



UNIVERSITATEA BABEȘ-BOLYAI
BABEȘ-BOLYAI TUDOMÁNYEGYETEM
BABEȘ-BOLYAI UNIVERSITÁT
BABEȘ-BOLYAI UNIVERSITY
TRADITIO ET EXCELLENTIA

FACULTATEA DE
BUSINESS
IN PARTNERSHIP

GUIDELINES

FOR WRITING THE BACHELOR THESIS/DISSERTATION

**Cluj-Napoca
2023–2024**

STEPS FOR WRITING THE BACHELOR THESIS/DISSERTATION

1. In the period October-November of each academic year, it takes place the process of choosing the scientific coordinator and research topic of the bachelor thesis/dissertation. This process encompasses a series of steps and dates mentioned on the Faculty of Business website.
2. Present an outline of the bachelor thesis/dissertation (i.e., table of contents/structure) to the scientific coordinator.
3. Complete the structure of the paper, theoretical foundation and establishing the research methodology as well as submit these materials to the secretary office through an MS Teams assignment, until the date mentioned in the Calendar for the elaboration of the bachelor thesis/dissertation posted on the Faculty of Business website.
4. Finalise 90% of the paper (the research is carried out, the research results and their discussions are completed, the conclusions are outlined) and submit this form of the paper to the secretary office through an MS Teams assignment, until the date mentioned in the Calendar for the elaboration of the bachelor thesis/dissertation.
5. Complete the paper and submit it to the secretary office through an MS Teams assignment, until the date mentioned in the Calendar for the elaboration of the bachelor thesis/dissertation.
6. Based on the thesis/dissertation, the scientific coordinator establishes the grade for the course “Elaboration of the bachelor's/dissertation thesis”.
7. Receive the acceptance report of the bachelor thesis/dissertation from the scientific coordinator.
8. Prepare the PowerPoint presentation for the bachelor thesis/dissertation defence.
9. Discuss the PowerPoint presentation with the scientific coordinator.
10. Fill in a declaration regarding the originality and non-plagiarism of the content of the bachelor thesis/dissertation.
11. Submit the bachelor thesis/dissertation and all the requested documents to the secretary office through an MS Teams assignment.
12. Defend the bachelor thesis/dissertation.

IMPORTANT NOTE:

Please make sure that you meet the deadlines set by your scientific coordinator.

1.1.

**BACHELOR THESIS COVER
should be formatted as follows:**

BABEŞ-BOLYAI UNIVERSITY
FACULTY OF BUSINESS
(TNR* 16pt)

Bachelor thesis (TNR 26pt)

Scientific coordinator, (TNR 14pt)

Prof.Dr. *Name Surname*

or

Assoc.Prof.Dr. *Name Surname*

or

Assist.Prof.Dr. *Name Surname*

Student, (TNR 14pt)

Name Surname

Cluj-Napoca
2024

* TNR = Times New Roman

1.2.

BACHELOR THESIS FIRST PAGE

should be formatted as follows:

**BABEŞ-BOLYAI UNIVERSITY
FACULTY OF BUSINESS
SPECIALIZATION
BUSINESS ADMINISTRATION
or
BUSINESS ADMINISTRATION IN HOSPITALITY SERVICES
(TNR 16pt)**

**Bachelor thesis (TNR 26pt)
Title of the thesis (TNR 26pt)**

Scientific coordinator, (TNR 14pt)

Prof.Dr. *Name Surname*

or

Assoc.Prof.Dr. *Name Surname*

or

Assist.Prof.Dr. *Name Surname*

Student, (TNR 14pt)

Name Surname

**Cluj-Napoca
2024**

2.1.

DISSERTATION COVER

should be formatted as follows:

BABEŞ-BOLYAI UNIVERSITY
FACULTY OF BUSINESS
(TNR 16pt)

Dissertation (TNR 26pt)

Scientific coordinator, (TNR 14pt)

Prof.Dr. *Name Surname*

or

Assoc.Prof.Dr. *Name Surname*

or

Assist.Prof.Dr. *Name Surname*

Student, (TNR 14pt)

Name Surname

Cluj-Napoca
2024

2.2.

