

WESTFÄLISCHE WILHELMS-UNIVERSITÄT MÜNSTER

INSTITUT FÜR WIRTSCHAFTSINFORMATIK

Title of an Awesome Thesis Which Will Change the
World and Reveal Incredible Insights Into Highly
Relevant Topics

BACHELORARBEIT

eingereicht von

First Middle Last Name

DIGITAL INNOVATION
& THE PUBLIC SECTOR

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1 Introduction

Welcome! The purpose of this document is to outline the guidelines for creating and formatting seminar papers, as well as Bachelor and Master theses. It will be explained which general formatting rules should be applied for any written submission and how the provided \LaTeX template can help produce a well formatted piece of work. Throughout the document, a number of examples will illustrate the structure of an academic work and at the same time show how the template can be used. Note, though, that there are so many aspects of writing a good paper and producing a good-looking result that it is impossible to cover all of them in this guide. For further references on what we expect from seminar participants please consult our Guide to Seminars.

This template consists of a `main.tex`-file in which all relevant parts are defined. In the `code` folder, you can include files of algorithms and code blocks that are part of the thesis. In the `content` folder, you can include all relevant chapters as single `tex`-files. In the `figures` folder—as the name already suggests—you can include images and graphics. We advise you to not edit the `settings` folder. If you need to include any packages which are not part of this template, you can do so in the preamble of `main.tex`.

You are free to use any \LaTeX environment. Some people prefer local installations and editors under their own control, while others prefer hosted services such as `Overleaf`¹—due to zero-installation (some students perceive setup of the `minted` package to be challenging), automated storage, nice user experience, and easy collaboration options. Nevertheless, as usual, gratis hosted solutions come with disadvantages (loss of control and privacy, dependence on a third party). In particular, we advise you to carefully read the `Overleaf` Privacy Notice, from where we quote:

When you use `Overleaf`, we may collect information about that usage and other technical information, such as your IP address, browser type and any referring website addresses. We may combine this automatically collected log information with other information we collect about you and use it to keep a record of our interaction and to enable us to support, personalise and improve `Overleaf`. (`Overleaf`, 2021)

¹ <https://www.overleaf.com>

Other environments come with tools such as ChkTeX² that warn on-the-fly in case of typical beginners' errors related to L^AT_EX.

In case of working outside Overleaf, installing this template files is easy. Simply unzip the contents into the folder where your document resides. More advanced users may prefer extracting this file into their local `texmf` tree, which is the recommended way of installing the template. Current T_EX distributions, such as T_EX Live, MacT_EX or MikT_EX provide all required packages.

A frequently asked question is that of length. While we recommend you talk to your supervisor about your specific case, some general remarks can be made here. A Bachelor thesis is supposed to have “approximately 40 pages” according to the Examination Rules (PO Bachelor WI 2010). For Master theses, it is much more difficult to specify a number of pages due to variations in the assigned topics. Typically, however, a length of about 80 pages seems appropriate. Seminar papers ought to be about 15 pages in length and never exceed 20 pages.

² <https://www.nongnu.org/chktex/>

2 Template Manual

In the following, you will find some general information on how to use this template as well as some tips on how to apply some features of \LaTeX to write not only a conclusive but also well-structured thesis. This is not meant as a general manual on how to learn \LaTeX , but to remind you of certain features and to guide you.

One general hint: try to avoid a situation in which only 1 or 1 1/2 lines of a paragraph are printed on the next page. These snippets can easily be missed by your reader and it is no nice way of typesetting.

Sometimes, words which are not known by \LaTeX are separated wrongly or are written on the margins of the page. Use the `\hyphenation{com-mand}` in the preamble of the `main.tex`-file to show \LaTeX how words can be separated properly.

2.1 Text Structure

When structuring an academic work in particular the criterion *completeness* has to be observed. This, however, should be achieved without any redundancies and overlap. The entire work should follow a common theme and each section, even each argument, should logically follow this theme. Furthermore, the theme has to be evident to readers, who should be able to know at any time whilst reading at which point of the argument they are. In order to achieve this, it may be handy to develop a continuous example throughout the writing.

