (for storage procedure see Attachment 6 for template of these instructions).
- (7) Every thesis must be written **in one of the following formats:**
 - Formats of all versions of MS WORD (DOC, DOCX),
 - OpenDocument (ODT) format,
 - Rich Text Format (RTF),
 - Portable Document Format (PDF, version PDF/A-1a).

Art. VII**Book-binding, printing and fonts used for bachelor/master theses**

- (1) Printed copies of theses shall not be archived; only electronic versions will be archived and available for public. The student shall hand over only one printed and bound copy of his/her thesis to the Study department either in spiral binding with a firm back and front cover or in hard cover in black or dark blue. **The text on the upper side is printed according to the template** in the attachment (TEMPLATE 1a, 1b) of the Final Thesis Template at AMBIS (see attachment to these Methodological Guidelines).
- (2) **Text editing:**
Printed text shall be printed in one-sided format (except for Assignment document, which can be printed and inserted in double-page format - if longer than one page. Its one page is provided with signatures of student, academic supervisor and, eventually, guarantor).
- (3) **Printing of thesis, margins for printing, line pitch, font size:**
The thesis should be well-legible printed in black ink on white A4 sheets. The thesis is written using a suitable text editor. **Recommended letter size: 12 dots, font Times New Roman for the entire text.**
Left-side margin: 3.0 cm; right-side margin: 2.0 cm. Top and bottom margin: 2.5 cm. Page numbers printed in the bottom centre. There are typically 30 – 35 lines on one page. Paragraphs are justified. Line spacing: 1.5 lines
The titles of the chapters: are usually 20 points in size, chapter subtitles: 14–16 points in size. Foot notes: 8–10 points in size. Foot note letter size should be approximately two size smaller than the core text.
Descriptions of figures, charts, diagrams and tables shall be numbered and printed below them; titles of tables shall be printed above the tables. The origin of the charts, tables and/or diagrams adopted shall be printed along with relevant descriptions and, additionally, the List of references.

Art. VIII**Defence of bachelor respectively master thesis**

- (4) Defence of bachelor's eventually master's thesis is an integral part of every final state examination. The following members of the examination board participate in the defence of the thesis: if this is not prevented by serious obstacles, the opponent of the bachelor, respectively master thesis, supervisor and expert consultant (if the defence takes place outside AMBIS).
- (5) As a rule, the student will make brief presentation of his/her thesis, explaining why he/she has chosen even this particular topic, how he/she has proceeded during its elaboration, which conclusions have been reached, which problems were dealt with during his work and to which degree the objective has been fulfilled. This part of defence should not exceed **7–10 minutes**. Following are answers to the comments and questions mentioned in the reviews and discussions with the student, usually asked by the members of the examination board. The purpose of the discussion is to find out how the student has mastered professional issues in his/her thesis and to which extent he/she is able to provide answers to the objections put forward. The

purpose of the final examination is to assess not only the quality of thesis but also its defence. Both aspects shall be considered in the classification.

- (6) Adjustment, appearance a clarity is an integral part of assessment of every thesis. Written assessment of the bachelor, respectively master thesis shall always be made by the supervisor and opponent. **The result assessment of the thesis including the questions for defence** can be obtained by the student from the IS (Final Thesis Archive), where academic advisor's and examiner's opinions will be **uploaded at least 5 working days before the defence.**

Art. IX Templates of individual parts of thesis

- (1) The following template documents constitute integral parts of this document:
- Template 1a – Layout of the top cover of the bachelor or master thesis
 - Template 1b – Information provided on thesis book spine (If printed on solid covers. Irrelevant in case of wire bound)
 - Template 2 – Title page of bachelor/master thesis
 - Template 3 – Statement
 - Template 4 – Annotation and key-words
 - Template 5 – List of references – examples
 - Template 6 – Storage of thesis in IS archive
- (2) In the enclosed templates in place of the data indicate the template in *italics*. Shall be given specific data concerning the bachelor's respectively master's thesis its author etc.
- (3) Template of the final thesis at AMBIS constitutes Attachment hereto.

Art. X Final provisions

- (1) This internal document has been posted at the Notice Board, section Controlled Documentation.

Art. XI Distribution list

- (1) Printout no. 1 administrator's printout
(2) Printout no. 2 print on the loan

TEMPLATE no. 1a

Top cover layout of bachelor/master thesis – do not insert into the thesis!!