**DISSERTATION FIRST PAGE
should be formatted as follows:**

BABEŞ-BOLYAI UNIVERSITY
FACULTY OF BUSINESS
SPECIALIZATION
INTERNATIONAL BUSINESS ADMINISTRATION
or
BUSINESS ADMINISTRATION IN INTERNATIONAL
HOSPITALITY AND TOURISM
(TNR 16pt)

Dissertation (TNR 26pt)
Title of dissertation (TNR 26pt)

Scientific coordinator, (TNR 14pt)

Prof.Dr. *Name Surname*

or

Assoc.Prof.Dr. *Name Surname*

or

Assist.Prof.Dr. *Name Surname*

Student, (TNR 14pt)

Name Surname

Cluj-Napoca
2024

3.

BACHELOR THESIS AND DISSERTATION CONTENT

IMPORTANT NOTE:

The content of the bachelor thesis/dissertation will be evaluated both by the scientific coordinator and by each member of the defence committee, based on the assessment criteria and their quota, which can be found in the Appendix to the Guidelines for writing the bachelor thesis/dissertation.

It is recommended to have the following sections of the bachelor thesis/dissertation, depending on the type of work established together with the scientific coordinator:

<i>Scientific/Journal Article</i> Manuscript type	<i>Case Study</i> Manuscript type
<u>Introduction</u> Description of the chosen research topic, its overarching aim and research objectives, etc.	<u>Introduction</u> Brief summary of the case study, its overarching aim and research objectives
<u>Literature Review</u> Review of the academic literature related to the research topic	<u>General Information on the Case Study</u> If appropriate and/or necessary, one can refer to academic literature relevant to the case study topic
<u>Data Sources and Research Method(s) used</u> If applicable, one can mention the research hypothesis/hypotheses	<u>Research Methods</u> If applicable, one can mention how the study was conducted, which were the specific circumstances, how data were collected
<u>Relevant Details on the Conducted Research</u>	<u>Relevant Details on the Case Study</u>
<u>Results and Discussion</u>	<u>Results and Discussion</u>
<u>Conclusions and Proposals/Recommendations</u>	<u>Conclusions and Proposals/Recommendations</u>

IMPORTANT NOTES:

1. Conclusions and proposals/recommendations have to be **directly linked** to the research topic of the bachelor thesis/dissertation and must be grounded on the results stemming from the conducted research.
2. The business plan is a special manuscript type, which will be elaborated following the plan structure and the scientific coordinator recommendations.

Depending on the manuscript type, one may have the following Table of contents of the bachelor thesis/dissertation:

TABLE OF CONTENTS

List of Tables (TNR 14)	p.
List of Figures (TNR 14)	p.
List of Acronyms and Abbreviations (TNR 14)	p.
Abstract (TNR 14)	p.
Introduction and Literature Review* (TNR 14)	p.
<i>or</i>	
Introduction and General Information on the Case Study(TNR 14)	p.
Chapter 1. Title (TNR 14)	p.
1.1. Subchapter 1 (TNR 13)	p.
1.2. Subchapter 2 (TNR 13)	p.
1.3.	
Chapter 2. Title (TNR 14)	p.
2.1. Subchapter 1 (TNR 13)	p.
2.2. Subchapter 2 (TNR 13)	p.
2.3.	
.....	
Conclusions and Proposals/Recommendations (TNR 14)	p.
References (TNR 14)	p.
Appendix/Appendices (if necessary) (TNR 14)	

IMPORTANT NOTES:

1. Appendix/Appendices is/are not included in the total number of pages.
2. Pages must be numbered starting with the Introduction and ending with the last page of the References.
3. The general structure with chapters (presented above) remains unchanged. It can be modified only with permission granted by the scientific coordinator.

* The chapter "Introduction and Literature Review" can also be divided into two distinct chapters, depending on the length of each part, i.e., Introduction and Literature Review. However, any adjustments to the structure of the bachelor thesis/dissertation should be discussed with and approved by the scientific coordinator.

