



Kazimiero Simonavičiaus universitetas  
**Verslo mokykla**

**REQUIREMENTS OF THE BUSINESS SCHOOL FOR WRITING BACHELOR'S  
THESIS AND METHODOLOGICAL GUIDANCE**

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## 1. GENERAL REQUIREMENTS FOR BACHELOR'S THESIS

The bachelor's thesis of Business School of Kazimieras Simonavičius University (hereinafter the bachelor's thesis) is a qualifying student's work used for the students to demonstrate that he has acquired a whole of knowledge and skills provided in the programme of studies, and based on it the commission of the defence of bachelor's thesis evaluates student's competence, professional training and offers to and for him a bachelor's degree. The bachelor's thesis of university studies must be the independent research work demonstrating the whole of knowledge and skills of the student, his ability to understand and apply theoretical knowledge, scientifically identify and analyze the problem, use advanced research techniques, offer creative and innovative solutions, formulate research objectives, select, analyze and summarize the information irrelevant for the solution of the problem, to perform empirical research, to formulate solutions to the problem in changing contexts and to present conclusions and proposals.

The Business School offers the undergraduate programs of business and management in the field of social sciences (N100), management field (N200), marketing field (N500) and business and management field (N900). Topics of Bachelor's theses must be clearly assigned to the respective fields of the research programs; The works must address relevant and modern problems of those fields. The Bachelor's thesis is an **analytical scientific work** combining the theoretical analysis of the problem, methodological rationale and empirical research, using quantitative and qualitative research methods, revealing the degree of problem investigation, formulating research aims and objectives, documenting and interpreting the research results, formulating conclusions, indicating the references used and other sources. The Bachelor's thesis is an independent scientific work, which cannot be merely descriptive.

The Bachelor's thesis must comply with the requirements of relevant curricula and program regulations, requirements of the description in the subject of the bachelor's thesis and instructions of this methodology. The author of the bachelor's thesis must have theoretical and special knowledge in the relevant field of studies and to understand them, to know the general contexts, be able to apply the research methods, to formulate, plan and implement the research. The Bachelor's thesis must be an independent work of the student without using not cited texts or facts without indicating sources. The Bachelor's thesis must clearly reveal the author's contribution, expertise and creativity – original thoughts, ideas, formulation of the problem, reasonableness and complexity of solutions, research formulation and description, interpretation of the research results, conclusions and recommendations.

Student's dishonesty, plagiarism, deliberate distortion of theoretical material, direct rewriting of the work of other authors, copying are unacceptable.

The author of the workers are responsible for decisions made in the bachelor's thesis, for provided information and other materials, and the accuracy of research.

Students choose the topics of the bachelor's theses from the list of topics presented by the Business School, on the basis of a procedure for organisation of the defence of bachelor's thesis of Kazimieras Simonavičius University. The selected topic of the bachelor's thesis can be changed with the approval of the supervisor. The student may also offer topics from the bachelor's thesis that have to be relevant, corresponds to the program field, be approved by the supervisor and by the head of the Business School.

The task of the supervisor (consultant) of the bachelor's thesis is to help the graduate to find rational application of theories and practical options of solutions. Therefore, supervisors (consultants) do not provide ready solutions but only consultations on the issues of preparation, and help to structure the material:

1. formulate the topic together with the student, specifically reflecting a particular problem;
2. help the students to prepare a work plan;
3. advise on relevance and adequacy of the sources used;

4. discuss the progress of work;
5. provide suggestions to the student on the consistency of presentation of material, relevant research methods and arguments.

The student must always consult with the supervisor, and continuously report about the progress of work and results, according to the agreement, to provide the ready parts of the work for assessment and comments on time, and consider comments and observations of the supervisor.

The Bachelor's thesis is considered appropriate if:

1. the work meets the formal requirements (contains all components, preferences to information and literature sources corresponding to the methodological requirements, names and numbers of tables and figures, the text is free of spelling mistakes, using the correct official language);
2. work objectives and tasks are formulated in a clear manner and are relevant to the problem;
3. the work content corresponds to the selected problem and answers the the objectives and tasks raised in the introduction;
4. the work formulates conclusions and recommendations, which clearly indicate that the identified objectives and goals are achieved.

The work is inappropriate if it describes the "textbook truths", but lacks their analysis and evaluation. Student dishonesty, plagiarism, deliberate distortion of theoretical material is unacceptable. These works are not allowed to defend or, if it becomes clear during the defence, they do not receive positive assessment.

The work volume is 40-60 pages (excluding annexes) (Times New Roman 12 pt font, 1.5 spacing between lines) beginning with an introduction and ending with conclusions and proposals.

