

Chancellor's Directive No. 1/2021

Guidelines for the preparation of final university qualification theses

Article I Introductory provisions

1. This policy is an internal standard of NEWTON University (hereinafter referred to as "NEWTON University" or "NU"; until May 13, 2021, operating under the trade name NEWTON College and the abbreviation NC), which specifies the requirements and procedures for the preparation and submission of final university qualifying theses of NU students (hereinafter referred to as "final qualifying thesis" or "final qualifying theses").
2. The final qualifying theses prepared and submitted by NU students must comply with the requirements specified in this Directive.
3. In the preparation of final qualifying theses, NU students are obliged to avoid fraudulent behaviour, especially infringement of foreign copyrights and plagiarism.

Article II Final qualification theses

1. The preparation and subsequent successful defence of the final qualification thesis is a condition for successful completion of the university studies at NU.
2. Final qualifying theses are both Bachelor theses of students of accredited university Bachelor studies and diploma theses of students of accredited university Master studies.
3. A Bachelor's thesis is an independent creative work of students in the final year of a Bachelor's degree programme, which demonstrates the ability of the author to solve a complex (usually) practical problem, as well as to contribute to its solution with their own authorial input. The Bachelor thesis verifies the knowledge and skills acquired during the study, including the ability to apply the acquired knowledge in solving a specific assignment.
4. A Master thesis is an independent creative work of students of the final year of a Master's degree programme, which demonstrates the ability of the author to solve a complex theoretical, theoretical-practical or practical problem, as well as to contribute to its solution with their own authorial input. The thesis verifies the knowledge and skills acquired during the study, including the ability to apply the acquired knowledge in solving a specific, as well as other similar assignments.
5. The final qualification thesis takes the form of a coherent text divided into logically and substantively interrelated parts and chapters in accordance with the guidelines and recommendations below.

6. The final qualification thesis is written in the language in which most of the courses of the relevant study programme are taught in accordance with the valid accreditation (possible exceptions may be permitted by the Chancellor of NU).
7. The final qualification thesis must fulfil the set assignment. The required structured assignment of the final qualification is created by the supervisor of the thesis, usually in cooperation with the student – the future thesis author, at least 5 months before the deadline for submission of the thesis. The thesis assignment is part of the NU IS information system.
8. The student is obliged to undergo continuous consultations over the final qualification work with the supervisor. The number, frequency and form of the consultations will be determined by the thesis supervisor, taking into account the needs and preferences of the individual student as far as possible.
9. In the event that a student has not attended the required number of interim consultations, the supervisor has the option of not awarding the student the required interim credit for completing the Bachelor's thesis or Master's thesis course. In the event that the student does not receive continuous credit, he/she will be graded with a classification grade of "not credited" in the Bachelor's thesis or Master's thesis course, even if he/she had submitted his/her final qualifying thesis on time.
10. The student is obliged to submit the final qualification thesis in two original copies by the deadline set by the NU Chancellor to the NU Study Department. At the same time, the student is obliged to submit an electronic version of the final qualification thesis in PDF format to the NU IS. The electronic version must be identical to the printed version.
11. An authorized NU staff member shall immediately after the submission of the final qualification thesis check its formal correctness and shall be entitled to submit the final qualification thesis to the student for completion if he/she finds it unsatisfactory in terms of the formal requirements specified in this Directive. In such a case, the student is obliged to revise the final qualifying thesis in the necessary manner and resubmit it by a specified deadline, but not more than 3 days after the deadline set by the NU Chancellor for the submission of final qualifying theses (see previous provisions of this Directive). In the event of failure to meet this deadline, the final qualifying thesis shall be deemed not to have been submitted.
12. The final qualification thesis is checked for its formal and professional correctness by the supervisor of the thesis after submission, who also has the right to return the unsatisfactory final qualification thesis to the student for completion. In such a case, the final qualifying thesis shall be regarded as not yet submitted.
13. At the moment of submission, unless the final qualifying thesis has been returned to the student by an authorized NU employee or the thesis supervisor for completion, the final qualifying thesis is considered published, regardless of the outcome of its defence, and the author agrees to its publication by submitting the thesis.
14. After the defence of the final qualification thesis, one copy is returned to the student, the other is then handed over to the NU library. The electronic version of the thesis is then archived by software means through the final qualification thesis database, which is part of the NU IS information system.