4.

**DETAILS ON THE BACHELOR
THESIS AND DISSERTATION
CONTENT**

Abstract (max. 1 page)

In this first part of the bachelor thesis/dissertation the student/master student will write a summary of the research conducted, emphasizing the aim of the research study, research methodology, the conclusions that have been reached and the proposals/recommendations that have been formulated on the topic.

Introduction and Literature Review – if the manuscript type of the bachelor thesis/dissertation is *Scientific/Journal Article*

In the Introduction and Literature Review, the student/master student has to:

- Start with an overview and importance of the research topic.
- Present the current state of knowledge of the chosen research topic, i.e., briefly describe the main sources from the literature related to the research topic.
- Motivate the choice of the topic and highlight the novelty of the research.
- Specify the overarching aim and research objectives of the bachelor thesis/dissertation.
- Indicate the data sources and research method(s) used.
- If applicable, include research hypothesis/hypotheses.

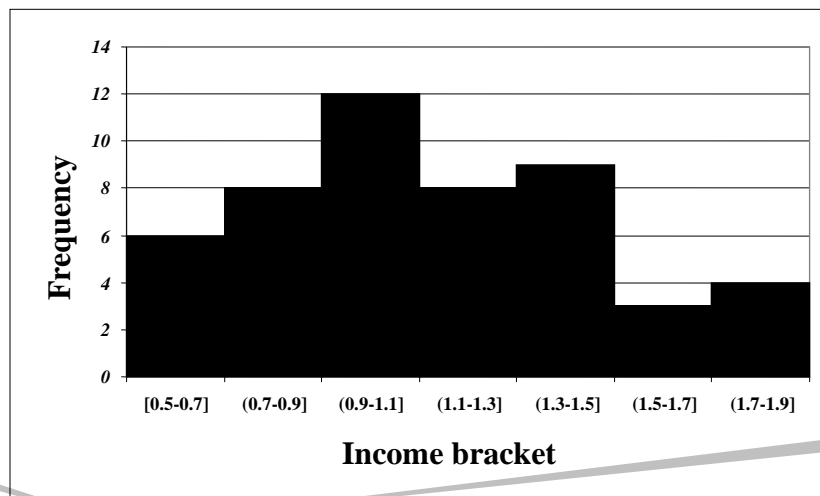
Introduction and General Information on the Case Study – if the manuscript type of the bachelor thesis/dissertation is *Case Study*

In the Introduction and General Information on the Case Study, the student/master student has to:

- Start with an overview and importance of the research topic.
- Present the general relevant information on the case study. If appropriate and/or necessary, cite academic literature related to the research topic of the case study.
- Motivate the choice of the topic and highlight the novelty of the research.
- Specify the overarching aim and research objectives of the bachelor thesis/dissertation.
- Indicate the research methods used in the thesis/dissertation.
- If applicable, mention the research design, data collection instruments, etc.

Chapter(s)

- It is recommended to use a compact structure of the chapters. Do not divide the subchapters in too many paragraphs that have only a few lines. One subchapter should have a length of at least one page.
- Use the following page formatting:
 - Page format: A4
 - Margins: Top 2.54 cm, Bottom 2.54 cm, Left 2.54 cm, Right 2.54 cm, Gutter – left 0.5 cm, Header 1.27 cm, Footer 1.27 cm
 - **Paragraph first line indentation: 1 cm**
 - Font: Times New Roman 12 pt, line spacing 1.5 lines, Justify
- **Please do not use empty lines between paragraphs!**
- Figures and tables will be centered and numbered as follows:



Chapter no.

Figure no.

Figure 1.1. Evolution of income/household member (**12pt**)
Source: Author(s)' surname(s) (publication year, page/pages)* (**11pt**)

* If the Figure is made by the student and is not taken from other sources, then after *Source* one should write "Own work".