## 2. PREPARATION AND DEFENCE OF BACHELOR'S THESIS

Preparation of Bachelor's thesis lasts two semesters. In the first semester, students choose topics and supervisors, refine the selected topic of work, perform an initial analysis of literature and draft an extensive work plan. In the second semester students undergo two checks of the bachelor's thesis in progress, in accordance with the requirements of intermediate checks of bachelor's thesis of the Business School. During the intermediate check I the following must be presented to the commission in writing and orally:

1. Final topic of the bachelor's thesis.
2. Extended plan of the Bachelor Thesis.
3. Introduction of the bachelor's thesis. describing the following:
  - Purpose of the work;
  - Tasks of the work;
  - Object of research;
  - Research methodology;
  - Work structure;
  - Novelty and relevance of the topic.
4. Literature review/theoretical part:
  - Problem analysis and exploration level;
  - Analysis of theories and concepts and discussion;
  - Analysis of the theory which is the basis for the empirical research of the work, and justification of choice.
5. The work must contain the sketch of the empirical research addressing the following questions:
  - What research is performed?
  - What specific methods of research are used?
  - What is investigated (target group, indicators, etc.)?
  - Description of the research process.

During the intermediate check II (defence in the department) the student must present to the commission a bachelor's thesis with 90 percent completion, with the signature of supervisor, with all main parts and the list of references. The work in writing and orally must be delivered to the commission during the intermediate check II.

During the intermediate check II, the commission may decide to refuse the students to defend the submitted bachelor's thesis on the basis of the procedure for organisation of the defence of bachelor's thesis of Kazimieras Simonavičius University.

At the time specified by the studies department (no less than 10 days before the scheduled date of public defence), students are required to deliver the bachelor's theses to the studies department – 1 printed and bound copy and to upload an electronic version of the work to the KSU information system.

Defence of Bachelor's theses is organized in accordance with the procedure for organisation of the defence of bachelor's thesis of Kazimieras Simonavičius University. The bachelor's thesis prepared for public defence must meet all the requirements of the Business School and methodical guidance, be properly formalised and signed by the supervisor. When signing the work, the supervisor indicates whether he allows to defend the work.

In the presentation of the bachelor who, the student has to provide logical, motivated answers to the questions of the evaluation commission, to defend their views constructively, to develop and use illustrative material, to express himself in clear, consistent, correct language and to use professional terminology. Presentation of the work should be brief (5-10 min.) and accurate. It will include the work problem, goal, objectives, hypothesis (if any), the research, chosen research methods, results of research, conclusions and recommendations. During the presentation we recommend using slides

containing the basic information and illustrations. When the student complete a presentation, a review is read. The student must answer and provide explanations to the questions and comments of the review. During the defence, the student must answer to the questions of the commission for the evaluation of bachelor's thesis. Defence of bachelor's theses is assessed in the closed meeting of the commission for the evaluation of bachelor's theses. Final assessments are recorded in the minutes of the defence of bachelor's theses which is signed by the commission members participating in the defence, and results are announced to students.

### 3. STRUCTURE AND FORMALIZATION OF THE BACHELOR'S THESIS

#### 3.1. Components parts of bachelor's thesis

The structure of the bachelor's thesis must include the following items, listed in the given sequence:

**cover page;**

**title page;**

**acknowledgment of the work performed independently;**

**summary in Lithuanian;** (NOTE: summary in Lithuanian is not required for bachelor thesis that are written in English (Aviation Management programme))

**summary in English;**

**table of contents;**

**introduction;**

1. **theoretical analysis (analysis of academic sources)** (specific chapter title related to the topic);
2. **methodological part** (chapter title reflecting modern methods and solutions of the analysed topical, their organization, evaluation and performance criteria, trends and development areas)
3. **research analytical part** (empirical research) (specific title related to the reference object)  
**conclusions and recommendations;**  
**literature and sources;**  
**annexes.**

The number of chapters in the bachelor's thesis may vary depending on the nature of the work, but the ratio of the theoretical and the research part should be maintained.

Depending on the nature of the problem, the bachelor's thesis may or may not have tables and figures, annexes. All other elements are mandatory.

The main parts of bachelor's thesis are marked with numbers in the table of content. All other items are not numbered. The work can be split into up to three levels (chapter, section, subsection).

**The title page** is made in accordance with the template given in Annex 2.

**Writing of summary, table of content, references and annexes is discussed in the relevant section of this methodology.**

The introduction must describe the novelty and relevance of the topic, the purpose (s) of the research or analysis, methodology of research, consistent sequence of presentation of the issues, brief description of the work structure and fields for application of the work results, description of the principles for selection of references, procedure of citation and the list of references, nature of presentation of illustrative material and annexes.

In addition, the introduction must specify the information used for the work of studies, i.e. the documents, laws, regulations, literature, materials of study papers, coursework and lectures.

The introduction should not exceed 2-3 pages.

**Theoretical analysis.** In this section the student must briefly present the review of literature of the analysed topical, and a concise chronology of the problem history. This may be monographs, articles, or research works presented in the press or on the Internet.