Article III Scope, structure and formal arrangements of final qualification theses

1. The minimum length of the Bachelor thesis is 40 standard pages (i.e. 72,000 characters including spaces) in A4 format. Appendices and title pages are not included in the required length of the Bachelor thesis.
2. The minimum length of the Master thesis is 60 standard pages (i.e. 108,000 characters including spaces) in A4 format. Appendices and title pages are not included in the required length of the thesis.
3. Specific requirements regarding the structure of NU students' final qualifying theses are set out in Annex A of this Directive.
4. The requirements and rules regarding the formal arrangements for the final qualifying theses of NU students are described in more detail in Annex B of this Directive.
5. For the purpose of correct formal editing of final qualification theses, students can use templates and samples processed in Microsoft Word format, which are published for each current academic year through the NU IS information system. Information on the availability of current samples is distributed annually by the NU study department.

Article IV Bibliographic citations

1. Bibliographic citations are used to clearly separate the author's own ideas from the knowledge taken from other authors. The use of bibliographic citations fulfils the applicable legislative provisions on the observance of copyright, demonstrates the ethicality of the work as well as the professional level of the author.
2. The author of the final qualification thesis is obliged to indicate and adequately identify all information sources from which he/she has drawn in the preparation of his/her final qualification thesis. These sources may be both printed (books, journal articles, standards, laws, etc.) and electronic (website, blog, e-book, e-magazine, etc.). The information source may also take other specific forms, e.g. radio broadcast, film, TV programme, annual report, leaflet, music, map, etc. We also consider oral communication or communication via electronic mail (e-mail) as an information source. However, only those information sources that the author actually used in the preparation of his/her thesis are listed.
3. The condition for acceptance of the Bachelor thesis for defence is the use of at least 15 relevant information sources, of which at least 5 are foreign language sources. The condition for acceptance of the Master thesis is the use of at least 20 information sources, of which at least 8 are foreign foreign language sources. Popular publications and open encyclopaedias (e.g. Wikipedia) are not considered adequate sources of information.
4. Information sources from which the author draws can be directly quoted or paraphrased in the final qualification thesis. Immediately after the quotation or paraphrase, the author shall provide an adequate reference to the bibliographic citation.

5. A quotation (direct quotation) is a verbatim copy of the text of part of a document. It is given in quotation marks and is written in italics. The total proportion of direct quotations should not exceed 10% of the text of the final qualifying work. Foreign language citations should be given in the original language with an accompanying translation.
6. A paraphrase is an indirect way of quoting. The author of the work expresses in his own words the content of a specific part of the text used, without changing its meaning. A paraphrase is usually shorter, is not written in italics, and is not enclosed in quotation marks.
7. A bibliographic citation represents summary information about the cited document (information source), e.g. author's surname and first name, title of the work, edition, ISBN. The creation and structuring of bibliographic citations for the purposes of preparing final qualification theses is governed by the standard ISO 690: Information and documentation - Rules for bibliographic references and citations of information sources issued by the Czech Office for Standards, Metrology and Testing in 2011.
8. The reference is a short form of bibliographic citation, which serves to quickly identify the document from which the author of the final qualification thesis used the citation (literally taken part of the text) or drew knowledge (in the form of a paraphrase). It is a link between the place in the text where a specific document is cited and the list of literature used (list of bibliographic citations) placed at the end of the thesis.
9. A uniform citation style is used in the final qualifying thesis, the so-called "Harvard system/style" (also referred to as the Author-Date System). The reference to the bibliographic citation is written in the format (author's last name, year of publication). If the author's surname is used as part of the text, only the year of publication follows in round brackets. The reference to the direct quotation should include the page number. This is given in round brackets after the year of publication, separated by a comma.
10. The list of used literature (list of bibliographic citations) is given at the end of the text, in alphabetical order according to the last name of the author, individual items are not numbered. The year of publication is given directly after the author's surname after the comma (not after the publisher's name). If two or more documents have the same author and year of publication, they can be distinguished from each other by lower case letters (a, b, c, d...) following closely (without a space) the year of publication. The reference is given in this form both in the text and in the list of references used.
11. Authors are identified in inverted form, i.e. surname, first name. In a bibliographic citation, the authors' surnames are always capitalized; in a reference to a bibliographic citation, the surname is written normally, i.e. with only the first letter capitalized). If a document has two or three authors, we include the surnames and first names of all authors in the bibliographic citation. If the document has more than one author, the name of the first author may be given and the Czech abbreviation "aj" or the Latin abbreviation "et al" may be added. If the document has no author and the bibliographic citation starts with another entry, the first entry of the bibliographic citation will be given in the reference.
12. Specific examples of bibliographic citations and references are included in Annex C of this guideline - creation of bibliographic citations.

