

# Chancellor's Directive No. 2/2024

## Guidelines for the Preparation of Final Qualification Theses

*(a linguistic version of the directive in the Czech language  
reflecting partial differences for writing final theses in English)*

### **Article I: Introductory Provisions**

1. This directive is an internal regulation of NEWTON University, a.s. (hereinafter referred to as "NEWTON University" or simply "the University"), which specifies the requirements and procedures for the preparation, submission, and evaluation of final qualification theses by students of NEWTON University.
2. This directive follows the applicable rules for using gender-neutral language. It uses the masculine gender generically for terms such as supervisors (hereinafter referred to as "supervisors") and opponents (hereinafter referred to as "opponents" in singular form "opponent"), as well as for authors ("authors"/"author") and students of NEWTON University ("students"/"student").
3. The final qualification theses prepared and submitted by students of NEWTON University must comply with the requirements specified in this directive.
4. In preparing final qualification theses, students of NEWTON University are required to avoid any fraudulent conduct, particularly the violation of intellectual property rights and plagiarism.
5. This directive may also apply similarly to the preparation of other types of final qualification theses, particularly in lifelong learning courses, postgraduate lifelong learning programs, and other educational programs, courses, and activities offered or co-organized by NEWTON University.

### **Article II: Final Qualification Theses**

1. The preparation and subsequent successful defense of a final qualification thesis is one of the fundamental requirements for the successful completion of university studies at NEWTON University.
2. Final qualification theses include Bachelor's theses by students enrolled in accredited university Bachelor's degree programs and Master's (diploma) theses by students enrolled in accredited university Master's degree programs.
3. A Bachelor's thesis is an independent creative work prepared by students in the final year of a Bachelor's degree program, which demonstrates the author's ability

to address and resolve a complex (typically practical) problem and contribute to its solution through their own original input. The Bachelor's thesis verifies the knowledge and skills acquired during the course of study, including the ability to apply this knowledge in solving a specific academic task.

4. A Master's thesis is an independent creative work prepared by students in the final year of a Master's degree program, which demonstrates the author's ability to address and resolve complex theoretical, theoretical-practical, or practical problems and contribute to their solution through their own original input. The Master's thesis verifies the knowledge and skills acquired during the course of study, including the ability to apply this knowledge in addressing specific academic tasks.
5. The final qualification thesis takes the form of a continuous academic text structured according to the guidelines and recommendations outlined in this directive, with logically and substantively interconnected parts and chapters.
6. The final qualification thesis must be written in the language in which the majority of courses in the study program are taught, in accordance with the applicable accreditation. Exceptions may be granted by the Chancellor of NEWTON University.
7. The language of instruction is English, the final qualification thesis is written in English as well.
8. The final qualification thesis must comply with the assigned topic. The supervisor, usually in collaboration with the student (the future author of the thesis), prepares the structured thesis assignment at least 5 months before the submission deadline. The assignment is created and stored in the information system of NEWTON University.
9. The student is required to regularly consult with the thesis supervisor during the preparation of the final qualification thesis. The number, frequency, and form of these consultations are determined by the supervisor, taking into account, where possible, the needs and preferences of the student.
10. If the student fails to participate in the agreed number of consultations with the supervisor, the supervisor has the right to assign the student a failing grade ("fail") for the Bachelor's or Master's Thesis course, even if the student submits their final qualification thesis on time.
11. The student is required to submit the final qualification thesis by the deadline set by the Chancellor, both in electronic format (\*.pdf) through the NEWTON University information system and in two original printed copies to the study department of NEWTON University. The requirement to submit printed copies does not apply to students who ordered printing directly through NEWTON University. The electronic version must be identical to the printed version, and in case of any discrepancies, the electronic version is considered definitive.

12. After submission, a designated person at NEWTON University immediately checks the formal correctness of the thesis. If the thesis does not meet the formal requirements specified in this directive, it may be returned to the student for revision. In such cases, the student is required to make the necessary corrections and resubmit the thesis in electronic form by the newly set deadline. Failure to meet this deadline will result in the thesis being considered as not submitted, with all associated consequences.
13. The thesis supervisor also checks the final qualification thesis for both formal and academic correctness after submission and has the right to return the thesis to the student for revision if it is deemed unsatisfactory. In such cases, the thesis is considered not yet submitted.
14. Once the thesis has been submitted, and if it is not returned by the designated person or the supervisor for revision, the thesis is considered published, regardless of the outcome of the defense. By submitting the thesis, the author agrees to its publication.
15. After the defense, one copy of the final qualification thesis is returned to the student, and the second copy is placed in the library of NEWTON University. The electronic version of the thesis is archived through software tools in the database of final qualification theses, which is part of the NEWTON University information system.

### **Article III: Scope, Structure, and Formal Requirements of Final Qualification Theses**

1. The minimum length of a Bachelor's thesis is 40 standard pages (i.e., 72,000 characters including spaces) in A4 format. Appendices and title pages are not counted toward the required length of the Bachelor's thesis.
2. The minimum length of a Master's (diploma) thesis is 60 standard pages (i.e., 108,000 characters including spaces) in A4 format. Appendices and title pages are not counted toward the required length of the Master's thesis.
3. Specific requirements regarding the structure of final qualification theses for students of NEWTON University are outlined in Annex A of this directive.
4. The formal requirements and rules for the layout of final qualification theses for students of NEWTON University are detailed in Annex B of this directive.
5. For proper formatting of final qualification theses, students may use templates and samples in Microsoft Word format, which are published annually for each academic year through the information system of NEWTON University. Information regarding the availability of the latest templates is distributed each year by the study department of NEWTON University.