In this thesis, the usual structures like `\chapter`, `\section`, `\subsection` etc. can be used. Depending on the length of your thesis, it is not recommended to use more than these three subdivisions. In order to refer to the chapters, use the `\label{label}` and related `\ref{label}`-commands, e.g., write `see Chapter~\ref{ch02:manual}` but not `see \ref{ch02:manual}`. (The same holds for tables, figures, etc.: State to what type of thing you refer *and* capitalize that thing *and* use the tilde character to create a non-breaking space before the number.)

In \LaTeX , several commands like `\textit{text}` for italic, `\textbf{text}` for bold text, `\textsc{text}` for small caps, `\underline{text}` for underlined text, or even `\texttt{text}` for typewriter text can be used to highlight information. Please use only a limited number of highlights and stick to one type of highlight for a specific purpose!

Texts can further be structured by using lists. The common list-environments `itemize`, `enumerate` and `description` also work in this template.

2.2 Colours

This template comes with the colors defined in the Corporate Design of the University of Münster, ERCIS, and the Chair of Statistics and Optimization. Table 1 lists the color names and shows the resulting color. You can apply them to text by using the `\textcolor{color name}{text}` command. If you want to use them in other images or graphics, you will also find the hexadecimal codes below. Do not forget to add an `#` before you use them in other applications.

















Color Name	Result	Hex Code	Color Name	Result	Hex Code
datascience-green1		5bbb56	datascience-mud		b5bb56
datascience-iceblue		56bbb7	datascience-grey		929292
datascience-darkblue		567cbb	um-black		3e3e3b
datascience-purple		880085	um-lightgreen		7ab516
datascience-pink		f36196	um-green		008e96
datascience-coral		f88379	um-lightblue		009dd1
datascience-rose		ffc0cb	um-blue		006e89
datascience-ocher		bbb056	ercis-red		852339

Tabelle 1 Representation of color codes defined in this template.

2.3 Floats

In order to include float objects, the usual commands for inserting a `table`, `figure` or `listing` / `algorithm` can be used. For figures, tables as well as code, proper captions, and labels should be set. Similar to chapters and sections, labels can be set to refer to the floating object. Captions should help the reader what kind of information is displayed as well as why is it displayed. This template does not include a list of figures or a list of tables. Again, please keep in mind that these missing lists are missing on purpose and should only be included in this template if your supervisor asks for it.

Additionally, you can determine where images and tables should be placed on the page. In scientific publications, it is the state-of-the-art to place them on top of the page. If it fits in your case, you should also stick to this rule of thumb. Use the square brackets after the definition of the environment to force \LaTeX to place the floats where you want them to be: `h` for here, `t` for at the top of the page and `b` for the bottom of the page. You can also combine them in order to give \LaTeX some margin for maneuver.

Tables need nested environments. First, a `\begin{table}` environment is used, in which a `\begin{tabular}` environment is called. The `tabular` environment is used to define the table itself. Please make sure that all information is structured properly so that the reader can directly see and understand the displayed information. A guide for really nice tables can be found in the documentation of the `booktabs` package which is also included in this template (Fear, 2020).

Article		
Number	Item	Price (€)
1	Cheese	3.50
3	Steaks	25.00
2	Mangos	4.00

Tabelle 2 An exemplary table using the rules defined in the `booktabs` package by Fear.

For included images, make sure to use high-resolution images (vector) images or that you generate images by using the `TikZ/PGF` package in `LATEX`, the `ggplot` package in `R` or the `plotly` package in `python`. They can be included by placing them in a `\begin{figure}`-environment and by using the `\includegraphics[width]{file}` command, which can handle many formats. PDF files are preferable for vector graphics. PNG files are the best way of including pixel graphics, such as graphs or diagrams not available in vector format. JPEG files may be used to include photographic or artistic images.

