



FH MÜNSTER  
University of Applied Sciences

# **Guidelines for the Formal Presentation of the CALA Project Report<sup>1</sup>**

**January 2021**

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<sup>1</sup> These guidelines are for the most part equivalent to the guidelines by the American Psychological Association (APA). These guidelines can be found on the following website: <https://apastyle.apa.org> [accessed January 7, 2021]

## **FORMATTING BASICS**

**File Type:** report to be submitted in PDF format

**Font:** 12 point, Times New Roman or 11 point, Arial

**Text [Including references]:** 1.5-line spacing, full justification, 0pt spacing before and after paragraphs, indent the first line of 2<sup>nd</sup> and following paragraphs.

**Text [Excluding references]:** Three to four keywords per page should be highlighted in bold in order to enhance readability.

**Page Layout:** 1-inch (2.5 cm) margins on all sides, with page numbers in the upper right corner and no header/footer.

See next page for an *exemplary* text format:

## 1. **Headline**

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam diam voluptua. At vero eos et accusam et justo duo **dolores** et ea rebum (Figure 1). Stet clita kasd amet.

-Insert Figure 1 about here-

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

### 1.1 **Headline**

Lorem ipsum dolor sit amet, **consetetur sadipscing** elitr, sed diam. In Table 1, at vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata est Lorem ipsum dolor sit amet.

-Insert Table 1 about here-

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo **dolores** et ea rebum.

#### 1.1.1. **Headline**

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam. In Table 1, at vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata est Lorem ipsum dolor sit amet.

**Page Maximum for Project Report:** 15 pages (main text), 20 pages including all appendices, properly formatted and inclusive of title, text, list of references, tables, figures, and footnotes.

## PROJECT REPORT ORGANISATION

### Cover Page

Refer to the exemplary cover page at the end of this document.

### Table of Content

See below for an *exemplary* table of content.

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## COMPONENTS

### Title

The title should be “**CALA Project Report**”

### Main Text

Please do not add any headers/footers on each page (other than the page number). Headings are formatted according to level:

- PRIMARY HEADING: Centered, title-style capitalization (first letter of each word), bold. Text begins as a new paragraph with indentation.
- SECONDARY HEADING: Flush left, title-style capitalization (first letter of each word), bold. Text begins as a new paragraph with indentation. You must have at least two sections beginning with a secondary heading; if there is only one, the heading should be excluded.
- TERTIARY HEADING: Flush left, title-style capitalization (first letter of each word), bold italic. Text begins as a new paragraph with indentation. If only one tertiary heading is used, the heading should be excluded.

See page 3 for an *exemplary* text format.

### Mathematical Notations

Equations should be centered on the page. If equations are numbered, type the number in parentheses flush with the left margin. Please avoid using Equation Editor for simple in-line mathematical copy, symbols, and equations. Type these in Word instead, using the “Symbol” function when necessary.

### References

References begin on their own page and are listed in alphabetical order by the first author’s last name. Only references cited within the text are included.

References should be formatted according to APA guidelines. See the following website for detailed information and examples:

<https://apastyle.apa.org/style-grammar-guidelines/references>

### **Footnotes**

Footnotes are to be used sparingly and must be concise. A total of no more than 10 footnotes should appear in the project report. Format footnotes in plain text, with a superscript number appearing in text and the corresponding note after the reference section.

### **Tables**

Tables should not appear within the text but at the end of the document. Each table should be numbered consecutively and submitted on a separate page. Please indicate appropriate table placement in the text (“Insert Table 1 about here” – see exemplary text on p. 2). Tables must be numbered in the order in which they are to appear and given a name. Tables should not be scanned.

### **Figures**

Figures should not appear within the text but follow any tables at the end of the document. Each figure should be numbered consecutively and submitted on a separate page. Please indicate appropriate figure placement in the text (“Insert Figure 1 about here” – see exemplary text on p. 2). Figures must be numbered in the order in which they are to appear and given a name. The term “figure” refers to a variety of material, including line drawings, maps, charts, graphs, diagrams, photos, and Web shots, among others. Figures should not be scanned.

### **Appendix**

If appendices are provided, they appear on a new page after the figures. Multiple appendices are labeled with letters (Appendix A, Appendix B) in the order that each item appears in the report. A single appendix is labeled without letters (Appendix). In the main text, you should refer to the Appendices by their labels.

### **Affidavit**

For each project report, the following affidavit is to be included and signed:

“I hereby declare that I have developed and written the enclosed project report entirely on my own and have not used outside sources without declaration in the text. Any concepts or quotations attributable to outside sources are clearly cited as such. This project report has not been submitted in the same or substantially similar version, not even in part, to any other authority for grading. I am aware of the fact that a misstatement may have serious legal consequences.”