## **Article IV: Bibliographic Citations**

1. Bibliographic citations are used to clearly distinguish the author's original ideas in the final qualification thesis from the knowledge derived from other authors. The use of bibliographic citations complies with applicable legal provisions on intellectual property, demonstrates the ethical integrity of the work, and reflects the professional level of the author.
2. The author of the final qualification thesis is obliged to appropriately identify and cite all information sources used in the preparation of their thesis. These sources may be printed (books, journal articles, legislation, etc.) or electronic (websites, blogs, e-books, e-journals, etc.). Sources may also take other forms, such as radio broadcasts, films, television shows, annual reports, leaflets, music, maps, etc. Oral communication or emails may also be considered as sources. However, only those information sources actually used by the author in preparing the final thesis should be cited.
3. For a Bachelor's thesis, it is mandatory to use a minimum of 15 relevant information sources, at least 5 of which must be foreign-language sources. For a Master's thesis, a minimum of 20 relevant information sources must be used, at least 8 of which must be foreign-language sources. Popular publications or open encyclopedias (e.g., Wikipedia) are not considered relevant sources.
4. Information sources may be cited directly or paraphrased in the final qualification thesis. Directly following the citation or paraphrase, the author must provide an appropriate reference to the bibliographic citation.
5. A direct citation is a verbatim excerpt from the source document. It must be enclosed in quotation marks and italicized. The proportion of direct citations should not exceed 10% of the total thesis length. Direct citations from foreign-language sources must be provided in the original language with an accompanying translation.
6. A paraphrase is an indirect form of citation. The author rephrases the content of the source text in their own words without changing the meaning. Paraphrases are generally shorter, are not italicized or enclosed in quotation marks. Unlike direct citations, the original language of the source does not affect a paraphrase, and the paraphrased idea is expressed in the language in which the thesis is written.
7. A bibliographic citation provides comprehensive information about the cited document (information source), including the author's surname, first name, title of the work, edition, and ISBN.
8. The creation and formatting of bibliographic citations for final qualification theses at NEWTON University must follow the ČSN ISO 690 (010197) standard, "Information and Documentation – Rules for Bibliographic References and Citations of Information Resources," as issued by the Office for Standards, Metrology, and Testing, effective as of December 1, 2022.

9. A reference is a shortened form of a bibliographic citation, used to quickly identify the document from which the author has cited or paraphrased. It links the specific point in the text to the list of used literature (bibliographic citations) at the end of the thesis.
10. A unified citation style must be used throughout the final qualification thesis. The Harvard System/Author-Date System is required. References are formatted as (author's surname, year of publication). If the author's surname is part of the text, only the year is placed in parentheses. If page numbers are included in the source document, a reference to a direct citation should also include the page number, written in parentheses after the year and separated by a comma.
11. The list of used literature (bibliographic citations) is placed at the end of the text in alphabetical order by the author's surname, and items are not numbered. The year of publication is written immediately after the author's details or other identifying information. If multiple documents by the same author (or other first identifiers) and the same year are cited, they can be differentiated by adding lowercase letters (a, b, c, d...) immediately following the year. This convention is followed both in the text and in the list of used literature.
12. Authors are identified in the inverted format (surname, first name). In the bibliographic citation, authors' surnames are written in capital letters, while in the in-text reference, surnames are written normally (with only the first letter capitalized). If a document has three or fewer authors, all are listed in the bibliographic citation. If there are more than three authors, after listing the first three, "et al." or "and others" may be used.
13. If the document does not have a specific author identified by surname and first name, the bibliographic citation begins with another identifying element, typically the name of the institution or website. This element is also used in the in-text reference in place of the author's surname.
14. Examples of bibliographic citations and references can be found in Annex C of this directive – Creation of Bibliographic Citations.
15. If a certain citation method or format is chosen, it must be consistently applied throughout the entire thesis.
16. In case of more complex issues or uncertainties regarding the correct format of a bibliographic citation, it is necessary to consult the ČSN ISO 690 standard or seek advice from the thesis supervisor or instructors in the Bachelor's Seminar and Master's Seminar courses.

## **Article V: Use of Generative Artificial Intelligence Tools**

1. Generative artificial intelligence tools (hereinafter referred to as AI) offer a range of new possibilities, including in the preparation of final qualification theses. However, it is essential to use these tools responsibly, critically reflecting on the outputs they provide and, where possible, independently verifying their validity.

2. The use of AI tools can be beneficial not only in relation to the content of the final qualification thesis but also in making formal (stylistic, grammatical, or graphic) adjustments, creating bibliographic citations, and more.
3. If outputs from a specific AI tool are used in their original form in the final qualification thesis, they must be properly cited and referenced (see also Article IV and Annex C of this directive). A reference to the use of the AI tool should be included, especially when the AI is used to generate images, logos, complete graphic designs, case studies, etc.
4. Ethical considerations are also crucial when using AI. It is not advisable to share sensitive or confidential information, personal data, etc., with AI tools (see also the evolving legal framework for AI use, such as the AI Act of the European Parliament).
5. More detailed information on the principles and guidelines for using AI tools at NEWTON University can be found in the separate document, "AI Policy and Guidelines for NEWTON University."