It is important to identify and systematise opinions of different world authors, select theories and concepts which will be used for searching for answers to the research question; to express and justify the opinion about the problem. In addition, an overview of reference sources is required to justify the research methodology.

The review of the sources of information should not include explanations of concepts, elaborated concepts, which comprise the fundamentals of subjects included in the bachelor programme of studies, and have been analysed during studies in the lectures.

**Methodological part.** This section provides an overview of the ways, methods and technologies for the development of the investigated problem at a practical level. Analysis includes the latest

application experience, modern models, methods and ways of organisation, evaluation of different alternatives, efficiency and development trends.

**Analytical research.** This section should present the logic of using the research methods, i.e. methods that will be used for the problem analysis or research; justification of the choice of methods; selection of formulation of models based on which of the research in the analytical part performed.

The research part should present the justification of the instruments of the applied methods of research (statistical, sociological, etc.) and the research itself (specific indicators, questionnaires, etc.), the course of the research, and related issues. If the methodical part is very broad, then, together with instrumentation (questionnaires, tests, etc.) examples it can be presented in the annex.

After a justification of the research methodology, further in this part, the empirical analysis of the problem and its results are presented. If necessary, various economic calculations may be care about.

The analytical part should contain: detailed description of the object of research; justification, why the problem is analysed; situation of the research problem, observations and sample; adequacy assessment of primary and secondary information; explanation of the features of research (observation, questionnaires, interviews, etc.) and problems that arise during the assessment of their reliability; the research methodology and consistency is used to analyse the research object, and to make conclusions and generalizations. Analytical tables and graphs are used in both analysis and presentation of conclusions of the analysis.

This part of the bachelor's thesis is the largest, and the content of conclusions and recommendations will depend on the findings formulated in the end of this part.

**Conclusions and recommendations.** It contains the main findings and suggestions of the research presented in the main text of the bachelor's thesis, recommend it solutions to the problem, and indicating fields for implementation of new ideas. The conclusions should not contain any new information; truths and axioms already accepted in science are also not presented in this part.

No tables or graphic materials are presented in this part.

The volume of conclusions and recommendations may be 1-3 pages.

The Bachelor's thesis must contain conclusions and recommendations that are linked together and showing conclusively that the purpose and objectives are achieved.

### *3.2. General requirements for Bachelor's thesis*

#### **General knowledge**

**Work formalisation.** The text is written on computer, on white paper in Times New Roman 12 pt font and 1.5 line spacing. Margins: left margin 20 mm, right margin 20 mm, top and bottom margins 20 mm. Indent of the first paragraph from the left side of the text body – 12-15 mm. Text can be bolded or highlighted.

Pages are numbered starting from the introduction. Page number is written in Arabic numerals above the text and centred. No points nor hyphens are used. Numbered of the text pages, along with annex, must be continuous. Figures and tables in annexes are numbered continuously and not included in the lists of figures and tables.

The work must be neatly bound, worth harder covers or in special binders, to see the cover page.

#### **Text division**

The text is broken down into sections and, if necessary, into sub-sections and small divisions. Sections, particularly the analytical section is divided into sub-sections. But in any case, they should not be very small – section should consist of no more than 3-5 subsections that, in turn, can be divided into 2-3 smaller second level subsections. The volume of the smallest structural unit should not exceed 1-1.5 page.



Chapters and sub-chapters must follow each other and to the whole. This would indicate that all sections address the same topic, but in different aspects. It is very important that the content of any structural part (sections, subsections) actually corresponds to its title.

Text parts are numbered in Arabic numerals. Subsections are numbered only inside the section, therefore, the number of subsection is comprised of a number of section and the subsection in that section, divided by dots, for example: 2.1; 2.2.

If the text is divided into smaller sections, their numbering is based on the same principle: the first figure shows the number of the section, the second – of subsection, the third of the smaller section, for example: 2.1.1, 2.1.2.

The number of subsections or smaller sections may not be less than two no.

Introduction, conclusions and references are presented as separate sections, but not numbered.

The section title is capitalised and centred across the page width,

o Titles of sections and subsections are written in small letters, except the first, and started as the first line of the paragraph. Moreover, each section should start on a new page and subsections and smaller sections – on the same page. Title words are not hyphenised and the title must have no point in the end

The section title is written one line below the start of the page text field, and the title of subsection and smaller section are separated with one line space before and after it. If the section title is followed by the subsection title, they also separated with one line space. Do not write the title on one page, and continue the body text on the next page.

If the section is divided into subsections, or subsections are divided into small sections, no text should be after the section title, and before the subsection title; and, accordingly after the subsection title; and before the smaller section title.