The last type of float which can be included are code snippets. You can either include pseudocode to outline the mechanisms of algorithms or real source code.

Pseudocode should be created by using the `algorithmicx` package. It provides some commands to structure the code and is easy to handle. As tables, the outer environment is the `algorithm` environment, while the inner environment is an `algorithmic`-environment. Further information on how to use the commands can be found in the documentation of the `algorithmicx` package (János, 2020).

Algorithm 1 Euclid’s algorithm in pseudo-code

```

1: procedure EUCLID( $a, b$ ) ▷ required  $b > a$ 
2:    $r \leftarrow a \bmod b$ 
3:   while  $r \neq 0$  do
4:      $a \leftarrow b$ 
5:      $b \leftarrow r$ 
6:      $r \leftarrow a \bmod b$ 
7:   return  $b$ 

```

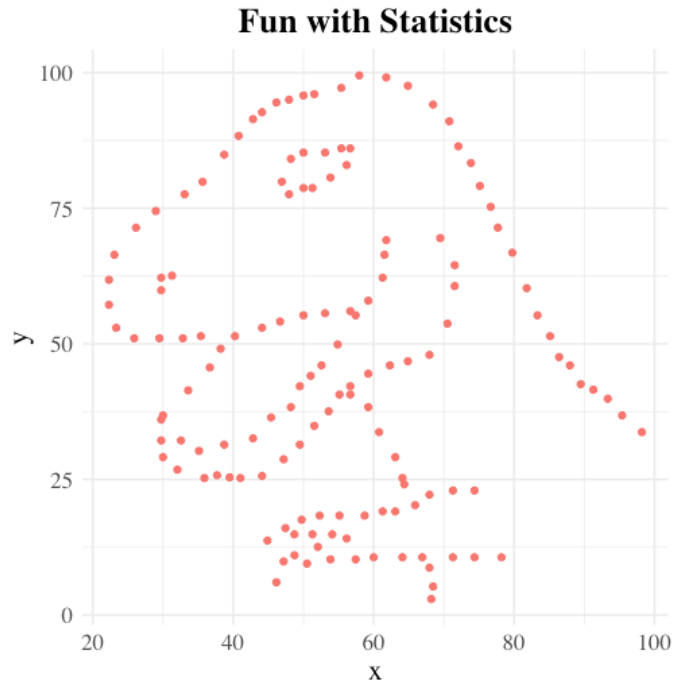


Abbildung 1 Always choose a proper label and caption which describes what the reader can see. You should write complete sentences and not only keywords. This nice image was generated by using the `ggplot`-package of R.

For source code, the package `minted` is already included in this thesis. It provides features to highlight keywords in code for several programming languages. Simply include code files via the `\inputminted{language}{file}` command in a `listings` or `algorithm` environment. If it is just one single line, use `\mint{language}|Line of Code|`.

Be aware that if you want to use the `minted` package on your local computer and not in Overleaf, you might have to install some packages on your local machine. For further information, take a look at the package documentation (Poore, 2017).