## **Article VI: Evaluation of Final Qualification Theses**

1. The written evaluation of a final qualification thesis (referred to as the "review"<sup>1</sup>) is submitted by both the thesis supervisor and the opponent.
2. Supervisors are typically academic staff and other internal instructors of NEWTON University. In certain cases, with the approval of the Chancellor, individuals without an employment relationship with NEWTON University may serve as thesis supervisors.
3. Opponents are individuals listed in the register of opponents approved by the Chancellor. Both supervisors and opponents of final qualification theses must have at least a completed university Master's degree, typically in a field relevant or related to the subject of the evaluated thesis.
4. In the case of a Master's thesis, one of the evaluators (either the supervisor or the opponent) is typically a person holding at least a scientific degree (CSc., DrSc.) or an academic title such as Ph.D., or a comparable academic title obtained abroad.
5. Given the need for high-quality supervision of all theses and the other educational and creative activities of the thesis supervisor, a supervisor may oversee a maximum of 30 final qualification theses at one time. Theses for which the submission or defense has been postponed are not included in this number.
6. An exception to the maximum number of supervised theses may be granted by the Chancellor to a supervisor who is carrying out a lower volume of educational and creative activities in the given academic year or semester and therefore has sufficient capacity to supervise more theses without compromising the quality of supervision.

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<sup>1</sup> In the Information System, the review is referred to as a "report".



7. The thesis supervisor is required to familiarize themselves with this directive and actively contribute to ensuring that the guidelines outlined in it are followed by the student during the preparation of the final qualification thesis.
8. Both the supervisor and the opponent of a final qualification thesis must prepare their reviews using the appropriate template and submit them by the deadline set by the Chancellor. The preparation and submission of reviews are typically conducted through the NEWTON University information system.
9. The supervisor and opponent evaluate the thesis in the categories and according to the methods specified in the review template. In their written evaluation, they must adequately justify their assessment, express their opinion on the student's ability to apply the knowledge acquired during their studies, and the supervisor must also evaluate the student's activity during the preparation of the thesis.
10. Both the supervisor and the opponent may ask questions in their reviews, which the student will have the opportunity to address during the defense of their final qualification thesis.
11. Each review must include a clear conclusion on whether the thesis is recommended or not recommended for defense, along with a proposed grade according to the valid Study and Examination Regulations of NEWTON University and the Directive on State Final Examinations at NEWTON University.
12. If both the supervisor and the opponent do not recommend the thesis for defense, it will not be admitted for defense as part of the state final examination. In such a case, the supervisor must promptly return the thesis to the student for revision, and the thesis will be considered as not yet submitted.
13. The author of the thesis must have access to the reviews from both the supervisor and the opponent at least 7 days before the defense, allowing them enough time to prepare for the defense and adequately respond to any questions raised in the reviews.
14. If the Chancellor of NEWTON University has granted the student permission to write the thesis in a language other than the language of instruction, the reviews from both the supervisor and the opponent must be written in the language of instruction, and the defense must also be conducted in that language.
15. The reviews of the final qualification thesis are written in English the same as the language of study.

**Article VII: Final Provisions**

1. This directive comes into effect on September 1, 2024.
2. On the date this directive becomes effective, the Chancellor's Directive of NEWTON University, No. 1/2021: Guidelines for the Preparation of University Qualification Theses, shall cease to be valid and effective.



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Chancellor  
NEWTON University

**Annexes:**

Annex A: Structure of Final Qualification Theses

Annex B: Formal Layout of Final Qualification Theses

Annex C: Creation of Bibliographic Citations



**Annex A: Structure of Final Qualification Theses**

1. Annex A of this directive specifies in detail the requirements for the structure of final qualification theses for students of NEWTON University.
2. The mandatory components of the thesis are: title pages, table of contents, introduction, content sections focused on theoretical background, analysis of the problem, and proposed solutions, conclusion, and the list of references. Appendices may also be included.
3. The **title pages** include:
  - a) Cover page;
  - b) Title page;
  - c) Bibliographic identification, including an abstract and keywords in English, and Czech;
  - d) Author's declaration;
  - e) Acknowledgements (optional for Bachelor's and Master's theses).
4. The names of the author, supervisor, and any consultants are listed on the title pages, always including their full academic titles.
5. The **table of contents** is placed immediately after the acknowledgements (or after the author's declaration). The table of contents lists the main sections of the thesis, including the introduction (not numbered), the titles of individual sections, chapters, and subchapters (numbered in decimal format: 1, 1.1, 1.1.1), the conclusion, the list of references, and, if applicable, the list of tables and graphs and appendices (not numbered). Each item in the table of contents is assigned the page number where it begins.
6. In Bachelor's theses, the content is typically divided into 3-5 main sections (first-level headings). Generally, no more than three levels of headings are used (i.e., up to 1.1.1) to avoid unnecessarily fragmenting the content. The table of contents usually spans one, at most, two pages.
7. In Master's theses, the content is typically divided into 4-7 main sections (first-level headings). Again, no more than three levels of headings are used (i.e., up to 1.1.1) to avoid excessive fragmentation. The table of contents typically spans up to two pages.
8. The length of individual chapters (e.g., 1.1, 1.2) and subchapters should be sufficient to clearly explain the subject matter without having too many chapters made up of just one or two short paragraphs. It is advisable to consolidate related content into broader chapters, addressing all relevant issues within them.
9. The **Introduction** discusses the topic in general terms, considering the circumstances that influenced the choice of the topic and the need for its examination. The introduction presents the topic, goals, and expected outcomes of the thesis, outlines the structure and methodology, and states the working

hypotheses and/or main research questions. Alternatively, the objectives and methodology may be placed in separate introductory sections immediately following the introduction.

