



**Powiślańska
Academy
of Applied Sciences**

**GENERAL GUIDELINES FOR PREPARING
DIPLOMA THESES AT THE FACULTY
OF ECONOMIC AND SOCIAL SCIENCES
OF THE POWIŚLAŃSKA ACADEMY OF APPLIED
SCIENCES**

Kwidzyn, October 2025

General Provisions

1. The diploma thesis shall be prepared independently by the student under the supervision of a professor, a habilitated doctor, or a member of the academic staff holding a doctoral degree.
2. When determining the topic of the diploma thesis, consideration shall be given to the field/discipline of study chosen by the student as well as the student's academic interests.
3. The thesis topic should be approved by the supervisor after the first semester of the diploma seminar and submitted by the supervisor to the Vice-Rector for Teaching in a collective list for the entire seminar group.
4. In justified cases, the topic of the diploma thesis may be changed in the following semester following a decision by the supervisor in consultation with the Vice-Rector for Teaching.
5. A completed diploma thesis approved by the supervisor is one of the conditions for the student to be admitted to the diploma examination.
6. Prior to submission, the diploma thesis shall be subject to the anti-plagiarism procedure specified in a separate Rector's ordinance and in the Anti-Plagiarism Regulations.
7. The completed diploma thesis, i.e. one that has been approved by the supervisor and subjected to the anti-plagiarism procedure referred to in section 6, shall be submitted by the student in electronic form as a .pdf file to the following email address: dziekanat@psw.kwidzyn.edu.pl, together with the declaration referred to in section 8 and/or other declarations required under separate regulations, whilst observing personal data protection principles and ensuring appropriate security of the data contained in the aforementioned documents.
8. The declaration referred to in section 7, the template for which is set out in Appendix 2 to these Regulations, must be electronically signed by the student using their trusted ePUAP profile. The signed document, saved in .pdf format, must be submitted together with the diploma thesis, as referred to in section 7, to the following email address: dziekanat@psw.kwidzyn.edu.pl, whilst ensuring compliance with personal data protection principles and appropriate security of the data contained in the documents.
9. The diploma thesis and the declaration(s) should be marked with the student's full name and student ID number.
10. Upon the request of the thesis supervisor or the student, the Vice-Rector for Teaching may extend the deadline for submitting the diploma thesis in the event of:
 - a) a long-term illness of the student confirmed by an appropriate medical certificate
 - b) the inability to complete the dissertation within the required deadline for valid reasons beyond the student's control.

2. In such cases, the deadline for submitting the thesis may be extended by no more than three months from the date specified by the Vice-Rector for Teaching.
3. In the event of a prolonged absence of the thesis supervisor which could result in a delay in the submission of the thesis by the student, the Vice-Rector for Teaching shall appoint another person to assume responsibility for supervising the thesis. A change of supervisor within the last six months before the scheduled completion of studies may constitute grounds for extending the thesis submission deadline in accordance with the rules set out in sections 10 and 11.
4. During the extended thesis submission period, the student shall retain their student rights and privileges, with the exception of the right to receive financial aid, as governed by separate provisions.
5. A student who fails to submit the diploma thesis by the deadline specified by the Vice-Rector for Teaching shall be removed from the register of students.

Structure of the Diploma Thesis

1. STRUCTURE

- simple, clear, concise and coherent;
- comprising a distinct theoretical section and an application-oriented (practical) section.

2. TOPIC

- related to the field/discipline of study;
- reflecting the student's interests;
- taking into account the availability of source materials;
- practical in nature.

3. METHODOLOGY

- methods of collecting primary and secondary source materials (survey methods, literature reviews);
- methods of processing source materials (statistical methods, induction–deduction, analysis–synthesis, comparative methods, design methods, and modelling methods).

4. THESIS PRESENTATION

- computer-printed version;
- carefully and neatly prepared;
- hardback binding;
- the following text may be printed or embossed: “DIPLOMA THESIS” or “BACHELOR’S THESIS”.