Algorithm 2 Euclid's algorithm in python-code

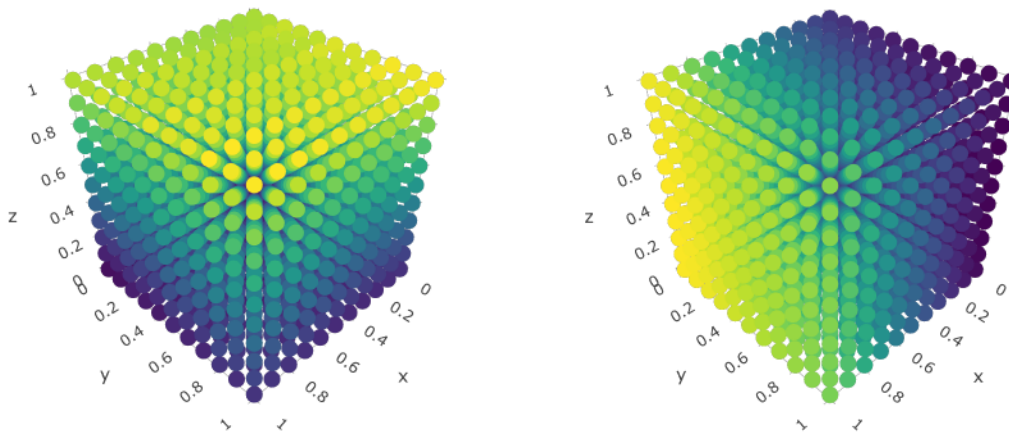
```

1 def euclids_algorithm(a, b): # required b > a
2     r = n % m
3     while r != 0:
4         a = b
5         b = r
6         r = a % b
7     return b
8     # Example: print(euclids_algorithm(8,12))

```

2.4 Subfloats

Sometimes it makes sense to place figures side by side. Use the `subfloat` environment inside a `figure` environment if you want to reference the images separately. If not, you can also use two commands without an additional environment by including two `\includegraphics[width]{image}` commands and adjust the width so that the images are placed side by side. Note that the sizes of either the subfigures or the images should be together lower than 1, e.g., both `width=0.49\textwidth`.



(a) The caption of the first image.

(b) The caption of the second image.

Abbildung 2 Two interesting figures side by side which can be referenced independently. These images were generated by using the `plotly` extension for R.

2.5 Bibliography and Citations

Bibliographies are an important part of any piece of academic writing. On the one hand they enable readers to easily extend research on the given work. On the other hand they help writers to correctly address their sources as well as keeping track of them. With \LaTeX , bibliographic information is managed in `.bib` files (e.g., see `library.bib` coming with this template).

\LaTeX provides several commands to reference sources, which are then included in the bibliography at the end of the document. This template uses `biblatex` (with `biber` as backend) and the option `natbib`. The style of references and bibliography depends on your setting of `chair` in the beginning of the main document. Please make sure to set that option first. Then, different variants of citation commands may look as follows (others exist as well):

Use authors as subject in proper English sentence. `\textcite{Goodfellow2016deep}` define ... produces: I. Goodfellow et al. (2016) define ...

- Use authors as subject in proper English sentence. For instance, using the command “`\textcite{Goodfellow2016deep}` define ...” you can produce: “I. Goodfellow et al. (2016) define ...”
- Note how more than three authors are automatically replaced with “et al.”. “`\textcite{Goodfellow2014gan}` define ...” produces: “I. J. Goodfellow et al. (2014) define ...”
- Use reference at end of sentence or as object:
 - “... `\citep{Goodfellow2014gan}`.” produces: “... (I. J. Goodfellow et al., 2014).”
 - “as stated in `\citep{Goodfellow2014gan}`, ...” produces: “as stated in (I. J. Goodfellow et al., 2014), ...”
- Include page numbers, e.g., “`\citep[p. 2]{Codd1970relational}`” produces: “(Codd, 1970, p. 2)”

Generally, each source has to be named and should also be used with the publishing year to differentiate different works by the same author. How this can be done varies between institutions and departments. Relevant literature can be included in the `library.bib` file in the main folder of this template. Inside, you will also find some examples on which information is needed for which type of literature.

If authors or book titles are mentioned by name, the source should be cited right after them, e.g.: The book *Artificial Intelligence: A Modern Approach* (Russell & Norvig, 2003) has been written by S. J. Russel and P. Norving.

Note that sources should *not* just be listed at the end of a paragraph. Instead, sources should be cited when they are used. For instance, the following sentence might be the first one in a paragraph on Generative Adversarial Networks: According to I. J. Goodfellow et al. (2014), Generative Adversarial Networks share the following major advantages ... (followed by text based on that source). Also, note that when referencing sources, the references is placed *before* the punctutation that ends the sentences. Place it after when you use quotes.

