# Guidelines for written products
Full time studies at AAU Business School
2020

BUSINESS SCHOOL
AALBORG UNIVERSITY

Contents

- Background for guidelines for written products
- Formal setup of written products and upload of written product
- Projects scope
- Articles, synopsis and portfolio scope
- Setting up source references
- Setting up tables and figures
- Literature list setup
- Set up of annexes
- What is the role of the supervisor?
- What can the study secretary help with?
- If you want to file a complaint
- Exam cheating and plagiarism

AALBORG UNIVERSITET
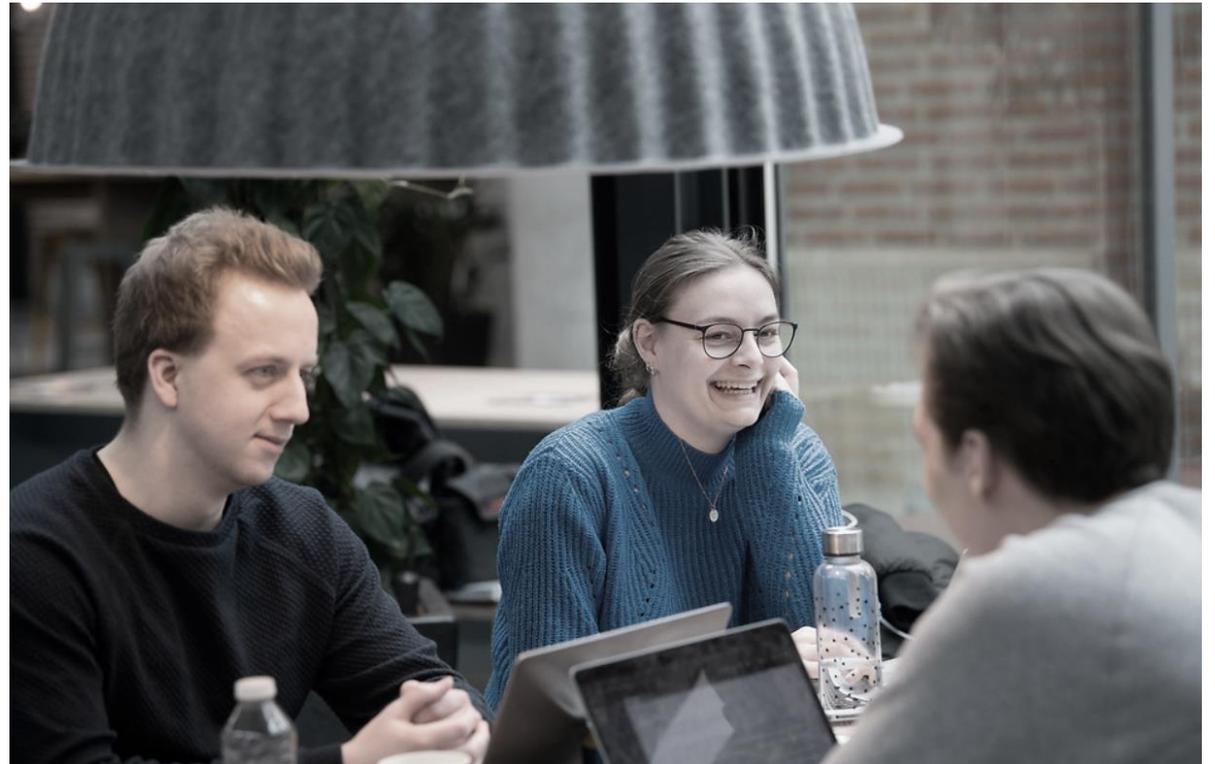
Background for guidelines for written products

The purpose of the AAU Business School guidelines for written products is to:

- present common guidelines for what is expected at AAU Business School in relation to the scope of written products.

- provide a foundation for fulfilling the stated learning objectives by developing the ability to apply academic reasoning, thereby ensuring progression in the ability to communicate in writing.