13. If a particular approach, method or form of citation is necessary or possible, this approach, method or form must be used equally throughout the Bachelor thesis.
14. In the case of more complex problems and ambiguities or doubts about the correct notation of bibliographic citations, it is necessary to consult the above-mentioned standard ČSN ISO 690, to consult the solution with the thesis supervisor, or with the teachers of the study subjects Bachelor Seminar and Diploma Seminar.

Article V Evaluation of the final qualification thesis

1. The written evaluation of the final qualification thesis (the so-called report) is submitted by both the supervisor and the opponent of the final qualification thesis.
2. The thesis supervisors are usually internal NU lecturers, in individual cases it is possible, with the consent of the NU Chancellor, for the Bachelor's qualification theses to be supervised by external lecturers without employment at NU.
3. The opponents are persons listed in the list of opponents approved annually by the Chancellor of NU. The supervisors and opponents of the final qualifying theses must have completed at least a Master's degree, usually in a field relevant or related to the topic of the thesis being evaluated.
4. With regard to the need for quality management of all the theses and the performance of other activities of an educational and creative nature by the supervisor of the final qualification thesis, the supervisor may supervise a maximum of 20 final qualification theses at the same time. This number does not include theses for which the submission or defence has been postponed.
5. An exception to the maximum number of theses may be granted by the NU Chancellor to a supervisor who, in a given academic year or semester of an academic year, performs a lower volume of activities of an educational and creative nature and therefore has sufficient capacity to supervise a larger number of final qualifying theses without affecting the quality of their supervision.
6. The supervisor of the final qualification thesis is obliged to familiarize himself/herself with this Directive and actively contribute to ensuring that the instructions given therein are followed by the student in the preparation of his/her final qualification thesis.
7. The supervisors and opponents of the final qualification theses will prepare their reports in the valid template and submit them by the deadline set by the NU Chancellor. The processing and submission of the final qualification thesis reports is usually carried out in the environment of the IS NU information system.
8. Both the supervisor and the opponent of the final qualification thesis evaluate the thesis in the categories and in the manner specified in the thesis evaluation template, and within the verbal evaluation they adequately argue their evaluation of the thesis, they express their opinion on the ability of the author to apply the knowledge acquired during the study, the supervisor of the thesis also evaluates the activity of the author during the preparation of the final qualification thesis.

9. Both the supervisor and the opponent of the final qualification thesis have the opportunity to ask the thesis supervisor questions in their reviews, which he/she should adequately respond/answer during the defence of his/her final qualification thesis.
10. Each report must contain a clear conclusion whether the final qualification thesis is recommended or not recommended for defence, as well as a proposal for its classification according to the NU Study and Examination Regulations and the NU Director on State Final Examinations.
11. If neither the supervisor nor the opponent of the final qualification thesis recommend it for defence, the final qualification thesis is not admitted for defence as part of the state final examination. In such a case, the thesis supervisor shall return the final qualifying thesis to the student for completion without undue delay. The final qualifying thesis is then regarded as not yet submitted.
12. The author of the final qualification thesis has the opportunity to get acquainted with the opinions of the supervisor and the opponent at least 7 days before the defence so that he/she can properly prepare for the defence of the thesis and adequately respond to any questions raised in the opinion.

Article VI Final provisions

1. This Directive shall enter into force and take effect on 1 September 2021.
2. On the effective date of this Directive, the NEWTON College Chancellor's Directive No. 1/2019 Guidelines for the Preparation of Undergraduate Theses shall also cease to be effective.