Table 1.1. Evolution of income/household member (12pt)

Income bracket	Absolute frequency	Relative frequency (%)
[0.5;0.7]	6	16.33%
(0.7;0.9]	8	32.65%
(0.9;1.1]	12	48.98%
(1.1;1.3]	8	67.35%
(1.3;1.5]	9	85.71%
(1.5;1.7]	3	91.84%
(1.7;1.9]	4	100.00%
	50	100%

Source: Author(s)' surname(s) (publication year, page/pages)* (11pt)

Conclusions and Proposals/Recommendations

This last section of the bachelor thesis/dissertation should include the final conclusions drawn from the conducted research and the proposals/recommendations that stem from the concluding remarks.

Personal opinions and proposals/recommendations on the research will have a major role in the evaluation of the bachelor thesis/dissertation.

References

- The reference list and the in-text citations have to follow the *APA* referencing style. This will be done in Microsoft Word by selecting option *Style* → *APA* from the menu *References*.
- In order to include references in the bachelor thesis/dissertation, one has to use the following **in-text citation style**: author(s) surname(s), publication year – for a journal article – and author(s) surname(s), publication year, page number(s) – for a book or a book chapter.

* If the Table is made by the student and is not taken from other sources, then after *Source* one should write “Own work”.

- Citing a source in text will be done in Microsoft Word as follows:
 - One introduces the source in the menu *References*:
 - *Manage Sources* → *New* → *Type of Source* → *Book* or *Book Section* (aka Book Chapter), in case the source is a book or a book chapter;
 - *Manage Sources* → *New* → *Type of Source* → *Journal Article*, in case the source is a journal article;
 - *Manage Sources* → *New* → *Type of Source* → *Website*, in case the source is a website;
 - One chooses the phrase in which to include the citation;
 - One selects the option *Insert Citation* from the menu *References*;
 - One selects the source that must be cited.
- One must not use footnotes to indicate references.
- The *References* at the end of the manuscript will be generated using the options *Bibliography* → *References* from the menu *References*.
- Once the *References* are generated, the sources will appear in alphabetical order by the first author(s) surname(s). One can divide sources into different categories, i.e., *Books*, *Journal Articles*, *Articles or Documents Downloaded from the Internet*, *Webpages*, *Internal Documents*, *Other Documents Please*. An example of such division is presented bellow:
 - *Books*:

Hacher, J.S., Hertel-Fernandez, A., Pierson, P., & Thelen, K. (Eds.) (2021). *The American political economy: Politics, markets, and power*. Cambridge: Cambridge University Press.
 - *Journal Articles*:

Philippon, T., & Reshef, A. (2012). Wages and human capital in the U.S. finance industry: 1909-2006. *The Quarterly Journal of Economics*, 127(4), 1551–1609.
 - *Articles or Documents Downloaded from the Internet*:

Devlin, G. (2021). *NYSE: The market for innovation*. Available online at: <https://www.nyse.com/article/nyse-the-market-for-innovation> (accessed on 10.10.2022)

➤ *Webpages:*

<https://www.nyse.com/index> (accessed on 12.10.2023)

➤ *Internal Documents:*

Strategic plan of company ABC Inc.

➤ *Other Documents (e.g., national/international documents, annual statistics):*

Organization for Economic Co-operation and Development (2020). *Revenue statistics: Key findings for the United States*. Available online at: <https://www.oecd.org/unitedstates/revenue-statistics-united-states.pdf> (accessed on 10.10.2023).

National Institute of Statistics (2021). *Turnover of market services rendered mainly to enterprises*. Available online at: <https://insse.ro/cms/en/content/turnover-market-services-rendered-mainly-enterprises-76> (accessed on 10.10.2023).

IMPORTANT NOTES:

1. All in-text citations should appear in the *References* and, *vice versa*, all sources that appear in the *References* should be cited in the text.
2. Do not use Wikipedia as a source for the bachelor thesis/dissertation!