- support supervision in developing a problem-based dialogue on how to bring core disciplines into play in the best possible way.

- state that priority of quality over quantity becomes the focal point of the content of the written products that are produced.

- ensure formalities related to developing and uploading written products.

AALBORG UNIVERSITET

Formal rules regarding the setup of written products

Title page

A title page must contain the following information:
- education
- semester
- group number
- full names
- possibly, number of strokes

Table of contents (not applicable to article)

A table of contents should:
- be inserted at the front of the product
- list all chapters of the assignment, sections, bibliography and possibly Appendix
- provide page numbers
- be set up so that the titles are aligned to the left and page numbers to the right

AALBORG UNIVERSITET

Formal rules for the setup and upload of the written products

Abstract

- An abstract is a short summary in English, placed at the front of the product.
- If the product is written in English, the abstract can be written in Danish.
- An abstract can max. be 2 normal pages.

Information on uploading written product and delivery in general

- The product must be uploaded in the Digital Exam.
- If you are part of a group, before uploading the product, you must form a group in the Digital Exam. Only one copy must be uploaded into the system.
- Also, remember to mark the product as confidential, if necessary.
- You will find further information regarding upload and delivery time in the course's Moodle room.
- Guides for the Digital Exam can be found here.

AALBORG UNIVERSITET

Project size

The specified pages correspond to normal pages					
	1 - 3 stud.*			**4 stud.**	**5 stud.**	**6+ stud.**
5 ECTS	20 pages			30 pages	40 pages	50 pages
10 ECTS	30 pages			40 pages	50 pages	60 pages
15 ECTS	20 pages	30 pages	40 pages	50 pages	60 pages	70 pages
20 ECTS	30 pages	40 pages	50 pages	60 pages	70 pages	80 pages
25 ECTS	40 pages	50 pages	60 pages	70 pages	80 pages	90 pages
30 ECTS	60 pages	80 pages	90 pages			

*Students who choose to write alone or in groups of two or three people are offered different types of guidance.

- Bachelor and master's theses are to have an abstract of max. two normal pages in English or Danish, which should be included in the specified pages.
- Literature list, figures & tables and appendices are not included in the specified pages.
- A normal page is 2,400 characters including spaces.

AALBORG UNIVERSITET

Articles, synopsis and portfolio size

The specified pages correspond to normal pages						
	1 - 3 stud.*			**4 stud.**	**5 stud.**	**6+ stud.**
5 ECTS	8 pages			10 pages	12 pages	15 pages
10 ECTS	10 pages			12 pages	15 pages	18 pages
15 ECTS	10 pages	12 pages	15 pages	18 pages	20 pages	22 pages
20 ECTS	12 pages	14 pages	18 pages	20 pages	22 pages	25 pages
25 ECTS	15 pages	18 pages	20 pages	22 pages	25 pages	28 pages
30 ECTS	18 pages	20 pages	25 pages			

*Students who choose to write alone or in groups of two or three people are offered different types of guidance.

- Literature list, figures & tables and appendices are not included in the specified pages.
- A normal page is 2,400 characters including spaces.

AALBORG UNIVERSITET

Setting up source references

- Relevant and accurate source references are crucial for being able to argue scientifically in the core economics, business economics and business law disciplines.

- Source references are the basis for the knowledge and reasoning presented in the written products and must therefore be retrievable.

- Quotes, rewrites, tables, figures, translated text passages, etc. must be provided with source reference to avoid plagiarism uncertainty. Quotes must also be framed with quotation marks ("").

- At the AAU Business School, the Harvard Referencing System or APA are used for source referencing.

AALBORG UNIVERSITET

Setting up tables and figures

- Tables and figures can support central theoretical and / or empirical arguments and interpretations as well as create an overview of data and therefore function as a central part of written products.

- Tables and figures must be easily readable and understandable.

- Tables and figures must be numbered consecutively and placed centrally in relation to the place in the text where their content is being presented, tables and figures can also be attached as appendix.

