

Regulations Concerning the Master's Thesis

University of Pécs Faculty of Business and Economics

1. Introduction

The Master's Thesis is the most critical part of your studies. It shows your ability to produce a text individually that meets scholarly standards. The quality of your thesis is an indication of your academic level.

The thesis writer should be able to prove that s/he can apply what s/he learned during the studies, so the topic of the thesis should be compatible with some specific field learned at the respective programme, some aspect of this programme (a subject) should be featured in the thesis.

If not considered to be confidential, the thesis is a public document, and once the final e-thesis has been submitted for the degree, it exists in the public domain.

2. Thesis submission

- **Deadline for handing in: see Academic Calendar**
- You may submit the thesis one week later for an extra charge of 1.500 HUF/day.
- You have to upload 1 electronic copy (Pdf format, naming: Neptuncode_THESIS) of the thesis in Neptun.

3. Editorial Guidelines for a Master's Thesis

Generally speaking, the thesis should be logical as regards its structure, the processing of literature, and the practical analysis should harmonise with each other.

3.1. Proposed structure of the thesis

- Title
- (Acknowledgements)
- Table of Contents
- List of Tables
- List of Figures
- List of Appendices

- Introduction
- A Critical Review of Literature
- Survey Results
- Findings and Analysis
- Conclusions and Recommendations
- List of References
- Appendices

3.2. Title

- it should describe the content of the dissertation accurately and concisely
- the reader's first impression of your document is based on the title
- be clear and imaginative
- a short sub-title is possible

3.3. Literature review

- recent literature (written in the last 3-4 years) should be analysed in the thesis
- also, items in foreign literature are possible to use (title translated into English)
- 20 - 40 pieces on the average
- not internet-based, except if the topic is a niche with no mature literature
- Basic requirements towards the literature review part of the thesis:
 - to identify the appropriate academic and/or professional fields of literature
 - to describe the main themes in the literature that are important and useful to your study
 - to determine the connections or disconnections between the topics in the literature
 - to evaluate and critique the literature
 - to create a coherent sequence of arguments from the themes drawn from the literature
- Quotations must be relevant and reasonable in size. An MSc thesis should not be a collage of citations, but an argument by the author.
- Plagiarism is a severe form of fraud which supervisors are obliged to report to the Program Management. Due the Student Handbook regulations in case of plagiarism the student will have to face the Ethical Committee of the University and bear the consequences of their deed.

3.4. Research

- Research question(s) and/or hypothesis must be clearly stated. If the introduction clarifies what the thesis is about, that is also acceptable
- A very good Desktop Research may be suitable
- Application of higher-level statistics, more sophisticated methods:
 - cross table, multi-variable methodologies,
 - at least one more complicated methodology,
 - at the processing of own case study, we should expect the student to give recommendations and draw conclusions of his/her own and not just put down the case.
- Own research:
 - Possibly the student should use a validated questionnaire
 - S/he should discuss with statisticians who should be asked to be the second opponent
 - S/he should prove his/her ability to apply the theory
 - So if there is no own research, then a very sophisticated theoretical comparison should be made, and a critical view used
 - The analysis of one company is excellent if it is a comparative analysis
- Description of the methodology: a separate chapter or a separate chapter within the results

3.5. References

- List of reference (the title) is not numbered
- The list of references should only contain works cited and/or referred to, processed and taken over in the text (but these must be fully included), in alphabetical order.
- References are organic parts in all academic papers. It also gives information about the author. It indicates in what depth and width s/he has processed the topic, and how much s/he has understood the literature processed by him/her.
- If an internal *company document* is used in the thesis, the most important data of that must also be referred to, both in the text and the list of references. E.g., Annual report (2008) Wannabe Ltd.
- Footnotes should be avoided in the thesis.
- Please use the Harvard format references (applicable for in-text as well as reference list)
- For further information on Harvard format, please see:

<http://www.citethisforme.com/harvard-referencing>

3.6. Language

- The thesis must be written in English. The preferred spelling is UK English, but the main thing is to be consistent. If you start using American English then stick to it.

3.7. Format

- Length: minimum 90,000 characters without spaces, maximum 130,000 characters without spaces + tables, appendixes, diagrams
- Left margin: 4 cm
- Right margin: 3,5 cm
- Letter type: Times New Roman
- Letter size: 12 (spaced with 1,5)
- Lookalike of inside and outside coversheet: see below

Appendix 1 – Front cover page template

THESIS

(size 22)

Name

2023

(size 16)

Appendix 2 – Inside cover page template

Thesis

(size 22)

Title

(size 26)

By

(size 14)

Name

Instructor: Dr. XY

(size 14)

University of Pécs

Faculty of Business and Economics

Master of Sciences Applied Management

18th April 2023

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Acknowledgments

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INTRODUCTION

There is no numbering at the title here.