### **Speech and terms**

Speech should be concise, clear, and unambiguous. Avoid publicist language, but rather use the academic language. If the work contains specific terms, they should be explained in the text, or presented in the beginning of the work (before introduction) under the title DEFINITIONS.

If the figures in the text have the measuring unit, they must be written in numerals (e.g., 700 LTL) and of not – in words (e.g.: “The price doubled”). If the text contains a number of numerical values in succession, the unit should be indicated only once after the last digit, e.g., 10, 60, 7 LTL.

### **Formula**

Formulas contain alphanumeric markings and symbols. Their values must be explained. If the number of formula is more than one, they are numbered in Arabic numerals continuously in sequence throughout the text or the formula number is based on the section number, and the formula sequence number in that section. The number is placed in the same row as the formula, on the right-hand side of the page, in round brackets. When mentioning the formal in the text, its number is indicated in parentheses, e.g., (2.1) formula.

Symbols are explained under the formula, in the same sequence as they appear in the formula. The formula is followed by a semicolon and the word “here” in a new line (without colon); it is then followed by all notations in the formula with explanation of their meanings after the hyphen. Each explanation is closed with a semicolon. To distinguish formula from the text, one empty line is left before and after them. You can use *Insert Object Microsoft Equation 2.0*, for writing formulas or choose symbols for mathematical formulas and insert them in the required place of the text.

Example: Cash turnover rate indicates how many times a year, the “average cash unit” changes the host. This is reflected in the ratio between the nominal gross national product and money supply turnover;

$$V = \frac{BNP}{M}$$

(2.1)

Here V – velocity of money turnover;  
 GDP – nominal gross national product;  
 M – money supply.

### References in the text

References to the literature sources can only be presented as follows: start with the author's initials and surname, then the year of the source publication, a semicolon and the place of the quoted source of literature in the reference list. Example: [G. Nausėda, 2003, 34 p.; 13]. In the same way, the sources are indicated under the tables and figures.

When the text is based on the opinion of certain authors, indicating their names, the references are indicated only as the date and the sequence number of reference in the list of references [2003; 13].

If you use the information from the reference list or other sources where the author is not specified (company reports, statistical publications, etc.), the reference should contain the year, the page if possible, and the number of source in the list of references [2003, 34-40 p.; 18].

### Tables

Digital information is presented in the tables. The table can have a headline which is not capitalised except for the starting letter. If the number of tables is more than one, they should be numbered continuously or by sections. For the numbering by sections, the table number will consist of the number of the section, and the number of the table in the same section, separated by a dot. The table number is written above the table header in the left corner at the word "Table". If the text contains only one table, then only the word "Table" shall be a return above it, on the left side of the page. Aggravation "lent" can be used only in the references and not elsewhere.

**Table 1.** Table header

Row header title	Column header		Column header	
	Subtitle	Subtitle	Subtitle	Subtitle

All tables must be mentioned in the text of the paper. Repeated references to the table should contain the abbreviation "see". For example: (see Table 1).

The list of tables list is presented in new page after the content title **TABLES**. If the tables are numbered in chapters, it should contain the section number, the title, followed by the titles of the tables and their numbers in that section, in the ascending order. Headlines are written in the singular, without punctuation marks in the end. Headers and sub headers of sections can be printed at a spacing smaller by one font than the body text. For numbering of indicators, parameters and other data, their sequence number is written before the line name, in the same column. If the table does not fit in the portrait, use the landscape formatting. Title of the table should be presented on the left side of the page. If the table rows or columns do not fit on a sheet, the table is divided into parts which can be presented next to each other, or on different sheets. When dividing the table the

by rows, section headings and subheadings are repeated. If the table is divided by forms, the row titles are repeated. The header is written only above the first part. Only the table number and the words “Table N continued” are written over the remaining part (or parts). If the table is moved to another page, the text “Table N continued on the next page ” is written on the bottom of the first part of the table, on the right-hand side.

Unit measurements in the table may be indicated: in the column header, row title or table header, if all values in the table have different units. The table header may mention the unit dominant across the table, and in the column headers or subheadings – other units.

Numeric values in the same column must have the same number of decimal characters. Repeating numbers or symbols and the table should not be replaced by quotes. If the tables do not contain some of the data, the empty boxes should have a dash, a tee or the text “N.d.” – no data. Intervals of values in the text are written with the words “from” and “to” or with a dash.

Example of the table is presented below (Table 2).