- Tables and figures must be accompanied by a note that explains the content of the table or figure.

- Content and use of tables or figures must be presented and included in the scientific argument and interpretation of the written product.

AALBORG UNIVERSITET

Setting up literature list/bibliography

- A literature list presents primary and secondary data that have created the knowledge base for the arguments presented in the written product.

- A complete literature list is therefore important in terms of creating transparency about - as well as respecting - the works that have formed the basis of the arguments presented.

- The literature list is placed in the written product before appendices.

- The literature list should consist only of the sources referenced throughout the written product.

- The literature list must be complete, containing all kinds of used sources, listed in alphabetical order by the surname of the first author.

- At the AAU Business School, the literature list is compiled according to the Harvard Referencing System or APA.

AALBORG UNIVERSITET

Setting up appendices

- Appendices can provide detailed insights into primary data, fundamental data analysis and theory, which underlie the arguments, analyses and conclusions drawn in the written product. Appendices are therefore a central part of the development of academic written products.

- Appendices are understood as supplementary or in-depth documentation referred to in the written product. If no reference is made to an Appendix, it must be stated as a source.

- The written product must be read independently of appendices.

- Appendices must have their own heading and each appendix is numbered consecutively and accompanied by a headline and explanatory text.

- Appendices are not included in the final page count that must be submitted.

AALBORG UNIVERSITET

What is the role of a supervisor?

The supervisor is a resource that, throughout preparation of the written product, can contribute with a constructive, critical and reflexive way to support academic approach to solving the chosen problem.

Cooperation with a supervisor will for example, include:

- Sparring in connection with the development of a relevant problem statement, including problem formulation.
- Inspiration for how to obtain relevant literature that can illuminate the chosen problem.
- Discussion of how a relevant methodological approach can be developed, that will generate the necessary and relevant data in examining the chosen issue.
- Dialogue on how the desired scientific theoretical perspective is identified and used in the course of working on the problem.
- Support for establishing constructive collaboration with practice.
- Sparring on identifying links between theory and data that may be relevant to present and discuss in relation to the chosen issue.
- Constructive, critical and reflective feedback on the whole or a part of the written products.
- Facilitation of peer review processes with fellow students around the whole or a part of the written product.
- Support in application of a realistic and ambitious project management throughout preparation of the written product.
- Knowledge sharing regarding the procedure of a possible oral exam based on the written product.

AALBORG UNIVERSITET

What can the study secretary help with?

The study secretary is a resource that, throughout preparation of the written product, can help you clarify guidelines, relevant deadlines, get access to relevant information, as well as information related to preparation for the exam and conducting it.

The study secretary can, among other things, help clarify:
- questions regarding enrollment for the course / exam
- the use of Moodle
- questions in relation to group formation
- questions regarding Digital Exam
- questions regarding the practicalities related to the exam
- rules regarding sick leave and re-examination

REMEMBER: You are always welcome to contact your study secretary if you have any doubts.

AALBORG UNIVERSITET

If you want to file a complaint

- If you are considering filing a complaint about e.g. the evaluation of your written product, you can find useful information about it here.