10. The main body of the thesis consists of the theoretical background (often referred to as the theoretical part), the analytical part, and the proposal of solutions. The analytical and proposal parts are collectively referred to as the practical part. All these sections must correspond in both content and scope.
11. The **theoretical background** section provides an overview of the knowledge derived from academic literature and other relevant sources, as well as from previous studies or professional practice.
12. The **analytical part** describes and analyzes the current situation of the problem being addressed. If not already detailed in a separate methodology section after the introduction, this part must include the methodology and methods used in the analysis. The analytical part should align with the chosen methodology, be sufficiently detailed, and allow for a comprehensive understanding of the problem, facilitating the transition to the proposal section.
13. The **proposal of solutions** section represents the author's main contribution to the thesis and is one of the most important parts. This section should build on the analysis and include arguments for the proposed solutions and recommendations, their benefits, potential risks, and the conditions for their implementation, including financial considerations (costs, economic benefits), and possibly a plan for implementation, distribution of responsibilities, etc. In Master's theses, the proposals and recommendations should also be linked back to the theoretical background and generalized into broader conclusions.
14. It is recommended to include original **research** (empirical, experimental, quantitative, qualitative, etc.) in the thesis. If research is included, the thesis must clearly define the research goals, hypotheses or questions, the population studied, methods used, data processing, and the results of the research.
15. The **Conclusion** provides a brief summary of the overall results of the thesis. In this section, the author compares the goals set out in the introduction with the results achieved. The conclusion may also reiterate the possibilities and practical applications of the proposed solutions. Additionally, the conclusion should include a recap of the practical and theoretical contributions of the thesis, as well as the author's own contribution to the problem addressed.
16. The **List of References** contains all sources used. These must be listed alphabetically. The rules for creating the list of references are set out in this directive (see Annexes B and C).
17. The **List of Tables and Graphs** provides a complete overview of the tables and graphs used in the thesis, including the title and the page number where each table or graph appears. If there are fewer than five tables or graphs, this list may be omitted or replaced with a list of only tables or only graphs.

18. If necessary due to the number of abbreviations and symbols, a **List of Abbreviations and Symbols** can be included, explaining their meanings. Other lists, such as **List of diagrams or images**, may also be added as needed.
19. **Appendices** contain specific documents, data summaries, images, and other materials that supplement the main text. Appendices must be numbered (using Arabic numerals, capital letters, etc., e.g., Appendix 1, Appendix A), consistently throughout the thesis. If there are multiple appendices, **List of appendices** should be placed before the first one.

**Annex B: Formal Layout of Final Qualification Theses**

1. Annex B of this directive specifies the requirements for the formal layout of final qualification theses (both Bachelor's and Master's) for students of NEWTON University.
2. Final qualification theses are written in a formal, academic style, using standard, stylistically and emotionally neutral academic language. It is common to use impersonal expressions, including passive voice and authorial plural, while minimizing the use of first-person singular (authorial singular).
3. Final qualification theses are written and printed on standardized A4 paper of standard quality, usually on one side only. The thesis is bound in hardcover, typically with blue covers and silver lettering that specifies the type of thesis (Bachelor's or Master's), the author's name, the official name of the university, and the year of the thesis. The spine of the bound thesis includes (from bottom to top) the year of the thesis at the bottom and the author's name at the top.
4. The text is written in Times New Roman font, size 12 points, with 1.5 line spacing. The same formatting must be applied consistently throughout the entire text.
5. For generating the table of contents, as well as any additional tables of content (e.g., for tables and graphs), it is recommended to use the "Table of Contents" feature (in Microsoft Word, usually found under the "References" tab). Headings must be distinguished using "styles."
6. Margins are set as follows: top margin 30 mm, bottom margin 25 mm, left margin 30 mm, right margin 20 mm, and the footer distance from the bottom edge 10 mm. The text is always justified on both sides (i.e., block alignment). An exception applies only to the first title page (the cover page), where all margins (top, bottom, left, right) are set to 25 mm.
7. Pages are numbered with Arabic numerals in Times New Roman, size 9 points, centered in the footer. Title pages and the table of contents are not numbered but are included in the total page count.
8. Main chapters (top-level sections), as well as the introduction, conclusion, list of references, and list of appendices, must each start on a new page. Section, chapter, and subchapter headings are written in the same font as the main text (Times New Roman) but with different sizes: 14 points for sections, 13 points for chapters, and 12 points for subchapters. All headings are bold and do not end with a period. Abbreviations are not used in headings.
9. For clarity, space should be added before and after section, chapter, and subchapter headings (e.g., 12 points before and 6 points after). Appropriate spacing should also be applied between paragraphs.