**Table 2.** Main economic development indicators in Lithuania in 1993-1997. *(specify the source and its pages)*

<b>Indicator</b>	<b>1993</b>	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>
Gross domestic product (GDP): at current prices, million litas	11590	16904	24103	31569	38340
Share of GDP created in the private sector, %	57	60	65	68	70
Inflation (in comparison with December of the previous year), %	189	45.1	35.7	13.1	8.4

Table 2 continued on next page

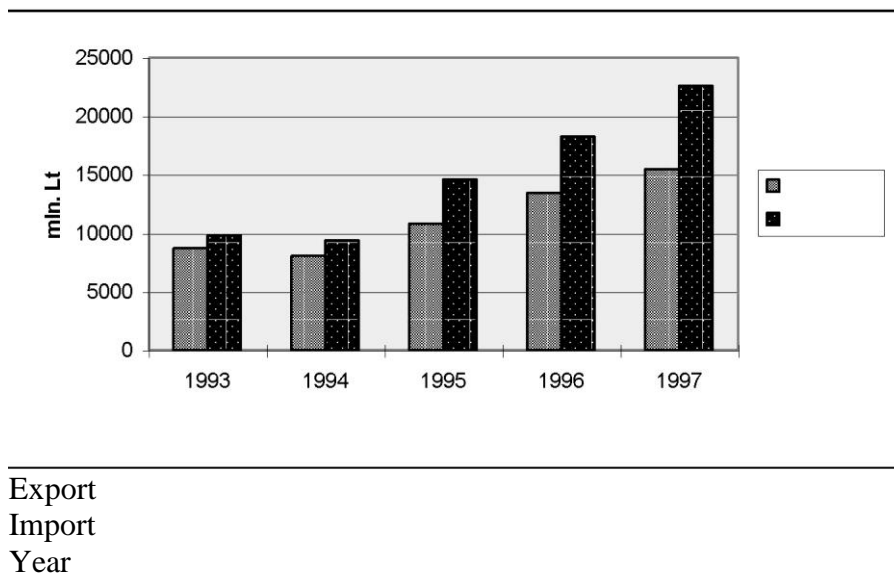
Table 2, continued

<b>Indicator</b>	<b>1993</b>	<b>1994</b>	<b>1995</b>	<b>1996</b>	<b>1997</b>
Export, million litas	8707	8077	10820	13420	15441
Import, million litas	9798	9355	14594	18235	22577
Balance, million litas	-1091	-1278	-3774	-4815	-7136
Foreign direct investments (end of period), million litas	N.d.	N.d.	1408	2800	4164
External debt (end of period) million USD	N.d.	N.d.	840	1203	1403

### **Figures**

Illustrations (graphs, charts, etc.) are presented in the text immediately following the links under them, or annexes. All illustrations are called figures, and if their number is more than one, they are numbered. The number of the figure consists of a section number and the sequence number of the figure in that section. They are separated by a dot. Figures can be numbered continuously. Figure

number and title are written under the figure. Same as for the tables, the list of figures is presented in the beginning of the paper, immediately after the list of tables and if the latter is missing – after the contents, under the title **FIGURES**. Example of figure is shown in Fig. 1.



**Fig. 1.** Export and import in Lithuania, million litas (specify the source and its pages)

### 3.3. Formalisation requirements for Bachelor's thesis

#### Cover and title page

When presenting the bachelor's thesis for public defence, it must have a cover and a title page. On top of the cover page, write the name of the university, the student's name, name of the thesis in Lithuanian and English, the words "Bachelor's thesis", title of the studies programme and its state code, place and date of the paper preparation. This must be centred, as shown in Annex 2 of the methodological guidelines.

The title page (see Annex 2) must contain the name of the university, the student's name, name of the thesis in Lithuanian and English, the words "Bachelor's thesis", title of the studies programme and its state code, the name of the supervisor, and space for his scientific degree, full name and signature, the name of the consultant and space for his scientific degree, full name and signature, the word "Student" and space for his signature, place and year of the paper preparation. This text is centred. In the right side of the page, under the name of the University, write "allowed to defend" and leave space for a signature and date as shown in Annex 2 of the methodological guidelines.

#### Confirmation of the work carried out independently

Confirmation that the paper was performed independently is prepared under Annex 3 and attached to the cover sheet. The name of the University is presented on the top of the page. It is followed by the centred document name, and the text, as shown in Annex 3. The student's name and a space for the signature is written on the bottom of the page.

#### Summary

Summary is a brief description of the essence of the final work in Lithuanian and a foreign language. It is intended for quick presentation of the nature of work. The summary worn is enclosed after the confirmation about the independent performance of the work. Typically, the summary volume is limited to 0.5 to 1 page. The final work can be written in a foreign language. Then, a

summary is written in Lithuanian.

The summary should begin with the description of the work. It's scheme is as follows: student's name, initials, paper title, programme of studies, supervisor, place and date of work preparation (defending), volume.

Summary text is written according to the following plan:

- research subject, it's relevance, topical, subject, object and objectives of research;
- research methodology (analysis of scientific literature, analysis of legal documents, analysis of statistics, analysis of sociological research data analysis, tests, etc.);
- then, specific results of the work, conclusions and suggestions are presented very briefly.