2.6 Quotes

The following example shows two things at once. Firstly, how to change the language environment, secondly, how to quote directly.

Direct quotes are produced by using the `\begin{quote}` environment, as shown in the example below.

Future users of large data banks must be protected from having to know how the data is organized in the machine (the internal representation). (Codd, 1970, p. 2)

Of course, copied text should be kept at a minimum and needs to be cited properly. Next to the `quote` environment just shown, quotation marks can be used: “Future users of large data banks. . .” (Codd, 1970, p. 2). Importantly, \LaTeX knows language dependent opening and closing quotation marks. In source files, you can either use correct UTF-8 symbols (if your editor supports this) or use ``` and `'` for opening and closing quotation marks in English (or `"`` and `"'` in German).

Quotes in a different language are set using the `\begin{otherlanguage}` environment, as illustrated below.

Aus logischer Sicht besitzt ein Von-Neumann-Rechner neben der CPU einen *Speicher*, welcher begrifflich zusammengesetzt ist aus einem ROM- und einem RAM-Teil. (Oberschelp & Vossen, 2006, p. 230)

2.7 Licensing

When you create an own work, reuse of your work is restricted by copyright laws. E.g., if you write a good or excellent thesis, not even your supervisors are allowed to create copies of your work for classroom use. To enable reuse of (academic and other) works, Creative Commons (CC) provides a set of licenses. For Open Educational Resources (OER), the license variants CC BY-SA, CC BY, and CC0 are particularly useful. Please consult CC’s web page <https://creativecommons.org/licenses/> to learn more about different license variants.

As documented in the previous subsection, the `license` option allows you to publish your work under such a free and open license. This will create a short license statement on the back of the title page: “Soweit nicht anders angegeben unterliegt diese Arbeit der Lizenz Your-Chosen-Variant.”

Recall that you must always cite your sources. This is particularly relevant if you want to publish your work under a CC license and you include resources that you did not create yourself (e.g., figures): You *must* indicate (and, of course, respect) license terms for included resources so that others know which license terms apply where.

2.8 Headings

As mentioned above, if a section is broken further down, at least two subheadings shall follow.

2.8.1 Subheadings

This means a structure like this is *NOT* appreciated for this is the only subheading. Therefore, there is no need to have it in the first place.

2.9 Blacklist of commands and packages

You can include packages in the preamble of the `main.tex`-file if you need more than already defined in this template. But below you will also find a list of packages which should not be included in this document since, e.g., some of them interfere with existing packages. Also, all packages and commands which alter the design of the thesis, margins, indents or any other spaces are especially forbidden.

Disallowed packages:

`\usepackage{authblk}` This package changes the default settings of the title page.

`\usepackage{subfig}` This package interferes with the already loaded `float` package.

`\usepackage{fullpage}` This package interferes with the already loaded `geometry` package.

`\usepackage{grffile}` Use proper file names, then you do not need this package.

`\usepackage{wrapfig}` Text is not allowed to float around figures.

Disallowed commands:

`\addtolength` You are not allowed to change any margins or other page styles.

`\baselinestretch` You are not allowed to change any margins or other page styles.

`\tiny` This is not an acceptable font size.

`\vspace` No negative value may be used in proximity of a caption, figure, table, section, subsection, subsection, or reference.

`\vskip` No negative value may be used to alter spacing above or below a caption, figure, table, section, subsection, subsection, or reference.

3 Brief Guide to Academic Practice and Writing

At the University of Münster, we strive to follow rules for Good Scientific Practice³. Please familiarize yourself with the General Principles summarized in §1. Although these principles are phrased for “academic staff”, they apply to your work as student as well.

For Bachelor students, we recommend that you take part in our “Vorbereitungskurs Bachelorarbeit”, which follows a book written at our department (Bergener et al., 2019). In addition, Alfred Brink teaches academic writing at the University of Münster (and has written a book on that topic (Brink, 2013)).