10. If the author uses an abbreviation in the text, it must be explained at first mention (in parentheses or in a footnote if a more complex explanation is needed). If the thesis uses a large number of abbreviations, it is advisable to include a List of Abbreviations.
11. Titles of tables, graphs, figures, and diagrams, along with their numbering, are placed above them in Times New Roman, size 12 points, bold. Below the graphic elements, the source of the data or graphic is written in italics, size 10 points.
12. Footnotes are used only when absolutely necessary, where expanding on the main text would disrupt its flow. Footnotes must be created using the specific footnote feature in the text editor and are written in Times New Roman, size 10 points, justified.
13. The main formal layout principles include:
  - The Enter key should only be used at the end of paragraphs, section, and chapter headings, not at the end of lines.
  - Punctuation marks (. , ; : ? ! ) are placed immediately after the word, followed by a space if the sentence continues.
  - Parentheses and quotation marks are placed directly after the word, e.g., text (word) text, text "word" text.
  - Hyphens are used without spaces before and after, e.g., Mahlerová-Werfelová, if true.
  - Ordinal numbers are written with suffixes at the end like 1st and 20th or first and twentieth.
  - Numbers with four or more digits should be written with spaces separating groups of three digits, e.g., 5 000, 50 000, 5 120 000.
  - Years are written without spaces, e.g., 1994-1996.
  - Percentages are written immediately after the number (e.g., 10 % for "ten percent") or the word "percent" when using it in prose (e.g., a 10 percent increase).
  - When formatting tables, do not use the spacebar but rather the tab key.
  - In the name "NEWTON University," "NEWTON" is always written in capital letters, while "University" is written with an initial capital letter only.

## **Annex C: Creation of Bibliographic Citations**

1. Annex C of this directive outlines the basic rules for creating bibliographic citations and provides specific examples of how to cite information sources, record bibliographic citations, and reference them.
2. Basic rules for creating bibliographic citations:
  - A bibliographic citation must uniquely identify the cited document.
  - The details for the citation are taken from the source itself (i.e., the document used).
  - The order of information in the bibliographic citation is strictly determined by the relevant standard.
  - Citations should be as accurate as possible. Mandatory information should not be omitted if it is available in the document. It is also recommended to include optional information if it is important for identifying the cited document. If a piece of information is missing, it is omitted, and the citation continues with the next element. In some cases, the missing information can be found in other sources or replaced with a placeholder.
  - Details are recorded in the language in which they appear in the cited document (e.g., the order of authors, edition information, etc.). The physical description of the book (e.g., page count) is recorded in the language of the citation.
  - Any element not written in the Latin alphabet must be transliterated (e.g., Cyrillic) or transcribed (e.g., Chinese characters).
  - The format of bibliographic citations must be consistent throughout the entire document (uniform style, format, and punctuation).
  - For electronic documents, additional required information includes:
    - The availability statement using "Available at:" followed by the URL, without a period at the end.
    - The date the source was accessed, enclosed in square brackets, with the format "[cit. YYYY-MM-DD]" at the end of the citation.
  - Abbreviations and notes in citations are written in the language of the thesis. For example, in a thesis written in English, the abbreviation for "page" would be "p." even if referring to a Czech-language source, rather than using "s." as "strana" (page).
  - Titles are italicized in citations (e.g., titles of both printed and electronic books). For edited collections (e.g., conference proceedings), the title of the collection is italicized. For electronic sources, the title of the work linked by the URL is italicized. If the URL links to an individual article, the article title is italicized; if it links to an entire collection or journal, the collection or journal title is italicized.

### 3. Difference between a direct citation and a paraphrase:

#### **Direct Citation:**

A direct citation is a verbatim excerpt from the author's document (work, publication, etc.).

The quoted text is placed in quotation marks and written in italics.

Foreign-language citations are presented in their original language with an accompanying translation.

If the citation is shorter than three lines, it can be integrated into the text.

Otherwise, it should be placed as a separate, indented paragraph.

Citations should be used in moderation (direct citations should not exceed 10% of the thesis text).

The quoted text must be easily locatable through the citation reference.

The reference for a direct citation should include a page number or another identifier that allows precise retrieval in the source document.

#### **Paraphrase:**

A paraphrase involves summarizing and commenting on the source material in the author's own words. It is not simply the omission of words or a reordering of the original sentence. It is essential to ensure that paraphrases are not just slightly modified direct citations, as this would constitute plagiarism.

The author should be able to formulate a paraphrase without having the original text in front of them.

Paraphrases are not written in quotation marks and are presented in normal text.

Even for paraphrases, it is necessary to reference the bibliographic source, including the author and year of publication.

#### **Examples:**

Reference for a direct citation (basic options):

*"The Master's thesis must be scientific in nature, whether it is an experimental or synthesizing work"* (Bátora, 1990, p. 6).

Bátora (1990, p. 6) also confirms that *"the Master's thesis must be scientific in nature, whether it is an experimental or synthesizing work."*

Complete bibliographic citation in the list of references:

BÁTORA, Radmil, 1990. *Zpracování závěrečných kvalifikačních prací*. Praha, Academia. ISBN 978-81-247-2735-0.

Reference for paraphrased ideas (basic options):

The job description is an important document, both during recruitment and after hiring, as it serves as a basis for onboarding, training, development, and performance evaluation. It outlines duties, working conditions, and performance standards (Armstrong, 2015).

According to Armstrong (2015), the goal of employee selection is to accurately assess the candidate's suitability for the job, which is essential for high performance.

Complete bibliographic citation in the list of references:

ARMSTRONG, Michael, 2015. *Řízení lidských zdrojů: moderní pojetí a postupy*. 13th ed. Praha: Grada Publishing. ISBN 978-80-247-9883-7.



#### 4. Selected examples of general and specific structures of bibliographic citations:

##### A. Book – Print

General structure of a bibliographic citation:

Author, year. Title: Subtitle (if any). Edition. Place of publication: Publisher. Series, series number. ISBN.<sup>2</sup>

Specific example of a citation; 1 author:

GRANT, Robert M., 2021. *Contemporary Strategy Analysis*. 11th Edition. John Wiley and Sons Inc. ISBN 978-1119815231.