MUDr. Jan Mojžíš, MBA
Chancellor
NEWTON University

Attachments:

Annex A: Structure of final qualification theses

Annex B: Formal arrangement of final qualification theses

Annex C: Creating bibliographic citations

Annex A: Structure of final qualification theses

1. Annex A of the Directive specifies in more detail the requirements for the structure of the final qualification theses of NU students.
2. Mandatory parts of the thesis are: title pages, table of contents, introduction, subject-oriented parts of the thesis devoted to theoretical background, analysis of the solved problem and own proposals for solutions, conclusion and list of used literature. The theses may also include appendices.
3. **Title pages** include:
 - a) overlay side (cover pages);
 - b) title page of the thesis;
 - c) bibliographic identification including annotation and keywords in Czech and English;
 - d) author's declaration;
 - e) acknowledgements (it is an optional part of the Bachelor thesis).
4. The name and surname of the author and the supervisor and any consultants of the thesis shall always appear on the title pages, including any academic titles awarded to them.
5. **Table of contents** is included immediately after the title page with the author's acknowledgement (or directly after the author's declaration). The table of contents contains the main parts of the thesis, namely the introduction (not numbered), the titles of the individual parts, chapters and subchapters of the thesis (numbered in decimal style 1, 1.1, 1.1.1), the conclusion, the list of references used and, if necessary, the list of tables and graphs and the list of appendices (not numbered). Each content item is assigned a page number corresponding to its beginning.
6. Typically, a Bachelor thesis is divided into 3-5 main substantive parts (i.e. first level headings), usually not using more than three levels of headings (i.e. level 1.1.1) to avoid unnecessary "fragmentation" of the thesis content. The table of contents of a Bachelor thesis is usually one or two pages at most.
7. In the case of Master theses, the thesis is typically divided into 4-6 main substantive parts (i.e. first level headings), but as a rule, no more than three levels of headings (i.e. level 1.1.1) are used to avoid unnecessary "fragmentation" of the thesis content. The table of contents of the thesis is usually a maximum of two pages.
8. The length of the individual chapters (1.1, 1.2, etc.) and similarly the subchapters of the thesis should be such that it clearly explains the essence of the problem being solved, without the chapters being numerous and their content always consisting of only one or two short paragraphs. It is advisable to synthesize the substantive findings into a single, albeit more comprehensive, chapter and then address all relevant issues within that chapter.
6. **The introduction** deals with the issue at hand in general terms, taking into account the conditions and circumstances that conditioned the choice of the topic and the need to investigate it. The introduction introduces the topic, objectives and expected outputs and

results of the final qualification thesis, outlines the structure and methodology of the thesis, declares the working hypotheses and/or the main research questions, etc.

7. **The part(s) devoted to theoretical background** contain framework knowledge resulting mainly from the current state of knowledge in the field of the chosen topic. They present an organized overview of the knowledge from the literature and the methods used so far and the results obtained in the literature or obtained in previous studies and research.
8. **The analytical part** captures the current specific state of the problem being addressed and should include an analysis of the broader context of the problem being addressed.
9. **The part or parts devoted to the actual design of the solution** represent the main author's contribution to the final qualification thesis and belong to its most important passages. This section should include the essence and reasons for the solution, the pros, cons and benefits of the proposed solutions, the conditions for applying the solution, the recommended solution procedure, etc. In the case of a Master thesis, the declared solution proposals should be linked back to the theoretical background of the thesis, generalised into more universally valid conclusions, etc.
10. If the final qualification thesis includes **research** (empirical, experimental, quantitative, qualitative or other), it is necessary that the text of the thesis contains the research objectives and hypotheses/research questions, a description of the population on which the research was conducted, the methods used, the methods of data processing, as well as the results that resulted from the research.
11. **The conclusion** contains a brief summary of the results of the work as a whole. In this part the author compares the objectives defined in the introduction of the final qualification thesis with the achieved results of the solution, or even states how the stated hypothesis was fulfilled. The conclusion should also indicate the possibilities and ways of implementing the proposals or recommendations formulated in the thesis. The conclusion should also include a recapitulation of the overall practical as well as theoretical contribution of the thesis and the author's own contribution to the problem solved.
12. **The list of used literature** (list of bibliographic citations) contains all used information sources. The sources should be listed alphabetically. The individual rules declared in this Directive (see Annexes B. and C. of this Directive) are binding for the compilation of the list of references used.
13. **The list of tables and graphs** contains, in the case of research etc., a comprehensive list of tables and graphs showing the results of the research. Tables and graphs are always given their title and the page where the table or graph is located in the work.
14. If it is necessary due to the number of abbreviations and symbols, a **list of abbreviations and symbols** with an explanation of their meaning may be included, a **list of diagrams and figures**, etc.
15. **Appendices** contain mainly specific documents, summaries of data, images and other materials that complement and expand the actual text of the final qualification thesis. The annexes must be numbered appropriately (Arabic numerals, capital letters, etc., e.g.