Structure of the Diploma Thesis

A diploma thesis consists of chapters, subchapters, and additional sections (list of references, tables, figures, and appendices).

The preferred structure of a diploma thesis consists of three balanced chapters, where the first two chapters form the theoretical part and the final chapter forms the practical (empirical) part.

The model structure of a diploma thesis includes the following elements in order:

1. Title page
2. Student's declaration
3. Table of contents
4. Introduction
5. Main body of the thesis
6. Conclusion
7. References (bibliography)
8. List of figures
9. List of tables
10. Appendices (annexes)

TITLE PAGE

The template for the title page is provided in Appendix 1 to the "General Guidelines ...".

SUPERVISOR'S DECLARATION (Appendix 2)

The copy of the thesis submitted to the University must include a declaration confirming that the thesis has been approved for the defence procedure.

STUDENT'S DECLARATION

The template for the declaration concerning the independent preparation of the diploma thesis is provided in Appendix 3 to the "General Guidelines ...".

TABLE OF CONTENTS

The table of contents should include information about all sections of the thesis and their page numbers. It should list all chapters and subchapters as they appear in the main text, as well as the introduction, conclusion, and all lists included.

The table of contents is usually numbered and, less frequently, uses a combination of letters and numbers.

INTRODUCTION

The introduction should be informative in nature, as its purpose is to outline the issues discussed in the thesis. It should include all elements characterising the thesis, namely: the aim of the thesis, the subject-related, spatial, and temporal scope, as well as information about the content of individual chapters.

The introduction should be as concise and precise as possible. It should merely outline the issues to be discussed without analysing them in detail.

The introduction is usually written after completing the main body of the thesis, as only then does the author have all the elements necessary for its concise formulation.

MAIN BODY OF THE THESIS

The text of the bachelor's thesis should be divided proportionally into chapters and subchapters. The formatting of titles (chapters and subchapters) should be applied consistently throughout the thesis. All titles should always be written without the use of abbreviations.

The main body should be written in the third person when referring to the author's own analyses or findings, for example:

"...the calculations are presented in the table...",
"...based on the data, it was found that...",
"...the study used..."

When referring to publications by other authors, a personal form should be used, for example:

"...A. Kowalski indicated that marketing...",
"...B. Nowak defined..."

CONCLUSION

The conclusion is the part of the bachelor's thesis that contains the final conclusions of the entire study. It should clearly emphasise the conclusions drawn from both the theoretical and empirical parts of the thesis, with particular focus on those directly related to the aim of the thesis formulated by the author in the Introduction.

The conclusion is usually written as the final part of the thesis, as it is only then that the final conclusions worthy of emphasis are fully developed.

REFERENCES (BIBLIOGRAPHY)

Various sources are used in the thesis as the basis for constructing the theoretical discussion. The minimum number of main reference sources should be as follows:

- I. Monographs (books) – 15;
- II. Articles from scientific journals – 4;
- III. Other sources – as required and justified by the topic.

When compiling the bibliography, the following rules should be observed:

- numbering of cited references used in the thesis should be applied;
- references should be arranged alphabetically according to the surnames of the authors of the cited publications;
- where there is a large number and variety of sources, the references should be categorised into:
 - monographs (books),
 - articles,
 - statistical reports,
 - legal acts,
 - other source materials, including internet sources, internal company documents, etc.

NOTE!

The selection of literature is one of the criteria for assessing the dissertation. Students should use up-to-date domestic and international publications.

LIST OF FIGURES

In the bachelor's thesis, graphical presentations such as diagrams, charts, schemes, and illustrations are not categorised separately. The list of figures should include:

- the sequential figure number,
- the title of the graphical presentation,
- the page number on which the figure appears.

LIST OF TABLES

In a bachelor's thesis, no distinction is generally made between different forms of tabular presentation, such as tables and charts. The list of tables should include:

- continuous numbering of all tables,
- the full title of each table,
- the page number on which the table appears.