Specific example of a citation; 2 authors (both authors are listed):

KOTLER, Philip T. and ARMSTRONG, Gary, 2023. *Principles of marketing*. 19th Global Edition. Pearson Education Limited. ISBN 978-1-292-44936-4.

Specific example of a citation; 3 authors (all authors are listed, with the conjunction "and" before the last one):

WEBB, Jo, GANNON-LEARY, Pat, and BENT, Moira, 2007. *Providing effective library services for research*. London: Facet. ISBN 978-1-85604-589-6.

Specific example of a citation; authored by an organization or a group of creators (no individual names given):

ADOBE CREATIVE TEAM, 2009. *Adobe Flash CS4 Professional: Official Classroom in a Book*. Brno: Computer Press. ISBN 978-80-251-2334-8.

##### B. Book – Electronic

The citation of an electronic book (whether in e-pub format, PDF, etc.) follows the same format as a printed book, but also includes information on how to access the electronic version, introduced with the phrase "Available at:" and the access date enclosed in square brackets at the end of the citation.

General structure of a bibliographic citation:

Author, year. Title: Subtitle. Edition. Place of publication: Publisher. Series, series number. ISBN. Availability and access. [Access date].

Specific example of a citation:

KOTLER, Philip T. and ARMSTRONG, Gary, 2018. *Principles of marketing*. 17th Global Edition. Pearson Education Limited. ISBN 978-1-292-22017-8. Available at: [https://opac.atmaluhur.ac.id/uploaded\\_files/temporary/DigitalCollection/ODIjY2E4ODIyODViZjFkODgzNDUxYWZINWFhZmY2MGE5MDc0ZDZmYw==.pdf](https://opac.atmaluhur.ac.id/uploaded_files/temporary/DigitalCollection/ODIjY2E4ODIyODViZjFkODgzNDUxYWZINWFhZmY2MGE5MDc0ZDZmYw==.pdf) [cit. 2024-08-20].

##### C. Contribution in a Book or Conference Proceedings (Print and Electronic Versions)

General structure of a bibliographic citation:

Author, year. Title of the contribution. In: Editor(s) of the publication. Title of the publication. Type of medium. Edition. Place of publication: Publisher, pages. ISBN (or ISSN or DOI). Availability and access. [Access date].

Specific example of a citation (chapter or contribution in a printed book):

ŠPALEK, Jiří, 2008. Segmentace firem a organizací. In: JOHNOVÁ, Radka, 2008. *Marketing kulturního dědictví a umění*. Prague: Grada, pp. 85-87. ISBN 978-80-247-2724-0.

<sup>2</sup> The edition statement (e.g., 3rd ed., 2nd ed.) is required only if it is not the first edition.

Specific example of a citation (contribution in printed conference proceedings):

KULACHINSKAYA, Anastasia, DVORÁKOVÁ, Zuzana, and BOGATYREV, Andrey, 2022. Career Development of Academic Staff in Russia and the Czech Republic: From Migration to Integration. In: LOCK, Deborah et al. *Borderlands: the Internationalisation of Higher Education Teaching Practices*. Springer, pp. 105-122. ISBN 978-3-031-05338-2.

Specific example of a citation (contribution in electronic conference proceedings):

MIETHLICH, Boris and ŠLAHOR, Lubomír, 2018. Employment of persons with disabilities as a corporate social responsibility initiative: necessity and variants of implementation. In: *CBU International Conference Proceedings: Innovations in Science and Education*. Prague: CBU Research Institute, pp. 350-355. ISBN 978-80-270-5037-6. Available at: <https://ojs.journals.cz/index.php/CBUIC/article/view/1181/1725> [cit. 2024-08-18].

## D. Journal Article

General structure of a bibliographic citation (printed or electronic journal):

Author, year. Title of the article. Title of the journal. Type of medium. Volume, issue, pages. ISSN. Availability and access. [Access date].

Specific examples of citations (printed journal):

GALLISTL, Vladan, 2010. První guvernér bez podpisu. *Týden*, no. 32, p. 59. ISSN 1210-9940.

POSPÍŠIL, Roman, 2022. Pojetí konfliktu a možnosti jeho řešení v práci manažera. *Scientia et Societas*, vol. 18, no. 4 (2022), pp. 17-30. ISSN 1801-7118.

Specific example of a citation (electronic journal):

ŠNAJDROVÁ, Adéla, 2024. Overview of visual smog initiatives in selected locations around the world. *Scientia et Societas*. Online. Vol. 20 (2024), pp. 18-34. ISSN 1801-6057. Available at: <https://www.sets.cz/index.php/ojs/article/view/16/14> [cit. 2024-08-18].

## E. Website

General structure of a bibliographic citation:

Author, year. Title. Type of medium. Place: Website operator, publication date. Availability and access. [Access date].

Specific example of a citation:

Český statistický úřad (ČSÚ), 2024. O ČSÚ. Online. Prague: ČSÚ, 2024-05-28. Available at: <https://www.czso.cz/csu/czso/o-csu> [cit. 2024-08-18].