Times New Roman
16 dots, B, cantered
paragraph: 72 before

Vysoká škola regionálního rozvoje a Bankovní institut – AMBIS
(The College of Regional Development and Banking Institute – AMBIS)

Choose relevant information: Bachelor/
Master Thesis
Font: Times New Roman
18 dots, B, centred

Bachelor or Master Thesis

Times New Roman
12 dots, B, centred
paragraph: 180 before

Name and surname of the author

Year *(thesis defence)*

Example:

Jana Nováková

2019

TEMPLATE no. 1b Description of the back of the bachelor's resp. master's thesis

Caution: Use only if you use a hard cover binding to print a single submitted print of the thesis.
Do not use in case of ring binding.

SURNAME NAME THESIS TITLE

BOOK SPINE (TEPMPLATE):

For instance, Ms. Květoslava Dytesilová, Bc., has written master thesis on Building external sales network for corporate customers.

Information on book spine can be as follows:

DYTESILOVÁ KVĚTOSLAVA BUILDING AN EXTERNAL SALES NETWORK

or

DYTESILOVÁ KVĚT. EXTERNAL SALES NETWORK FOR CORPORATE CUSTOMERS

or

DYTESILOVÁ K. BUIDLING A SALES NETWORK FOR CORPORATE CUSTOMERS

or any combination thereof, provided that the surname always comes first and the content of the short title is clearly defined. Reduction of the title of the thesis is always performed only because of the limited spine length.

TEMPLATE no. 2 Title page of the bachelor/master thesis

Times New Roman
16 dots, B, centred
paragraph: 72 before

Vysoká škola regionálního rozvoje a Bankovní institut – AMBIS

(The College of Regional Development and Banking Institute – AMBIS)

Name of the Department– *see official assignment*

Times New Roman
14 dots, B, centred
paragraph: 12 before

Times New Roman
18 dots, B, centred
paragraph: 135 before

Name of bachelor/master thesis

(subtitle of the thesis)
Bachelor/master thesis

Times New Roman
14 dots, I, centred
paragraph: 9 before

Times New Roman
14 dots, B, centred
paragraph: 12 before

Times New Roman
12 dots, B, 1.25 cm from left
paragraph: 114 before

Times New Roman
14 dots, B, 5.75 cm from left
paragraph: 114 before

Author:

Name and surname

study programme, specialisation

Times New Roman
12 dots, 5.75 cm from left
paragraph: 9 before

Academic supervisor:

Academic degree, name and surname

Times New Roman
12 dots, B, 5.75 cm from left
paragraph: 24 before

Professional consultant *: **Academic degree, name and surname**
(if applicable) **Place of work**

Times New Roman
12 dots, B, 1,25 cm from left
paragraph: 24 before

Times New Roman
12 dots, B, 1,25 cm from left
paragraph: 84 before

Praha / Brno

Year *(thesis defence)*

TEMPLATE no. 3 Declaration

Declaration:

I declare, that I have drawn up this *bachelor* respectively *master* thesis independently. I have listed all list of references referred to.

By signing this statement, I confirm that electronic format of my thesis handed over is identical with the printed version. I have been informed that my thesis will be archived in AMBIS library and made available to any third party in internal data base of university theses in electronic format.

Praha respectively place of residence/ day.....

name and surname of the author
personal signature of the author

TEMPLATE no. 4. Annotation and key-words**Annotation**

The text shall include basic data that characterize the content and result of relevant thesis. The length of the text should not exceed 200 words.

Key words: *several (4–7) basic terms describing the topic under investigation.*

Annotation

Identical text of annotation in English language.

Key words: *English equivalents of key words in Czech language*

TEMPLATE no. 5 List of references

– We recommend using www.citace.com for generation of bibliographical references.

TEMPLATE no. 6 Storage of thesis in IS archive

The student shall store his/her *thesis* in the archive before its handing over to the Study department.

ATTENTION: After receiving the thesis in IS and its confirmation by the supervisor, the student will not be allowed to handle the archive.

ATTENTION: After the date of handing, your thesis will be available for public worldwide.

The entire thesis in format for MS Word (.doc or .docx), in text document format OpenDocument ODF (.odt) or portable document format PDF (.pdf) shall be stored in the archive by the student. If you store your thesis in format for MS Word or OpenDocument ODF, PDF and text version (text only) will be generated automatically. If PDF version will be stored, text version (text only) will also be generated from PDF automatically.

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