APPENDICES

Appendices are used to improve the clarity and structure of the bachelor's thesis by separating supplementary materials from the main body of the text. However, the main text should clearly refer to the contents included in the appendices by indicating the appropriate appendix number.

The method for preparing appendices is the same as for tables and figures. All appendices should be numbered and titled in the same way as tables and figures.

Editorial Requirements for the Diploma Thesis

SIZE AND FORMATTING REQUIREMENTS

- thesis length: 50–60 pages of printed text,
- top and bottom margins: 2.5 cm,
- right margin: 1.5 cm, left margin: 3.5 cm,
- the standard format comprises 30 lines per page and 60 characters per line,
- line spacing in the main text: 1.5 lines,
- font of the main text: Times New Roman (Arial is also acceptable),
- font size of the main text: 12 pt,
- chapter titles: CAPITAL LETTERS, bold, 16 pt,
- sub-section titles: italic, bold, 14 pt,
- footnote font size: 10 pt,
- paragraph indentation: 1.5 cm,
- the main text should be justified,
- All pages of the thesis must be numbered,
- page numbers should be placed in the top or bottom right-hand corner (the title page has a default page number setting).

QUOTATION MARKS

In academic writing, it is sometimes necessary to quote the exact words of other authors. From the perspective of the thesis content, this constitutes “text within the text” and requires both substantive and typographical distinction.

The substantive distinction involves providing a reference to the source from which the quotation originates (a source footnote). The typographical distinction involves enclosing the quoted text in quotation marks.

Quotation marks are also used to indicate the titles of cited journals in footnotes and in the bibliography, e.g. “*Marketing w Praktyce*”, “*Marketing i Rynek*”.

BULLETED LISTS

Bulleted lists are used for a concise enumeration of several important elements describing a given phenomenon. Dashes or bullet symbols should be used consistently throughout the thesis for the same level of listing.

Bulleted content should be aligned with the paragraph indentation.

HIGHLIGHTING IN TEXT

Where justified, it is permissible to emphasise selected parts of the argument. The most readable way of highlighting specific content in academic text is to use bold type. Underlining is also acceptable.

In the case of foreign-language expressions, italics should be used (e.g. *ex post*, *Total Quality Management*).

ABBREVIATIONS

Commonly accepted abbreviations listed in standard abbreviation dictionaries may be used in the thesis and do not require additional explanation in the text.

All other abbreviations must be clearly explained. This can be done either in footnotes or directly in the text, where the full name is given first, followed by the abbreviation in brackets.

If there are a large number of specific abbreviations, it is recommended to prepare a separate list of abbreviations and include it at the end of the thesis.

FIGURES

The inclusion of a figure serves to illustrate selected points. It is necessary to refer to the figure in the text before it is presented (i.e., indicating that the relevant content will be presented in graphical form, e.g. Figure X).

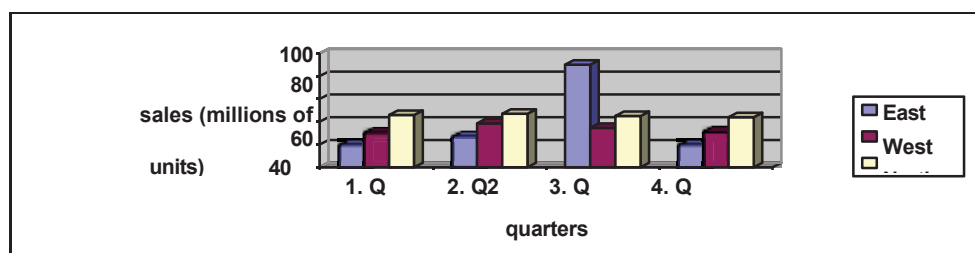
Following the figure, a brief commentary explaining the visualised content is required. The commentary should begin with a new paragraph.