Annex 1, Annex A, etc.) and always in a uniform manner. The **list of** annexes should be placed before the first of the annexes.

Annex B: Formalisation of the final qualification theses

1. Annex B of the Directive specifies the requirements for the formal arrangement of the final qualification theses (i.e. Bachelor's and Master's theses) of NU students.
2. The final qualification thesis is written and printed on standard A4 paper of standard quality, usually on one side of the page only. It is bound in the standard hardcover binding for this type of work, usually with blue covers and silver lettering declaring the type of final qualifying work (Bachelor's or Master's thesis), the author's name and surname, the official name of the university and the year in which the work was prepared. On the spine of the bound copy of the thesis, the year of the final qualifying thesis is indicated (from bottom to top) at the bottom edge of the spine, and the name and surname of the author of the thesis at the top edge of the spine.
3. The final qualification thesis is written in Times New Roman font size 12 points with 1.5 line spacing. A uniform graphic design must be maintained throughout the text.
4. To create the content of the thesis as a whole, as well as any partial content (e.g. in the form of a list of tables and graphs, etc.), it is recommended to use the "Contents" field (in the Microsoft Word text editor, usually on the "Indexes and Lists" tab), and the individual content items in the form of headings/titles must then be distinguished from each other using so-called "styles".
5. The following values apply for the sheet edge adjustment: top edge 30 mm, bottom edge 25 mm, left edge 30 mm, right edge 20 mm, distance of the footer from the bottom edge 10 mm. The text is always aligned on both sides (i.e. in a block). The only exception is the first of the title pages (the overlapping page, i.e. the boards of the work), all of whose margins (bottom, top, left, right) are the same (25 mm).
6. Pages shall be numbered in Arabic numerals in Times New Roman font size 9 points, positioned in the centre of the page footer. Title pages and table of contents are not numbered but are included in the total number and order of pages.
7. The main chapters structuring the final qualification thesis, as well as the introduction, conclusion, list of references, list of appendices, etc., are always written on a new sheet. The titles of the parts, chapters and subchapters are to be written on separate lines in the same font as the main text (i.e. Times New Roman), with a font size of 14 points for parts, 13 points for chapters and 12 points for subchapters, in bold, without a full stop and without abbreviations.
8. It is advisable to place spaces between the titles of sections, chapters and subchapters and the preceding and following text for clarity (e.g. 12 points, 6 points, etc.). Adequate spacing should also be used between paragraphs of text.
9. If the author uses an abbreviation in the text, it must be adequately explained (in parentheses or in a footnote if it is a more complex explanation of the term or abbreviation). If a large number of abbreviations, signs or symbols are used in the thesis, it is advisable to attach a list of abbreviations used to the thesis.
10. The headings of tables, graphs, figures and diagrams, including their numbering, shall appear above them in Times New Roman font size 12 point bold. The source/source from

which the data or graphical representation is taken or used shall be clearly identified in italics and in font size 10 point under the graphical representation (*Source: ...*).

11. Footnotes are texts that expand the main text and are used only in necessary cases where the expanding text would interfere with the flow of the main text. They require the use of a specific word processor function and are written in Times New Roman font size 10 point, justified on both sides (in a block).
12. The basic principles of formal editing of the text itself include:
 - The Enter key may only be used at the end of paragraphs, chapter and subsection headings, but not at the end of lines;
 - The punctuation marks (. , ; : ? !) are written directly after the word, with a space between the words (if the text continues);
 - Parentheses and quotation marks are also written just after the word; e.g.: text (word) text, text "word" text, etc.;
 - The hyphen is written without spaces before and after; e.g.: Mahler-Werfel, etc.;
 - Four- and multi-digit numbers are written with a space after three-digit groups; e.g.: 5 000, 50 000, 5 120 000, etc.;
 - Years are always written without spaces; e.g.: 1994-1996 etc.;
 - Percentages are written without a space, e.g. 10% (meaning 10 percent);
 - The tab key is used to edit tables instead of the space bar;
 - NEWTON University always capitalizes NEWTON; only the initial letter of University is capitalized.