### **Table of Contents**

Content should be formatted in the same way as the section title – capitalised (**TABLE OF CONTENTS**). Section headings on the content are capitalised, or written in small bold letters, and the titles of subsections and small sections in small letters. It is advisable not to divide the bachelor's thesis into too many small sections. Headers of sections and subsections should be brief, clear, meaningful and correspond to the essence of the analysed problem. Headers should not be repeated, or reiterate the title of the entire paper.

The number of subsections or smaller sections may not be less than two no.

Structure of the content page:

## TABLE OF CONTENTS

<b>INTRODUCTION</b> .....	6
1. <b>HEADING</b> (in capital letters).....	8
1.1. (subsection name) .....	
1.2. (subsection name) .....	
2. <b>HEADING</b> (in capital letters).....	
2.1 .....	
2.1.1 .....	
2.1.2. etc. ....	
2.2 .....	
2.3 .....	
3. <b>HEADING</b> (title in capital letters).....	
3.1 .....	
3.2 .....	
<b>CONCLUSIONS AND RECOMMENDATIONS</b> .....	
<b>LITERATURE AND SOURCES</b> .....	43
<b>ANNEXES</b> .....	

## References

Various literature and documents are used when writing the work (citing, analysis and mentioning). Therefore, each research work should contain a bibliographic list of documents used in it (monographs, textbooks, periodicals and serial publications, legislative and regulatory acts, Internet information, unpublished scientific reports, translations, lecture materials, etc.). It is presented in a separate section of the paper, with the heading **LITERATURE AND SOURCES**. Literature bibliographic descriptions are presented **in the alphabet order**. If the names are the same, they must be arranged according to the letter of the name. Works of one author's are presented in chronological order. If there is no author's name, the sources are arranged according to the first letter of the document. References use in the paper in various languages, legislation and other sources of information are presented in the list of references in the Lithuanian alphabet order.

Examples of the bibliographic description of documents in accordance to the international standard (ISBD (G)) general international standard bibliographic description: annotated text, 1995.

When describing the literature, present the names of the author or authors, initials, name of the book, place of issue, publisher, year of issue, number of pages and the international standard book number. Observe the following rules when describing the literature in the Lithuanian and foreign languages:

- Abbreviate the place of publication in the same manner in the entire list (Kaunas or K.) and the name of the publishing house (Vilnius Pedagogical University Press or VPU 1-klā).
- If the publication has an international standard book number (ISBN), it is written at the end. This number is very convenient for finding publications over the Internet.
- Authors' names are written in the same order in which they are printed on the front page of the book
- If there are four or more authors, description begins with a title. All authors of the publication are listed after the title and the slash (/).
- The page is not capitalised (p.), if it follows a decimal point or a number. The page is capitalised (P.) if it follows a hyphen (-).
- The mark “=” is written after the Lithuanian book title indicating the same name in a foreign language (if it is printed on the front page of the book).
- Literature in Russian is presented in the same list of references, according to the general requirements. In some cases, in absence of the Russian alphabet on your computer, you can present the Russian literature in Latin letters in the same list of references.

Remember that the list of references not in compliance with the requirements will be a serious obstacle to get the highest score, even if the bachelor's thesis is otherwise perfectly written.

## Annexes

A big part of the final work may consist of various statistical, sociological, legal, or other information explaining the decisions made in the paper. Part of the information material (tables, graphs, charts, etc.), is presented in the text of the work, and the other part (including the questionnaire) – at the end of it. Less important tables containing many numbers, and illustrative material analysed in the text are presented at the end of the work: diagrams, charts, graphs, tables, figures and various leaflets. The scope of the information part, depending on the complexity and novelty of the problem, is determined by the student upon approval of the supervisor. Annexes are enclosed in the same order in which they are mentioned in the work. If the volume of information material is large, it may be presented separately.

If the annexes are presented as a continuation of the same document, each of them starts on a new page. The text **ANNEX** is written in capitals on the right upper corner. If the annex has a title, it is capitalised, same as the section name. If the number of annexes is more than one, they are numbered in Arabic numerals, e.g.: Annex 1, Annex 2, etc.

References made to the attachments are included, and the table of contents lists all the accessories, with their numbers and names. If the number of annexes is quite big, their list can be placed after the table of contents.

### **Literature**

1. Baršauskienė V., Mačerinskienė I. Studijų darbų parengimo tvarka.- Kaunas: Kauno technologijos universitetas, 1999.
2. Sūdžius V.P., Vengrauskas V. Bakalauro studijų baigiamojo darbo parengimo metodinė priemonė.- Vilnius: Vilniaus universitetas, Ekonomikos fakultetas, 2004.- 36 p.