Each graphical presentation consists of the following elements:

- caption (Figure 1 or Fig. 1) placed on the left above the figure; continuous numbering throughout the thesis; bold font, 11 pt; a full stop follows the caption;
- title placed above the figure; bold font, 11 pt; no full stop at the end; line spacing 1.5; spacing before 6 pt, after 6 pt;
- source placed below the figure; font size 10 pt.

If the figure has been prepared by the author, the following note should be included: *own elaboration based on*: ... Otherwise, a full bibliographic reference should be provided.

Example of graphical presentation: Figure 1. Sales of product XYZ in 2005



Source: *own elaboration based on*: J. Nowak, Title of the publication, Publisher, Place of publication and year of publication, page number.

TABLES

The inclusion of a table aims to present selected issues in a concise and structured form. In the text, before presenting a table, it is necessary to refer to Table X (indicating that the given content will be presented in tabular form).

After the table, a brief commentary on the data presented is required. The text following the table should begin with a new paragraph.

Each tabular presentation consists of the following elements:

- caption (Table 1 or Tab. 1) placed to the left above the table; continuous numbering throughout the thesis; bold font, 11 pt; line spacing 1.5; spacing before 6 pt, after 6 pt;
- title placed above the table; bold font, 11 pt; no full stop at the end;
- source placed below the table; font size 10 pt.

If the table has been prepared by the author, the following note should be used: *own elaboration based on:* ... Otherwise, a full bibliographic reference should be provided.

Example of tabular presentation:

Table 1. Respondents' education by gender

Education	Gender	Women	Men
Primary		17	17
Secondary		18	18

Source: own work based on the research carried out.

In tables, the text in the header row and the side column should be in bold. All cells in the table must be filled with data or commonly accepted symbols (e.g. "-", "x", ".").

REFERENCES AND FOOTNOTES IN A DIPLOMA THESIS

References in a diploma thesis are inserted into the text (by pressing the right ALT and J keys simultaneously) to indicate:

- the source used (cited),
- important comments by the author of the thesis,
- explanations of abbreviations, translations of foreign-language expressions, or suggestions for further reading.

Digital references are numbered consecutively from the first to the last chapter of the bachelor's thesis. They are also known as footnote markers and are linked to footnotes. They are separated from the main body of the text by a horizontal line and written in a smaller font size (10 pt).

References in the text are placed before a full stop (or comma), but after a question mark, exclamation mark, quotation mark, or closing parenthesis.

All footnotes in the thesis should be formatted according to the following reference styles:

1. Bibliographic description of a monograph – single author

Format:

Initial of first name. Surname, *Title of the work*, Publisher, Place and year of publication, page number.

Example:

34 M. Szreder, *Methods and Techniques of Survey Opinion Research*, PWE, Warsaw 2004, p. 16.

2. Bibliographic description of a monograph – multiple authors

If a collective work has several authors, the initials of their first names and surnames should be provided, separated by commas.

Example:

36 S. Kaczmarczyk, R. Pałgan, *Marketing in an Enterprise. Managerial and System Approach with Examples*, ODDK, Gdańsk 2005, p. 31.

3. Bibliographic description of a collective work edited by a single author

In edited volumes, it is usually possible to identify the author of a specific section (chapter). Therefore, the author of the section should be listed first, followed by the editor and the title of the entire work.

Example:

39 S. Kaczmarczyk, *Methods for Measuring Advertising Effectiveness and Efficiency*, (in:) M. Rydel (ed.), *Marketing Communication*, ODDK, Gdańsk 2001, p. 379.

4. Bibliographic description of a journal article

Format:

Initial of the author's first name. Surname, *Title of the article* (in italics), "Journal Title" (in quotation marks, with each significant word capitalised), year of publication, issue number, page number.