The aim of the *introduction* is to raise the interest of the reader. It should contain the introduction to the topic of the thesis, the explanation of the choice of the topic, the topicality and significance of the issue chosen, and the precise and accurate statement of the research objectives or hypotheses.

The introduction should also contain the methodology of the processing of the issue chosen (literature research, empirical research). At literature research, it is primarily the character of the literature processed that should be outlined. At the empirical research the student should explain what the objective was, how the population was defined, how the selection of the sample and the collection of data took place. Also, what was the method of analysis applied during the financial analysis, the questionnaire survey of consumers and the time series analysis, etc. (Depending on the object and character of the empirical research, the description of this part may be extremely diverse.)

This is followed by the outline of the logical structure of the thesis and the topics discussed in the main chapters.

The length of the introductory chapter is approximately 3-6 pages.

1. CHAPTER ONE

Between each numbering, there should be a little text as an introduction.

A thesis typically consists of three to six main chapters, all of which have subchapters. It is essential that the *respective chapters should be connected to each other along a consistent train of thought*, i.e. the *thesis should have a logical and well comprehensible structure* and the units should not follow each other like independent “mosaics”. (This is one of the reasons why it is sensible to make a draft before the writing of the thesis, in which the starting point of the research, its objective, the topics to be covered, theories, key ideas and the connections among them are included.)

Each chapter should follow a consistent structure; they start with a brief introduction that defines the goal of the structural unit and projects the issue to be discussed. This is followed by the central part (that may be broken down into several subchapters) that contains the detailed elaboration of the problem, and then comes a brief summary in which the main statements of the chapter, the results, conclusions are highlighted, also, a reference is made to the content of the following chapter.

The first determining part of the main chapters is the *review of the literature* (which is the result of the literature survey). In this part, those theories, concepts, research findings, open questions, and professional debates are introduced, that are important for the topic and objective of the thesis and can be found in the professional literature. The identification of the correlations and differences among these is very important, as is the critical evaluation of the literature. It is also essential to create a consistent sequence and logical correlation during the description of the theories and the different research findings and argumentation.

1.1. Subchapter one

1.1.1. Sub-subchapter one

This is the deepest the student should go, more details must be managed by listing, if necessary (A-B-C, or other listing).

If you want to refer to a figure or table, you should avoid solutions like “below,” “above” or “as can be seen in Figure x,” because problems may arise if they are relocated. The simplest solution is the insertion of a cross-reference, then figure in the left and only the title and number on the right side. If using this method, when the figure/table is deleted, put upwards or downwards, or the order is changed, pressing the button F9 will upgrade the reference to it.

The blue ellipsoid is a very important methodological tool within the field of management science. As it can be seen in the figure (Figure 1), it is visible where the borderline between the blue area (in the box) and the white area (out of the box) is.

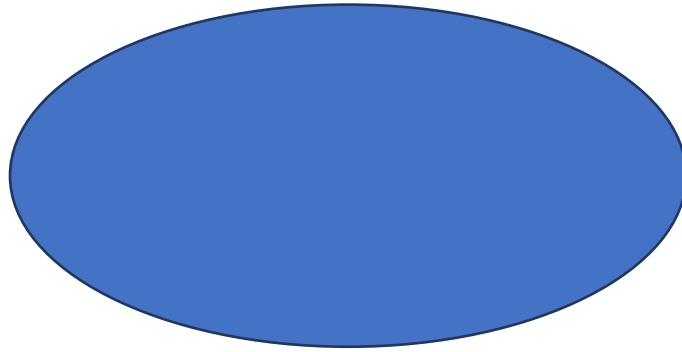


Figure 1: This is figure one

Source: This is the style for the reference to the source

Table 1: This is table one

Title	This is how title is repeated				
	And will be with the next line				

Source: This is the style for the reference to the source

2. CHAPTER TWO

3. CONCLUSIONS AND RECOMMENDATIONS

This chapter contains the most important statements and findings of the thesis, together with an analysis and synthesis and the conclusions and recommendations drawn from the processing of the topic.

Conclusions should always be related to content presented in the main body of the text (plus appendices), so you should not introduce new material.

With **recommendations**, it is acceptable to go slightly beyond the immediately available evidence, bringing in an element of judgment. The gap between evidence and recommendation must never become too wide.

The length of the chapter is a minimum 8,000 character.

LIST OF REFERENCES

There is no numbering at the title here.

APPENDICES

Appendices are not counted as being within the word limit of the dissertation but must not exceed 25 percent of the text.

Material for appendices, e.g. organisation charts, copies of questionnaires, sales turnovers for particular products for particular periods should be letter referenced in the text, e.g. see Appendix A., see Appendix B, etc.