## **ANNEX 1. Examples of titles of Bachelor's thesis**

1. Formation of the distribution chain in the ice-cream market.
2. Identification of yoghurt purchase factors and increase of demand.
3. Tourism business development opportunities for rural communities.
4. Improvement of entrepreneurship among small business entrepreneurs.
5. Building of a new image strategy for Sviestas AB.
6. Simulation of reduction of uncertainty effect in supply chains.
7. E-Commerce and its development prospects in Lithuania
8. Analysis of demand for inbound tourism in Vilnius and development opportunities
9. Assessment and improvement of staff motivation in N company
10. X company performance improvement by increasing sales.
11. Forecast the impact of introduction of a new product into the market on the performance of X company.
12. Improvement of the image of Lithuania by creating a unified national brand.

ANNEX 2. Cover page and title page



**Kazimiero Simonavičiaus  
UNIVERSITETAS**

Full name of the student

**TITLE OF THE BACHELOR THESIS**

Bachelor's thesis

Program of Aviation Management studies, state code 612N20014  
(code acc. to ISCED – 6450410)

Vilnius, 2017



**Kazimiero Simonavičiaus  
UNIVERSITETAS**

ELIGIBLE FOR DEFENCE

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Date)

Full name of the student

**TITLE OF THE BACHELOR THESIS**

Bachelor's thesis

Program of Aviation Management studies, state code 612N20014  
(code acc. to ISCED – 6450410)

Supervisor \_\_\_\_\_  
(academic degree, full name, signature)

Consultant \_\_\_\_\_  
(academic degree, full name, signature)

Student \_\_\_\_\_  
(signature)

Vilnius, 2017

**ANNEX 3. Confirmation of the work carried out independently**

**KAZIMIERAS SIMONAVIČIUS UNIVERSITY**

**CONFIRMATION OF THE THESIS WRITTEN INDEPENDENTLY**

I confirm that the final thesis..... (*title*).....:

1. Was written by the author independently, it contains no materials of other authors presented as their own, without reference to the actual source.
2. The thesis has not been presented and defended by the author in another higher education institution in Lithuania or abroad.
3. The thesis has no references to other works, if their material is not used for work.
4. The thesis contains full list of references and sources.

(signature)

(full name of the student)

ANNEX 4. Reviewer's sheet



**Kazimiero Simonavičius  
UNIVERSITETAS**

**REVIEW OF THE BACHELOR THESIS**

Graduate (s):

Thesis title:

**FINDINGS OF THE REVIEWER**

*Assessment of the Bachelor's thesis*

Consistency of the thesis topic and content	<input type="checkbox"/> Consistent <input type="checkbox"/> Partly consistent <input type="checkbox"/> Not consistent
Assessment of the investigation depth of the selected problem	<input type="checkbox"/> Consistent Suitable <input type="checkbox"/> Partially suitable <input type="checkbox"/> Not suitable
Adequacy of research methods	<input type="checkbox"/> Consistent Suitable <input type="checkbox"/> Partially suitable <input type="checkbox"/> Not suitable
Link of conclusions with the work problem, formulated objectives and reasoned findings of research	<input type="checkbox"/> Consistent Sufficient <input type="checkbox"/> Partially sufficient <input type="checkbox"/> Insufficient
Sufficiency of the use of scientific and information sources	<input type="checkbox"/> Consistent Sufficient <input type="checkbox"/> Partially sufficient <input type="checkbox"/> Insufficient
Clarity, completeness and adaptability of findings and accommodations	<input type="checkbox"/> Consistent Sufficient <input type="checkbox"/> Partially sufficient <input type="checkbox"/> Insufficient

Reviewer's questions:

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General evaluation

<input type="checkbox"/> excellent (10)	Original, perfect form and content, demonstration of excellent knowledge, skills and creativity, original results achieved, may be published
<input type="checkbox"/> very good (9)	Original, perfect form and content, demonstration of good knowledge, skills and creativity, high results achieved
<input type="checkbox"/> good (8)	Detailed analytical work with consistently delivered content, high quality theoretical analysis and research, demonstration of knowledge, skills and creativity
<input type="checkbox"/> average (7)	High quality of theoretical analysis and research, demonstration of adequate knowledge and skills
<input type="checkbox"/> satisfactory (6)	Paper of descriptive nature, demonstration of poor knowledge and skills
<input type="checkbox"/> poor (5)	Content and form of reference nature, demonstration of poor knowledge and skills
<input type="checkbox"/> unsatisfactory (4-1)	Inconsistent content and form, compilation elements, elements of plagiarism

Reviewer:

\_\_\_\_\_  
 (signature)      \_\_\_\_\_  
 (date)      (academic degree, rank and full name)

## ANNEX 5. Examples of bibliographic description

### DESCRIPTION OF BOOKS

#### Book of one author

Sūdžius V. Įmonių komercija: principai ir praktika.- Vilnius: Pačiolis, 1997.- 180 p.-ISBN 9986-872-16-2