FINAL RECOMMENDATIONS

- Bachelor thesis/dissertation will focus on the practical side of the research. Theoretical notions will exclusively support the practical research and will be briefly presented.
- It is recommended that the final version of the bachelor thesis be around 40–50 pages and the dissertation around 30–40 pages.
- When the thesis thesis/dissertation is completed, before it is handed in to the scientific coordinator, the student must check its similarity index (i.e., plagiarism index) in the Turnitin platform installed on the computer found in the faculty library or through the account created by the scientific coordinator for each student. If this index exceeds 20%, the student must implement the necessary changes to decrease it below 20%.
- Once the thesis/dissertation is handed in to the scientific coordinator, he/she checks its similarity index (i.e., plagiarism index) in the Turnitin platform. The scientific coordinator will grant the student the right to present the work in front of the bachelor thesis/dissertation committee only if this similarity index of the work is below the 20%, threshold established through the Regulations for completing the studies framework of the Faculty of Business.
- The student will submit the electronic version of the bachelor thesis/dissertation along with the application/enrollment file for the bachelor thesis/dissertation defence to the secretary office. The deadline for submitting the bachelor thesis/dissertation is announced on the faculty website.

BACHELOR THESIS/DISSERTATION DEFENCE/PRESENTATION

1. One will prepare the presentation of bachelor thesis/dissertation in a PowerPoint file.
2. It is recommended to use the following structure of the presentation:
 - Slide 1: It is the same as the first page of the bachelor thesis/dissertation
 - Slide 2: Contains the aim and objectives of the research study
 - Slide 3: Contains the Research Methodology
 - Slide 4, Slide 5, Slide 6, etc.: Presents the Research Findings
 - Third-to-last slide: Contains the Conclusions
 - Second-to-last slide: Contains the Proposals/Recommendations
 - Last slide: Contains the text “Thank you!”
 - It is recommended not to use (too many) animation or transition effects on the slides.
3. Allotted time for presenting the bachelor thesis/dissertation is, usually, 7–10 minutes, followed by a Q&A session of 5 minutes.
4. It is recommended to present **without reading the text from the slides** and to have an appropriate attire and attitude.

IMPORTANT NOTE:

The defence of the bachelor thesis/dissertation will be evaluated by each member of the defence committee based on the assessment criteria and their quota, which can be found in the Appendix to the Guidelines for writing the bachelor thesis/dissertation.

APPENDIX

To Guidelines for Writing the Bachelor Thesis/Dissertation

Assessment Report of the Bachelor Thesis/Dissertation Presented in the July 2024/February 2025 Session and Filled in by SCIENTIFIC COORDINATOR

Similarity index: _____ % for sequences containing 20 words, references excluded (maximum admitted percentage 20%)

Average grade of the years of study: _____

Assessment Criteria	Quota
The relevance of the research topic (related to the author's specialisation and the current context)	5%
Correlation of the title with the abstract, introduction and body of the paper	5%
The work is structured and organised correctly , balanced and of normal size, respecting the requirements specified in the guidelines	5%
Theoretical background (where applicable) <ul style="list-style-type: none"> - demonstrates the author's ability to synthesise; - demonstrates the author's ability to master and use specialised theoretical concepts and notions; - the complexity and diversity of the studied sources; - is based on the appropriate use and citation of relevant and current sources; - the references are relevant; - the in-text citations and references are compiled following the APA style provided in the guidelines for writing the bachelor thesis/dissertation. 	15%
The research methodology is appropriate for the chosen topic <ul style="list-style-type: none"> - the applicability, usefulness and originality of the paper (where applicable); - the (under)graduate student uses research methods, tools and techniques appropriate to the chosen research topic; - the tools used are based on academic literature related to the chosen research topic; - the data were properly collected, processed and correctly analysed; - the complexity of the analyses was carried out; 	10%
Research results and discussions <ul style="list-style-type: none"> - the case study (where applicable) is comprehensive and relevant; - the calculated indicators are relevant and correctly interpreted; - the results obtained from the research (primary and or secondary) carried out were in depth analysed and correctly interpreted; - the complexity of discussions and interpretations; 	30%