3.1 Parts of an Academic Writing

Abstract The abstract is a short summary of the work at hand. Its purpose is to give a concise overview of the work’s contents and enable potential readers to judge the relevance of the work. To achieve this, abstracts of academic writings should state the purpose and aims of the work (including some context information, if necessary), the methods applied, and the main findings in approximately 100–150 words. By default, this template does not produce an abstract. Add one if your supervisor asks you to do so.

Introduction The introduction should clearly motivate and outline the aims of the work and its relevant adjoining subject areas. The most important terms have to be defined exactly, which requires a precise wording. Furthermore, the research question and research method can be briefly hinted at. By highlighting the process of the study conducted the structure of the work can be outlined and justified. In many case it has proven to be sensible having a figure at the end of the introduction showing the structure, line of argument, and key message of the work. This section does not necessarily have to be called introduction but may be titled in regard to the work.

For theses, an introduction should be one to three pages. If basic definitions take up too much space, it may be opted to add another section in between the introduction and the main body (e.g., fundamentals) which elaborates on basic principles. For other types of writing, the introduction should be shorter according to its overall page count.

From experience it can be stated that it makes sense to write the introduction last. It may be drafted at the beginning but during the course of writing it

³ <https://www.uni-muenster.de/forschung/en/foerderung/kodex.shtml>

is likely that changes to the original plan occur (the sequence and relation of sections may change or new aspects appear). By writing the introduction last, unnecessary work is avoided.

Main body The main body should be split into several chapters or sections and is concerned with the actual topic of the work. Typical sections (amongst others) are: literature review, methodology, and findings.

Conclusion To conclude the work a summary of the main findings should be given. Additionally, it should be elaborated on the limitations of the work at hand and how future research may address these as well as other open issues. Furthermore, possible future developments can be pointed out.

3.2 Good Practices

For any scientific work, you need to understand on whose shoulders you might stand. Thus, first, carefully read the basic literature. Then, clarify comprehension question (such as technical terms and abbreviations). It is also important to understand the context of articles and of the underlying theory. For example, an article regarding cryptography can be either in the context of mathematical application or in that of Internet security. To analyze a certain paper, it is important to identify the core ideas of the authors: What do they highlight as being new discoveries? What are the most important points? What is good or bad about their work? Once this has been done, their central theme and the differences between their work and the work of others should be highlighted. Also, the work should be critically reflected: Has the article, for instance, been written for a particular vendor? Are there opposing opinions? Is the content applicable in the way the authors suggest?

Importantly, correct spelling and grammar should be applied. When writing in German, frequent mistakes involve missing commas, for which rules (Bibliographisches Institut GmbH, 2019) exist, and Deppenleerzeichen (Leerzeichen in Komposita, 2019). When writing in English, American or British rules must be used consistently.

Also, correct citation as shown in this template has to be applied, while you need to make sure that `BIBTEX` entries contain necessary fields. Every reference (literature or Web) that is named in the according list of references has to be mentioned in the text but no particular ration of Web sources to text book or journal sources is required. Please note that in this guide we did not reference each work in the lists of references; rather, the aim was to give an example what the lists should look like.

4 Conclusion

This document was first designed for the chair of Data Science: Statistics and Optimization, was then extended to be used by both data science chairs. Finally, it was again extended to include the chair of Digital Innovation and the Public Sector. It builds on three preliminary works: for one thing it incorporates parts of the style guide of Prof. Jörg Becker's Chair, which can partially be found translated in this document. Additionally, it partially builds on Stephan Dlugosz' one-size-fits-all template for the Information Systems department. Moreover, it uses content extracted from the template provided by Prof. Gottfried Vossen's Chair.

