

**Course title:**

[full course title ]

**Title of the assignment:**

      [full title incl. sub-title]

Submitted by:       [First name(s) Second name(s)]

Matriculation Number(s):

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**List of Abbreviations**

BSC Balanced Score Card

CSR Corporate Social Responsibility

FH-Stg. FH-Degree Program (Fachhochschul-Studiengang)

MA Master of Arts

POS Point of Sale

**Abstract**

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# Introduction

The introduction contains, according to the present guidelines, statements regarding **the topic and the relevance of the topic** (i.e. what is the topic or the research problem, and why are they relevant? Which problem needs to be dealt with?), the **aim of the thesis, and the research question(s)** (i.e. statement of aims and research questions: they have to refer to gaps and niches in previous research), the **methodological approach** (i.e. a description of the methods and design chosen in keeping with the research questions, including the reasons why this method has been chosen, and the relevant literature sources for the methodology chosen. It is not necessary to provide an overview of scientific theories here but to show how you arrive at answers to the research questions. Further details can be elaborated in the respective chapters of the body of the thesis), and the **structure of the thesis** (which should serve as a guide to the following chapters. Please note that it is vital to keep the description of methods and the structure of thesis neatly separated, as the method is the procedure used in the research project, while the structure is the organizing principle of the text document produced!)

According to the guidelines, **Literature Survey, Critical Reflection on the Literature**, and **Definitions and Premises** have been suggested as further, optional parts of the Introduction.

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“Sample for a direct quote of more than three lines. Sample for a direct quote of more than three lines. Sample for a direct quote of more than three lines. Sample for a direct quote of more than three lines. Sample for a direct quote of more than three lines. Sample for a direct quote of more than three lines. Sample for a direct quote of more than three lines.“ (reference)

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**Figure 1** Title



*Figure 1.* Caption explaining the figure. (in-text reference; full reference in reference list).

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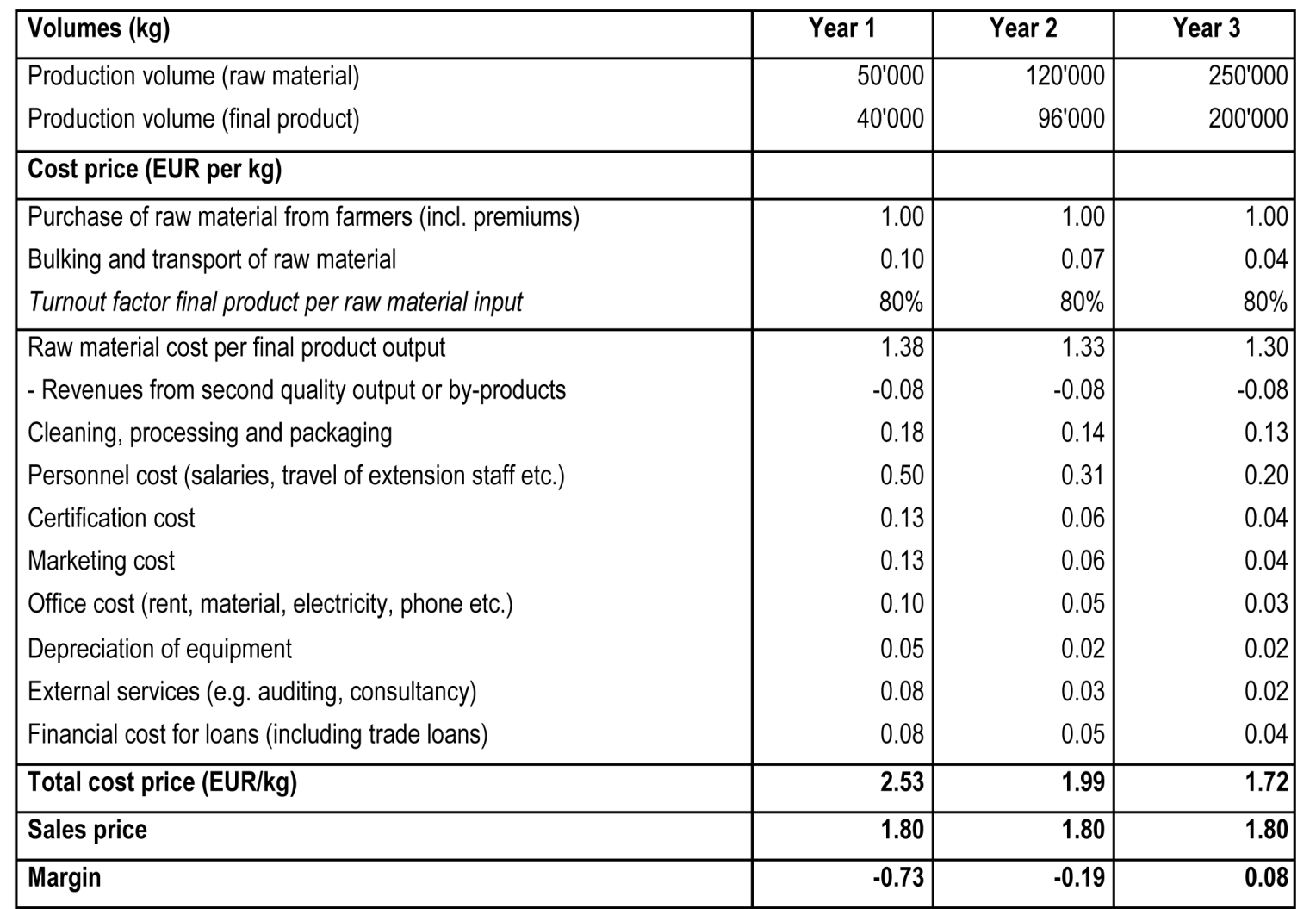
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# Conclusion

**Central content of this chapter: Summarizing the most important results and clearly answering the research questions. The conclusion does not contain any novel arguments which have not been presented in previous chapters. It is also customary to show up the limitations of the present results, and present suggestions for further research.**

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# References

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[in accordance with LBS Scientific Standards]

# Personal Communications

# Appendix A

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# Appendix C

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