Annex C: Creating bibliographic citations

1. Annex C of the Directive presents the basic rules for the creation of bibliographic citations and gives concrete examples of citing information sources, recording bibliographic citations and references to them.
2. Basic rules for creating bibliographic citations:
 - The bibliographic citation clearly identifies the document cited.
 - The data for the bibliographic citation are taken from the cited source (i.e. from the document we worked with).
 - The data is taken from the cover sheet (or the splash screen, web page, disc label, etc.).
 - The order of entries in a bibliographic citation is precisely defined by the standard.
 - Bibliographic citations should be as accurate as possible. Mandatory information should not be omitted if available in the document. It is also advisable to include optional information if it is relevant to the identification of the document cited. If an entry is missing, it is omitted and the following is continued. In some cases, the entry may be traced in other sources or substituted with a placeholder.
 - If any of the data is taken from another source, it is given in square brackets. If we take or estimate several data in succession, we combine them in one bracket. Corrections are also placed in square brackets.
 - The data shall be written in the language in which it appears in the document cited (e.g. 2nd Ed.). Only the physical description of the book (page range, e.g. 134 pages) is given in the language of the bibliographic citation.
 - Any element that is not in the Latin script is transliterated (e.g. Cyrillic) or transliterated (e.g. Chinese characters).
 - The format of bibliographic citations must be consistent throughout the document (uniform style, format and punctuation).
3. The difference between quotation (direct quotation) and paraphrase:

Direct quote:

It is a verbatim copy of the text of a part of a document (work, publication, etc.) by the author.

The quoted text is in quotation marks and in italics.

Foreign language quotations are given in the original language with the translation.

If the quotation does not exceed three lines of text, it can be inserted directly into the text, otherwise it can be made into a separate paragraph.

Always quote within reason (direct quotations = max. 10% of the text of the paper).

The quoted text must be easily traceable by reference to the citation.

The reference to the direct citation should also include the page number or other more precise identification to enable it to be found directly in the relevant bibliographic source.

Paraphrase:

The essence of a paraphrase is to summarize and comment on what is in the primary literature (the original source) in your own words. It is not simply a matter of omitting words or changing the order of words, etc. It is necessary to be sure that

the paraphrases in the text are indeed paraphrases and not unacknowledged quotations (in which case they are plagiarism).

The paraphrase is usually shorter than the original text.

We should be able to formulate a paraphrase without having the original text in front of us.

Paraphrases are not written in quotation marks, they are in normal font.

Even in the case of a paraphrase, a reference to the bibliographic source used must be given, including the author(s) and the year of publication of the source.

Examples:

Link to direct quotation (basic design options):

"A thesis must be scientific, whether it is experimental or synthesizing" (Bátora, 1990, p. 6).

Bátora (1990, p. 6) also confirms that *"a thesis must be scientific, whether it is experimental or synthesizing."*

Full bibliographic citation in the List of References used:

BÁTORA, Radmil, 1990. *Preparation of final qualification theses*. Prague, Academia. 258 p. ISBN 978-81-247-2735-0.

Link to paraphrased ideas (basic design options):

The job description is an important document, both in the recruitment and selection phase and after the candidate has been hired, as it serves as a basis for onboarding and adaptation, training and development as well as for job evaluation. This description identifies the activities, working conditions, or required performance standards (Armstrong, 2015).

According to Armstrong (2015), the aim of recruitment is to correctly assess the suitability of a candidate in terms of the specific job requirements, which is a prerequisite for them to perform their job well.

Full bibliographic citation in the List of References used:

ARMSTRONG, Michael, 2015. *Human resource management: modern concepts and practices*. Prague: Grada Publishing, a.s. 628 p. ISBN 978-80-247-9883-7.

4. Selected examples of general and specific bibliographic citation structure:

A. Book

General structure of bibliographic citation:

Author, year. *Document title: subtitle*. Issue. Place of publication: publisher. Edition, edition number. ISBN.¹

Specific structure of bibliographic citation; 1 author:

HOLÁ, Jana, 2006. *Internal communication in the company*. Brno: Computer Press. ISBN 80-251-1250-0.

Specific structure of bibliographic citation; 2 authors (both authors' names are given):

KOTLER, Philips, ARMSTRONG, Gary, 2001. *Principles of marketing*. New Jersey: Prentice-Hall. ISBN 0-13-029368-7.

Specific structure of bibliographic citation; 3 authors (all authors' names are given, the last one may be preceded by "and"):

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

¹ Issue is only mandatory if it is not the first edition.

Specific structure of bibliographic citation; 4 or more authors (the name of the first author is given with the Czech abbreviation "aj" or the Latin abbreviation "et al"):

CEJPEK, Jiří, et al., 2002. *History of Libraries and Librarianship*. Prague: Karolinum. ISBN 80-246-0323-3.