Note:

If there is a specific author (or authors), preface the citation with information about him/her, i.e.: SURNAME, Name, Year. In the case where the specific person of the author is not known, but a specific institution can be considered as the author, the name of the institution and its established abbreviation are given as the author, see e.g.: Czech Statistical Office (CSO). If neither the author nor the author's institution is known, the name of the portal (website) is given as the author, e.g. Aktualne.cz, 2021. In the case of websites that are by their nature frequently updated, it is essential to include the specific date of their publication and/or last update (written without brackets in the form YYYY-MM-DD). The indication of availability (of the website) is quoted with the formulation 'Available from:', the entry of the website address is not terminated with a full stop. It is again

important to include the mandatory date of citation, which is written in square brackets with the wording "cit." in the format [cit. YYYY-MM-DD].

## F. Social Media Post (Text, Audio, Video), Podcast, etc.

General structure of a bibliographic citation:

Author, year. Title. In: Name of the network. Type of medium. Publication date. Availability and access. [Access date]. Notes.

Specific examples of citations:

TOOBY, Alex, 2019. Instagram Marketing Strategy for 2022. In: *YouTube*. Online. 2019-09-16. Available at: <https://www.youtube.com/watch?v=r62f4o5xTu0> [cit. 2024-07-15]. Channel: Alex Tooby.

Univerzita Karlova: Fakulta sociálních věd (UK FSV), 2023. Naše vědkyně získaly prestižní grant Horizon Europe. In: *Facebook*. Online. 2023-05-05. Available at: <https://www.facebook.com/fsvuk/posts/pfbid02mqibTGxbJb89m27uLtUi6coBerdDNkQN489CWTz88xQKAE7d2krajpuh3RyJu4UI> [cit. 2023-09-21].

ŠETINOVÁ, Markéta, 2024. *Jak se seznámit, vyšperkovat Tinder profil, napsat první zprávu a oslovit na ulici*. In: *České podcasty*. Online. 2024-08-14. Available at: <https://ceskepodcasty.cz/epizoda/482216> [cit. 2024-08-21]. Podcast episode U Kulatého stolu.

QUADERI, Nandita, 2023. *Mapping the path to future changes in the Journal Citation Reports*. In: *Clarivate*. Online. 2023-03-07. Available at: <https://clarivate.com/blog/mapping-the-path-to-future-changes-in-the-journal-citation-reports/> [cit. 2023-09-21].

Note:

A post can be either a text or image post on any social network, as well as a video (typically on YouTube), and we take a similar approach to quoting podcasts, blogs, illustrative photos, etc.

## G. Qualification Theses (Bachelor's, Master's, Doctoral, Habilitation)

General structure of a bibliographic citation:

Author, year. Title. Type of thesis. Place: University name. Faculty (or department). Thesis supervisor. Availability and access. [Access date].

Specific example of a citation:

JOSÍFKOVÁ, Jitka, 2015. Úspěšnost a spokojenost vysokoškolského studenta a jejich souvislost s osobnostními faktory a zvládacími strategiemi. Doctoral thesis. Olomouc: Palacký University in Olomouc. Faculty of Arts. Supervisor: Josef Konečný.

Note:

For bibliographic citation of a qualification thesis, a similar citation model can be used as for a printed or electronic book. Only the publisher's details are omitted, and the type of thesis (Bachelor's thesis, Master's thesis, etc.), where the thesis was written (including the faculty and university) and the name of the supervisor of the thesis are included in the notes. In the case of the electronic version, we again include the availability and date of citation.

## H. Legal Act

The citation of legal regulations is not strictly defined by any standard, so there are several possible approaches. However, only one approach should be used consistently throughout the document.

Specific examples of citation:

Czech Republic, 1998. Act No. 111 of April 22, 1998, on Higher Education Institutions and on Amendments and Supplements to Some Other Acts (the Higher Education Act). In: *Collection of Laws of the Czech Republic*. 1998, part 39, pp. 5388-5419. ISSN 1211-1244.

Czech Republic, 1998. Act No. 111/1998 Coll., on Higher Education Institutions and on Amendments and Supplements to Some Other Acts (the Higher Education Act), as amended. In: *Zákony pro lidi*. Online. Zlín: AION CS, 2024-07-31. Available at: <https://www.zakonyprolidi.cz/cs/1998-111> [cit. 2024-08-18].

Note:

One option is to refer to the relevant legislative regulation as part of a collection of laws having the character of a periodical with an assigned ISSN, but this approach does not reflect the need to refer to the current valid version of the legislative regulation. A more appropriate way is to refer to the current version of the legislative regulation using one of the specialised legal information systems (e.g. Codexis, Aspi.cz, etc.) or e.g. the website [Zakonyprolidi.cz](https://www.zakonyprolidi.cz); this is actually a similar procedure as in the case of a reference to a website, including the date of the last update, availability and date of citation. Similarly, legislative regulations of other countries, the European Union, etc. can also be cited.

## I. TV Program, Film

Specific examples of citation:

JAN, Petr, 2011. Interview. In: *Studio ČT24*. Czech Television, ČT24, 2011-05-02, 13:08.

ANNAU, Jean-Jacques, 2004. *Jméno růže*. Film. DVD. Prague: Warner Bros. Czech Republic. 131 min. Original title: *Name of the Rose*, USA, 1986.

Note:

In this case, the author is the main creator of the programme, typically the director or the main presenter. The reference then contains the data essential for the unquestionable identification of the work.

## J. Interview

General structure of a bibliographic citation:

Respondent, year. Relevant information, according to the topic. Interviewer. Where and when the interview was conducted.