Assessment Criteria	Quota
The conclusions and proposals are pertinent and derive from the results of research and analysis;	10%
The work complies with technical editing requirements - table of contents, page numbering, charts, figures and tables, appendices (if applicable), alignment, titles, subtitles, characters, spacing, etc. – according to the guidelines); - written expression denotes clarity and coherence; there are no grammatical and expression mistakes; - the figures, charts and tables used are correctly developed, original/correctly cited, relevant/useful/necessary and properly commented on; - the appendices are correctly developed, original/correctly cited, relevant/useful/necessary and properly commented on;	10%
Sources are cited accordingly	5%
The student's attitude towards the process of developing the bachelor thesis/dissertation (seriousness, promptness, receptivity to the changes requested by the scientific coordinator)	5%
Handing in the final paper by the maximum set deadline	Sine qua non condition
FINAL GRADE proposed by the scientific coordinator (Weighted average of the points awarded for each category above)	

OBSERVATIONS/COMMENTS:

Date _____

Name, Surname and Signature of the Scientific Coordinator _____

Assessment Report of the Bachelor Thesis/Dissertation
Presented in the July 2024/February 2025 Session and Filled in by
MEMBER OF THE DEFENCE COMMITTEE

Assessment Criteria	Quota
Grade proposed by the Scientific Coordinator:	30%
The average grade of the years of study:	
Written exam grade for the bachelor exam (not applicable for graduates):	
SCIENTIFIC CONTENT (cumulated, 30% of the final grade)	
The relevance of the research topic (related to the author's specialisation and the current context)	2%
Correlation of the title with the abstract, introduction and body of the paper	2%
The work is structured and organised correctly , balanced and of normal size, respecting the requirements specified in the guidelines	2%
Theoretical background (where applicable) - demonstrates the author's ability to synthesise; - demonstrates the author's ability to master and use specialised theoretical concepts and notions; - the complexity and diversity of the studied sources; - is based on the appropriate use and citation of relevant and current sources; - the references are relevant; - the in-text citations and references are compiled following the APA style provided in the guidelines for writing the bachelor thesis/dissertation.	3%
The research methodology is appropriate for the chosen topic - the applicability, usefulness and originality of the paper (where applicable); - the (under)graduate student uses research methods, tools and techniques appropriate to the chosen research topic; - the tools used are based on academic literature related to the chosen research topic; - the data were properly collected, processed and correctly analysed; - the complexity of the analyses was carried out;	3%
Research results and discussions - the case study (where applicable) is comprehensive and relevant; - the calculated indicators are relevant and correctly interpreted; - the results obtained from the research (primary and or secondary) carried out were in depth analysed and correctly interpreted; - the complexity of discussions and interpretations;	10%
The conclusions and proposals are pertinent and derive from the results of research and analysis;	3%
The work complies with technical editing requirements	3%

Assessment Criteria	Quota
Grade proposed by the Scientific Coordinator:	30%
The average grade of the years of study:	
Written exam grade for the bachelor exam (not applicable for graduates):	
SCIENTIFIC CONTENT (cumulated, 30% of the final grade)	
- table of contents, page numbering, charts, figures and tables, appendices (if applicable), alignment, titles, subtitles, characters, spacing, etc. – according to the guidelines); - written expression denotes clarity and coherence; there are no grammatical and expression mistakes; - the figures, charts and tables used are correctly developed, original/correctly cited, relevant/useful/necessary and properly commented on; - the appendices are correctly developed, original/correctly cited, relevant/useful/necessary and properly commented on;	
Sources are cited accordingly	2%
Grade for Scientific Content:	
BACHELOR THESIS/DISSERTATION PRESENTATION (cumulated, 40% of the final grade)	
Quality of presentation (relevant information, little text, quality of written expression in PowerPoint presentation)	10%
Quality of presentation (quality of oral expression, speaking fluently, mastering concepts)	10%
Quality of presentation (efficient use of time)	4%
Ability to answer questions and provide explanations	12%
Overall attitude	4%
Grade for Presentation:	
FINAL GRADE granted by the Member of the Defence Committee (The SUM of the points from above)	

OBSERVATIONS/COMMENTS:

Date _____

Name, Surname and Signature of the Member of Defence Committee