AALBORG UNIVERSITET
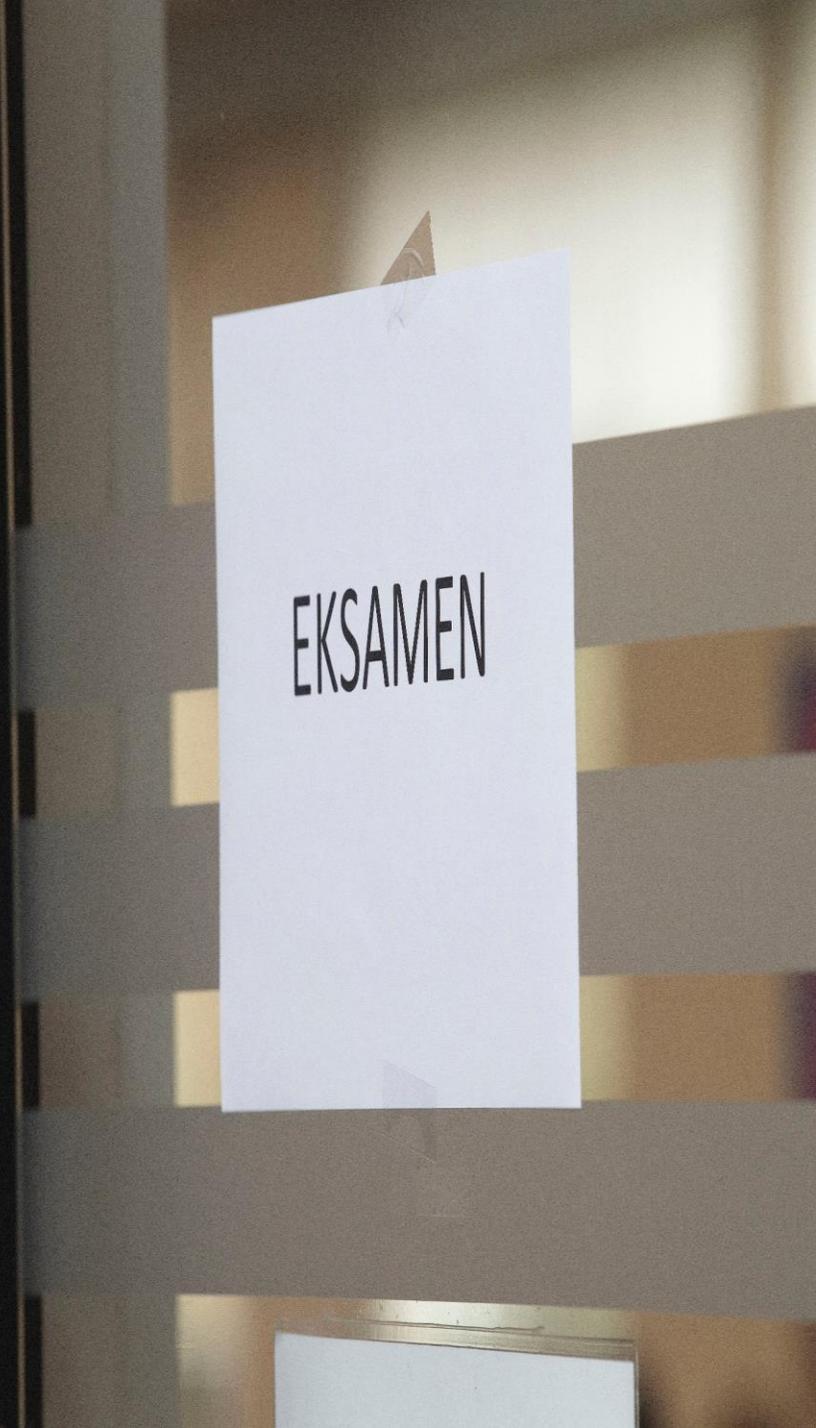
Exam cheating and plagiarism

At AAU Business School, we cherish the academic virtues that are the foundation for taking a university education.

This means that we take pride in respecting the work of others - researchers as well as fellow students. Therefore, a number of guidelines have been developed at AAU, which we follow in situations where exam cheating and plagiarism are suspected.

It is important that you familiarize yourself with how to quote, be inspired, and process other people's work before drafting written products and / or graduating.

You can read about how exam cheating is defined and what the consequences are here.

At AAU, we use antiplagiarism system called Urkund. Urkund is a system that scans all written products and informs us of suspected plagiarism. Read more about Urkund here.

ITX Flex is used at AAU to monitor written exams. ITX Flex is a system that monitors your work on the written exam and informs us if there is any suspicion of exam cheating. Read more about ITX Flex here.

AALBORG UNIVERSITET

Questions and comments: forvaltning@business.aau.dk