Münster, March 01, 2020

Max Mustermann

The project report has to be signed by the supervisor in the company. The supervisor shall sign the last page of the project report. A handwritten and a printed signature of the supervisor have to be provided.

## IN GENERAL

### Language of Project Report

English (preferred) or German or Spanish (needs to be confirmed by supervisor)

**IMPORTANT: You need to quote scientific literature! Internships that do not include any scientific sources will NOT be accepted.**

### Citation Style

Each text passage that contains ideas of other authors has to be marked. In-text citation is required.

Direct citations have to be written in quotes and should be used sparingly.

For **indirect citation** (paraphrases) and **quotations** (direct citations), you have to indicate the **exact page number**.

Example of a quotation (direct citation):

“Interactivity in meetings occurs when members participate and share their thoughts with each other” (Blanchard & McBride, 2020, p. 78).

Example of an indirect citation (paraphrases):

The exchange of ideas between participants and their involvement during a meeting are indicators of interactivity (Blanchard & McBride, 2020, p. 78).

For citations of up to two authors, all authors are to be listed. For three or more authors, use the first author’s name followed by “et al.”. A series of citations should be listed in alphabetical order and separated by semicolons.

Example of more than two authors:

Team performance is very complex because it is a function being determined by a high number of inputs (Ahearne et al. 2010, p. 458).

Example of citing several authors and articles:



Due to costly consequences in the case of transmitting a false signal, consumers may assume that sellers' signals about high product quality are reliable (Erdem & Swait 1998, p. 137; Kirmani & Rao 2000, p. 69; Rao & Rueckert 1994, p. 88).

If you omit a certain extract within the quote, please mark this position with three points in square brackets [...].

### **Readability**

- Write in an interesting, readable manner with varied sentence structure, and use active voice. Use as little passive voice as possible.
- Avoid using technical terms that few readers are likely to understand. If you use these terms, include definitions.
- Keep sentences short so the reader does not get lost before the end of a sentence.

### **Project Report Submission**

Please submit the following items to Ms. Wöstmann of the CALA-office:

- One printed copy of your project report. You can use a simple "filing strip".
- An electronic version of your project report (pdf) submitted by email to: [cala-msb@fh-muenster.de](mailto:cala-msb@fh-muenster.de) Please use as subject matter in your email: CALA project report  
YOUR NAME

## Content of the Project Report

The following questions shall be answered within the Project Report. Please stick to the number of pages given per question. Please use the given headlines to structure your report.

1. **One Sentence:** Please describe your project/internship in just one sentence. This may be difficult for you but it helps you to refocus on the main points about your project/internship. What was the added value of your internship position? Please sum up your internship in a nutshell: I make [solution] for [target market/client/XYZ] so that [value]. *1 Sentence.*
2. **Overview of the Company:** Please describe the company briefly (in terms of type of firm, employees, business activities, products/services, industry, competition, etc.). Please describe the field of business you were working in and describe the corporate culture: *1 Page.*
3. **Job Profile and Responsibilities:** What was the initial situation in the company/your department? Please describe your (daily) tasks. Have there been interfaces with other departments? Please refer to the time, goal, and how you were performing these tasks (tools, methods used, etc). Please reflect critically on these tasks: *5-7 Pages.* Goals of the internship: Please describe the goals of the internship and how you were actively participating in fulfilling them? What skills are required to do this internship? *1-2 Pages.*
4. **Motivation:** What were your initial motivation to do your internship in this field of business and in the chosen company? *1 Page.*
5. **Pain Points and Possible Solutions:** What were pain points and problems of the company/the department which had to be solved? What was the approach used to solve the pain points? How did you participate to solve them? What were possible solutions? What were the results (in terms of content and tools/methods)? *1-2 Pages.*
6. **Theoretical Concepts:** Which theoretical concepts (studies so far in CALA) were applied during your internship? Please describe how the concepts were used (do not describe the concepts as such). Please refer to literature (do not use lecture scripts, but textbooks and journal articles instead!): *1-2 Pages.*
7. **Lessons learned:** What are the lessons learned? What would you like to change if you did the internship again? What worked well and what did not work well? Constructive

criticism of the solution and suggestions for improvements. What part did you like the most? *1-2 Pages.*

Exemplary Cover Sheet:

***CALA Project Report***

Internship at:

*Company name*

*Name of Department*

*Time of internship*

Münster School of Business

by

*First and last name:*

*Matriculation number:*

*Field of Studies and Semester:*

*Münster, Date*