#### Book of two authors

Titarenko V., Titarenko J. Aktyvų ir pasyvų valdymas komerciniuose bankuose bei jo aspektai Lietuvoje.- Vilnius: Lietuvos statistikos departamento Metodinis leidybos centras, 1997.ž51 p.- ISBN 9986-409-23-3

#### Book of three authors

Bivainis J., Griškevičius A., Jakštas V. Investicinių projektų vertinimas.- Vilnius: Lietuvos informacijos institutas, 1997.- 40p.- ISBN 14-12-99862-6

#### Book of four or more authors

Matematika: intensyvaus mokymo su kompiuteriu kursas /Albertas Pincevičius, Gintautas Misevičius, Rimantas Eidukiavičius, Jonas Rakauskas.- Vilnius: LKA, 1996.- 267 p.

#### Monograph of the group of authors

Edukologijos idėjos Lietuvos švietimo sistemos modernizavimui: monografija /Atsak. Red. Ir sudaryt. Palmira Jucevičienė.- Kaunas: Technologija, 1998.- 539 p.- ISBN 34-13-99862-4

#### Book with no author

Lietuvos Respublikos Konstitucija: Lietuvos Respublikos piliečių priimta 1992 m. spalio 25d. referendume.- Vilnius: Lietuvos Respublikos Seimo I-kla, 1996.- 86 p.

Lietuvos statistikos metraštis = Lithuania's statistics yearbook: 1993.- Vilnius: Metodinis leidybinis centras, 1994.- 465 p.- ISBN 9986-409-05-5

#### Publication with many volumes:

##### a) different authors of both parts

Hidraulikos uždavinynas.- Vilnius: Technika.- D.1 /Vaidutis Šalna.- 1996.- 81 p.; D.2 /Vanda Vanagaitė.- 1997.- 93 p.

##### b) different titles of both parts

Karazija R. Fizika humanitaroms.- Vilnius: TEV.- D.1: Klasikinė fizika.- 1996/- 278 p.; D.2: Šiuolaikinė fizika.- 1997.- 221 p.

##### c) same authors and same title of both parts

Mackevičienė D., Šakalienė B. Bendrosios chemijos laboratoriniai darbai. – Kaunas: Kauno medicinos akademijos I-kla, 1997.- D.1.- 74 p.; D.2.- 85 p.

#### Conference materials

##### a) publication has the conference name

“Lietuvos mokslas ir pramonė”, konferencija (1997; Kaunas). Mechanika – 97: tarptautinės konferencijos medžiaga.- Kaunas: Technologija, 1997.- 270 p.- ISBN 54-13-99861-9

##### b) publication has its own name

Sociologija Lietuvoje: tarptautinės konferencijos pranešimų medžiaga.- Kaunas: Technologija, 1996.- Knyga 1.- 213 p.- ISBN 9986-13-0

### **Summary of doctoral dissertation**

Grebliauskiene B. Nerašytinių komunikacijų mokėjimų ugdymas biznio administravimo specialistų rengimo procese: daktaro disertacijos santrauka, socialiniai mokslai, edukologija /Kauno technologijos universitetas.- Kaunas: Technologija, 1997.- 26 p.

### **Published doctoral dissertation**

Chreptavičienė V. Dalykinės komunikacijos raštu mokėjimų ugdymas biznio administravimo universitetinėse studijose: daktaro disertacija, socialiniai mokslai, edukologija, Kauno technologijos universitetas.- Kaunas, 1997.- 115 p.

### **Unpublished doctoral dissertation**

Gudaitytė D. Aukštojo mokslo tapimo masiniu reiškiniu bruožai: pasaulinės tendencijos ir jų projekcija Lietuvoje: nepublikuota daktaro disertacija, socialiniai mokslai, edukologija, Kauno technologijos universitetas, 1998.

### **DESCRIPTION OF ARTICLES**

Same rules are applied for description of articles as for description of books. References to publications are presented using the sign //.

#### **Article of one author in the journal**

Levišauskienė K. Šalies rizikos ir valiutos rizikos įvertinimo problema tarptautiniame kreditavime //Organizacijų vadyba: sisteminiai tyrimai.- 1996, Nr. 3, p. 94.- ISSN 1392-1142

#### **Article of two authors in the journal**

Generalavičius V. Kuodis R. Lito kurso režimo pasirinkimas: teoriniai ir praktiniai sprendimo būdai//Pinigų studijos.- 1997, Nr. 1, p. 31.

### **INTERNET SOURCES**

Roth Alvin E. Early History of Experimental Economics.- <http://www.pitt.edu/~alroth/history.html>, 1999 02 03

Dėl komercinių bankų privalomųjų atsargų taisyklių pakeitimo ir papildymo: Lietuvos banko valdybos nutarimas, 1998 m. spalio 15 d., Nr. 176 // [www.lrs.lt](http://www.lrs.lt), 1999 03 05