The specific structure of a bibliographic citation; the author is an organization or group of authors:

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

B. Contribution to a book

General structure of bibliographic citation:

Author, year. Title of paper. In. *Title of publication*. Publication. Place: publisher, pages. ISBN.

Specific structure of bibliographic citation:

ŠPALEK, Jiří, 2008. Segmentation of firms and organizations. In: JOHNOVÁ, Radka, 2008. *Marketing of cultural heritage and art*. Prague: Grada, pp. 85-87. ISBN -97880247 -27240-.

C. Contribution to proceedings

General structure of bibliographic citation:

Post author, year. Title of the paper. In. *Title of the proceedings*. Issue. Place of publication. Numbering of the volume containing the paper, page range of the paper, Edition, edition number. Standard identifier (ISBN, ISSN, DOI - for digital objects).

Specific structure of bibliographic citation (printed proceedings):

STRAKA, Ondřej, ŠIMANDL, Miroslav and DUNÍK, Jindřich, 2009. Gaussian mixtures proposal density in particle filter for track-before-detect. In: *Fusion 2009: the 12th international conference on information fusion*. New York: IEEE, pp. 270-277. ISBN 978-0-9824438-0-4.

Specific structure of bibliographic citations (online proceedings):

DUDEK, Petr, 2008. In: *INSOURCE 2008: conference on professional information resources, Prague, 5-6 February 2008: conference proceedings* [online]. Prague: Albertina Income Prague [cited 2011-04-27]. Available from: <http://www.insource.cz/pdf/2008/dudek-petr2.pdf>

Remark:

The date of citation is mandatory for electronic documents. It is given in square brackets with the wording "cit." The indication of accessibility (web pages) shall be quoted with the wording "Available from:" or "Also available from:". The web page entry shall not be terminated by a period.

D. Journal article

General structure of bibliographic citation (printed journal):

Author, year. Title of paper. *Title of journal*. Numbering, page range of the article. ISSN.

Specific structure of bibliographic citation (printed journal):

GALLISTL, Vladan, 2010. The first governor without a signature. *Week*. no. 32, p. 59. ISSN 1210-9940

General structure of bibliographic citations (online journal):

Author of article, year. Title of article. *Title of the journal*. [Type of medium]. Volume, number, number of pages of the article [Date of citation]. Standard identifier (ISSN). Availability and access

Specific structure of bibliographic citations (online journal):

SRBECKÁ, Gabriela, 2010. Development of students' competences in education. *Inflow: information journal* [online]. 2010, vol. 3, no. 7 [cited 2010-08-06]. ISSN 1802-9736. Available from: <http://www.inflow.cz/developing-students-competencies-in-education>

Remark:

The type of medium is written in square brackets, e.g. [online], [DVD], [computer program], the date of citation and availability is given only for electronic resources.

E. Website

General structure of bibliographic citation:

Author, year. *Title* [Type of medium]. Location. Date updated [cited YYYY-MM-DD]. Availability and **access**

Specific structure of bibliographic citation:

Czech Statistical Office (CSO), 2021. *About CSO* [online]. Prague: Czech Statistical Office, [cit. 2021-7-15]. Available from: <https://www.czso.cz/csu/czso/o-csu>

Remark:

In the case where a post on a web page has an author, we introduce the citation as in many of the previous examples as follows: ACCEPTANCE, 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. Aktuálně.cz, 2021. We quote the availability (website) with the wording "Available from:" or "Also available from:". The web page entry shall not be terminated by a period.

F. Post on social media

General structure of bibliographic citation:

Author, year. Title. In *Network name* [Media type]. Date of publication [cited YYYY-MM-DD]. Availability and access. Notes (User channel).

Specific structure of bibliographic citation:

TOOBY, Alex, 2019. Instagram strategy for 2020. In: *Youtube* [online]. 16 Sep 2019 [cited 2021-07-15]. Available from: <https://www.youtube.com/watch?v=r62f4o5xTu0>. User feed Alex Tooby.

Remark:

A post can be either a text or image post on any social network, or a video (typically on YouTube.com), etc.

G. Qualifying work (Bachelor's, Master's, dissertation)

General structure of bibliographic citation:

Author, year. *Title*. Type of work. Place of creation. Name of school. Name of faculty or department. Head of the thesis.