Example:

45 R. Michalik, *Stand Out with Advertising*, "Marketing in Practice" 2005, No. 7, p. 49.

5. Bibliographic description of online publications

Given the wide variety of content available on the Internet, particular care should be taken when using online sources. It is recommended to rely primarily on official and authorised websites, as they offer a higher level of reliability in terms of both content and factual accuracy. Information published on private websites, which is often of questionable academic value, should generally be avoided or treated with considerable caution.

Example:

49 Official website of Statistics Poland (Główny Urząd Statystyczny): <http://www.stat.gov.pl> – accessed on 3 June 2008.

6. Bibliographic description of empirical materials from secondary and primary sources

In the empirical section of a dissertation, it is necessary to cite the sources of data. These may be secondary sources (e.g. company reports) or primary sources collected independently by the author of the dissertation.

Examples:

51 Quarterly report J-038/08 of company XYZ in Kwidzyn.

55 Data obtained from a personal interview with an employee of the Procurement Department of company XYZ in Kwidzyn.

7. Abbreviated references for publications cited repeatedly in a thesis

In a diploma thesis, it is permissible to use shortened forms of references, either in Polish or Latin. However, it is important to apply the chosen form consistently throughout the entire work.

Examples:

- If the reference refers to a source already cited, a shortened form is used:

57 Ibid., p. 12.

57 Ibid. (without page number, if the citation refers to the same page).

The Polish equivalents of the Latin expressions are:

57 As above, p. 12.

57 Ibid., p. 12.

The absence of a page number is interpreted as a continuation of the citation from the same page.

- If a source has already been fully cited in a previous footnote, and is later referenced again after other sources have been cited in between, the shortened form is as follows:

58 P. Kotler, *op. cit.*, p. 19.

The Polish equivalent of the Latin form is:

58 P. Kotler, *previously cited work*, p. 19.

Note!

If several different publications by the same author are cited in the thesis, the abbreviated reference should clearly indicate the specific work being cited. In such cases, the following formats are used:

59 P. Kotler, *Marketing ...*, *op. cit.*, p. 62.

60 P. Kotler, *Ten Deadly ...*, *op. cit.*, p. 371.

The Polish equivalents of these forms are:

59 P. Kotler, *Marketing ...*, *previously cited work*, p. 62.

60 P. Kotler, *Ten Deadly ...*, *previously cited work*, p. 371.

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Powiślańska Academy of Applied Sciences
Faculty of Economic and Social Sciences
Field of study: ... (name of the study programme)

Jan KOWALSKI
student ID number: 12345

TITLE OF THE DIPLOMA THESIS

Bachelor's thesis prepared under the supervision of
Professor Jana Nowak, PhD

Kwidzyn 20...

DECLARATION

I hereby declare that I am aware of my legal liability and confirm that this thesis has been written entirely by me and does not contain any content obtained in a manner inconsistent with applicable regulations. This means that, apart from necessary consultations, I have not sought assistance from others; in particular, I have neither commissioned the preparation of this thesis or any part thereof to others, nor have I copied this thesis or any part thereof from others.

I also declare that the submitted thesis has not previously been the subject of procedures relating to the award of a professional degree at a higher education institution.

At the same time, I acknowledge that if this declaration proves to be untrue, the decision to award me the Bachelor's/Master's degree will be revoked. In accordance with the Act of 4 February 1994 on Copyright and Related Rights (Journal of Laws 2025, item 24), I consent to making my thesis available for scientific and educational purposes. I confirm that I have prepared the thesis independently and have not infringed the moral or material copyright of third parties, which are protected under the provisions of the aforementioned Act.

All verbatim quotations included in the thesis have been properly cited. Data, statements and views of other authors presented indirectly have been appropriately referenced.

I also declare that, in accordance with applicable legal provisions concerning civil and criminal liability for copyright infringement, the submitted thesis has not been previously published or assessed, and that the electronic version of the thesis is consistent with the version reviewed and approved by the supervisor in the Unified Anti-Plagiarism System.

.....
/signed with a qualified electronic signature or trusted profile/