A Appendix: Very important stuff

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut purus elit, vestibulum ut, placerat ac, adipiscing vitae, felis. Curabitur dictum gravida mauris. Nam arcu libero, nonummy eget, consectetur id, vulputate a, magna. Donec vehicula augue eu neque. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Mauris ut leo. Cras viverra metus rhoncus sem. Nulla et lectus vestibulum urna fringilla ultrices. Phasellus eu tellus sit amet tortor gravida placerat. Integer sapien est, iaculis in, pretium quis, viverra ac, nunc. Praesent eget sem vel leo ultrices bibendum. Aenean faucibus. Morbi dolor nulla, malesuada eu, pulvinar at, mollis ac, nulla. Curabitur auctor semper nulla. Donec varius orci eget risus. Duis nibh mi, congue eu, accumsan eleifend, sagittis quis, diam. Duis eget orci sit amet orci dignissim rutrum.

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Abschließende Erklärung

Ich versichere hiermit, dass ich meine Arbeit *Title of an Awesome Thesis Which Will Change the World and Reveal Incredible Insights Into Highly Relevant Topics* selb-

ständig und ohne fremde Hilfe angefertigt habe und dass ich alle von anderen Autoren wörtlich übernommenen Stellen wie auch die sich an die Gedankengänge anderer Autoren eng anlehnenen Ausführungen meiner Arbeit besonders gekennzeichnet und die Quellen zitiert habe; dies gilt auch für Tabellen, Skizzen, Zeichnungen, bildliche Darstellungen usw.

Münster, 01.01.2023

First Middle Last Name

Einverständniserklärung

Name: First Middle Last Name

Titel der Arbeit: Title of an Awesome Thesis Which Will Change the World and Reveal Incredible Insights Into Highly Relevant Topics

Was ist ein Plagiat? Als ein Plagiat wird eine Übernahme fremden Gedankengutes in die eigene Arbeit angesehen, bei der die Quelle, aus der die Übernahme erfolgt, nicht kenntlich gemacht wird. Es ist dabei unerheblich, ob z.B. fremde Texte wörtlich übernommen werden, nur Strukturen (z.B. argumentative Figuren oder Gliederungen) aus fremden Quellen entlehnt oder Texte aus einer Fremdsprache übersetzt werden.

Softwarebasierte Überprüfung. Alle Bachelor- und Masterarbeiten werden vom Prüfungsamt mit Hilfe einer entsprechenden Software auf Plagiate geprüft. Die Arbeit wird zum Zweck der Plagiatsprüfung an einen Software-Dienstleister übermittelt und dort auf Übereinstimmung mit anderen Quellen geprüft. Zum Zweck eines zukünftigen Abgleichs mit anderen Arbeiten wird die Arbeit dauerhaft in einer Datenbank gespeichert. Ein Abruf der Arbeit ist ausschließlich durch die Wirtschaftswissenschaftliche Fakultät der Universität Münster. Der Studierende erklärt sich damit einverstanden, dass allein zum beschriebenen Zweck der Plagiatsprüfung die Arbeit dauerhaft gespeichert und vervielfältigt werden darf. Das Ergebnis der elektronischen Plagiatsprüfung wird dem Erstgutachter mitgeteilt.

Sanktionen Liegt ein Plagiat vor, ist dies ein Täuschungsversuch i.S. der Prüfungsordnung, durch den die Prüfungsleistung als „nicht bestanden“ gewertet wird. Es erfolgt eine Mitteilung an das Prüfungsamt und die dortige Dokumentation. In schwerwiegenden Täuschungsfällen kann der Prüfling von der Prüfung insgesamt ausgeschlossen werden. Dies kann unter Umständen die Exmatrikulation bedeuten. Plagiate können auch nach Abschluss des Prüfungsverfahrens und Verleihung des Hochschulgrades zum Entzug des erworbenen Grades führen.

Hiermit erkläre ich, dass ich die obigen Ausführungen gelesen habe und mit dem Verfahren zur Aufdeckung und Sanktionierung von Plagiaten einverstanden bin.

Münster, 01.01.2023

First Middle Last Name