Specific structure of bibliographic citation:

JOSÍFKOVÁ, Jitka, 2015. *Success and satisfaction of a university student and their relation to personality factors and coping strategies*. Dissertation. Olomouc. Palacký University in Olomouc. Faculty of Arts. Dissertation supervisor Josef Konečný.

Remark:

For the bibliographic citation of a qualifying work, a similar model as for a book can be used. Only the publisher's details are omitted, and the type of thesis (Bachelor's, Master's, 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.

H. Standard/norm

Specific structure of bibliographic citation:

ISO 690, 2011 - *Information and documentation - Rules for bibliographic references and citations of information sources*. Prague: Office for Technical Standardization, Metrology and State Testing, 2011. Classification mark 01 0197.

I. Legal act

Specific structure of bibliographic citation:

Czech Republic, 1998. Act No. 111 of 22 April 1998 on Higher Education and on Amendments and Additions to Other Acts (Higher Education Act). In. 1998, No. 39, pp. 5388-5419. Also available from: <https://www.zakonyprolidi.cz/cs/1998-111>

Remark:

In the author's position in the bibliographic citation, the name of the country (scope of the law) is given, instead of the Czech Republic, the Czech Republic may also be given. In the case of the use of the website www.zakonyprolidi.cz, for example, the reference to legislative sources can also be processed in the logic of a link to a website (see above).

J. Contribution to a TV show

Specific structure of bibliographic citation

PŘIBÍK, Petr, 2011. Interview. In: *Studio ČT24*. TV, ČT24, 2 May 2011, 13:08.

K. Interview

General structure of a bibliographic citation

Name of respondent, year. Relevant information, according to the topic of the thesis.
Where and when the interview was conducted.

Specific structure of bibliographic citation

KOCÁB, Michael, 2013. Interview with the founder of the group Pražský výběr on the topic of New Wave. Prague. 16. 7. 2013.

5. Selected specific cases of dealing with bibliographic citations:**The author of the publication presents the idea of another author**

In this case, it is appropriate to mention the person of the original author of the idea, but with reference to the publication in which the idea was presented by another author.

Example text:

James (1998, In: Říčan, 2006) uses the term disinterested curiosity for the age from high school graduation to twenty-five, when an individual is able to study out of pure interest for the cause, without direct regard for the benefit.

List of literature used:

ŘÍČAN, Pavel. 2006. *The journey through life: developmental psychology*. Prague: Portal. ISBN 80-7367-124-7.

Multiple publications by the same author published in the same year

If two or more documents have the same author and year of publication, they can be distinguished from each other by the lower case letters (a, b, c, d...) that follow closely (without a space) after the year of publication. The indication is given both in the text and in the list of references used.

Example text:

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

List of literature used:

ŠULEŘ, Oldřich, 2009a. *100 key management techniques: communicating, leading people, decision-making and organizing*. Brno: Computer Press. ISBN 978-80-251-2173-3.

ŠULEŘ, Oldřich, 2009b. *Internal communication in the company*. Brno: Computer Press. ISBN 80-251-1250-0.

Similarly, in the list of literature used, for example:

Czech Statistical Office (CSO). 2015a. *Czech Republic in numbers - 2015. Cities and regions of the Czech Republic* [online]. Czech Statistical Office, 2015a [cited 2015 Oct 31].

Available from: <https://www.czso.cz/csu/czso/ceska-republika-v-cislech-2015>

Czech Statistical Office (CSO). 2015b. *Structure of wages of employees - 2015* [online].

Czech Statistical Office, 2015b [cited 2015 Oct 31]. Available from: <https://www.czso.cz/csu/czso/struktura-mezd-zamestnancu-2015>

6. The creation and structuring of bibliographic citations for the purposes of preparing final qualification theses is governed by the standard ISO 690: Information and documentation - Rules for bibliographic references and citations of information sources issued by the Office for Technical Standardization, Meteorology and State Testing in 2011.
7. A number of other methodologically oriented resources, methodologies and manuals can also be used for the creation of bibliographic references, ideally resources whose authors or editors are employees of various libraries, etc.

Example of a usable resource:

BIERNÁTOVÁ, Olga and SKŮPA, Jan, 2011. *Bibliographic references and citations of documents according to ISO 690 (01 0197) valid from 1 April 2011*. In: *Citace.com* [online]. Brno, Brno University of Technology, Central Library. [cited 2021-07-15]. Available from: <http://citace.com/dokumenty.php>