Specific example of a citation:

KOCÁB, Michael, 2013. Interview with the founder of the band Pražský výběr on the topic of New Wave. Interview. Interviewer: Jiří Novák. Prague. July 16, 2013.

Note:

If the interview is conducted in the form of a discussion or polemic, the interviewer may be perceived as the second (or last, if there are more than one interviewee) author in the order and is listed immediately after the interviewee, usually separated by the conjunction "and".

**K. Lecture, Seminar, Personal Interview, Email Communication, etc.**

The citation format for other possible types of sources used for the final qualification thesis is not strictly defined, but the goal is to sufficiently identify the source.

Specific examples of citations:

NOVOTNÝ, Kamil, 2024. New trends in employee benefits. Lecture in the course Human Resource Management II. Prague: NEWTON University, May 16, 2024, 90 minutes.

REIF, Dušan, 2024. The benefits and risks of gender-neutral communication in the practice of a multinational company. Interview with the CEO of North Energy CZ. Interviewer: Jiří Bílý. Nymburk, July 13, 2024, 45 minutes.

SAMUEL, Dennis, 2024. Experience in cryptocurrency business in the Czech Republic. E-mail communication with the managing director of the company GBCoin, sam.den@gbcoin.com. Online. July - August 2024. Available at: <https://storage.docs.edu/com/14365786> [cit. 2024-08-18].

**L. Outputs of Generative Artificial Intelligence (AI), e.g., ChatGPT, Claude, Google Gemini, DALL-E, MidJourney, etc.**

In general, content generated by AI should not be attributed to the AI tool itself, as AI outputs are not eligible for authorship. Authors should ask the AI tool for the sources it used and only cite those sources if they can validate their accuracy.

However, if an AI-generated output is deliberately used as a source (whether text, image, etc.), it must be cited appropriately. The citation format should follow the structure for websites, either including the text of the query or referencing the AI tool in general.

Specific examples of citations:

OpenAI, 2023. What do you know about the city of Pilsen in the Czech Republic? In: *ChatGPT-3.5*. AI program. Available at: <https://chat.openai.com/c/3b321994-ae44-4d5c-b74a-af407ed56671> [cit. 2023-10-27].

MIDJOURNEY, 2024. *MidJourney* (Model Version 6). AI image generator. Available at: <https://www.midjourney.com/home> [cit. 2024-02-27].

**5. Selected specific cases for creating bibliographic citations:****When an Author of a Publication Mentions the Idea of Another Author**

In this case, it is appropriate to mention the original author of the idea, but the citation should refer to the publication in which this idea was presented by another author.

Example of text:

James (1998, In: Říčan, 2006) uses the term altruistic curiosity for the age between high school graduation and twenty-five, during which individuals are capable of tudyng out of pure interest, without direct regard for utility.

List of references:

ŘÍČAN, Pavel, 2006. *Cesta životem: vývojová psychologie*. Prague: Portál. ISBN 80-7367-124-7.

**Multiple Publications by the Same Author Published in the Same Year**

If an author has two or more publications from the same year, they are distinguished by adding small letters (a, b, c, d...) immediately after the year, with no space. This is done both in the text and in the list of references.

## Example of text:

On the intrapersonal level, communication research focuses on information processing. For example, Šuleř (2009a, p. 5) states that “*communication can be characterized as a process of sharing certain information.*” At the same time, “what is said does not necessarily mean it was heard” (Šuleř, 2009b, p. 75).

## List of references:

ŠULEŘ, Oldřich, 2009a. *100 klíčových manažerských technik: komunikování, vedení lidí, rozhodování a organizování*. Brno: Computer Press. ISBN 978-80-251-2173-3.

ŠULEŘ, Oldřich, 2009b. *Interní komunikace ve firmě*. Brno: Computer Press. ISBN 80-251-1250-0.

## Similarly, in the list of references:

Český statistický úřad (ČSÚ), 2015a. *Česká republika v číslech - 2015: Města a kraje České republiky*. Online. Prague: Český statistický úřad. Available at: <https://www.czso.cz/csu/czso/ceska-republika-v-cislech-2015> [cit. 2015-10-31].

Český statistický úřad (ČSÚ), 2015b. *Struktura mezd zaměstnanců - 2015*. Online. Prague: Český statistický úřad. Available at: <https://www.czso.cz/csu/czso/struktura-mezd-zamestnancu-2015> [cit. 2015-10-31].

6. Various other methodical sources, guides, and manuals (see examples below) can also be used for creating bibliographic citations, ideally from sources authored or edited by library professionals.

## Examples:

Kolektiv autorů, 2023. *Výklad normy ČSN ISO 690:2022 (01 0197) účinné od 1.12.2022*. In: *Citace.com*. Online. Brno: Citace.com, s.r.o. Available at: <https://www.citace.com/Vyklad-CSN-ISO-690-2022.pdf> [cit. 2024-08-15].

FIRSTOVÁ, Zdeňka, 2023. *Citační norma ČSN ISO 690:2022: Bibliografické citace - podrobný návod, jak citovat literaturu a prameny, s českými příklady*. Online. Plzeň, UK ZČU v Plzni. Available at: <https://citace.zcu.cz/> [cit. 2024-08-15].

Knihovna VŠE, 2023. *ČSN ISO 690 - Harvardský styl*. Online. Prague: Vysoká škola ekonomická v Praze. Available at: <https://knihovna.vse.cz/citace/styly/iso-690/harvardsky-styl/> [cit. 2024-08-15].