

**University of Pécs**

**Faculty of Business and Economics**

**THIS IS THE FRONT COVER!**

**THESIS**

**NAME**

**Pécs, 20..**

**University of Pécs**

**Faculty of Business and Economics**

**Specification of BA/BSc Programme**

**THIS IS THE INSIDE COVER!**

**Title of the thesis**

***NAME (In capital letters)***

NEPTUN code

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Senior lecturer

Pécs, 20..



## **Executive Summary**

It is a resume (approximately 300-1000 words) containing the following elements:

- the subject under investigation
- the aim of the thesis
- how it was tackled (main topics, research methods etc.)
- a short reference to the nature of the main conclusions and recommendations and/or implications

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What is not should be deleted; also, if it is only one page, page numbering in Roman numerals should be deleted. **According to the NEW requirements no numbering is needed here at all.**



# 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 clear 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, while 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 etc., 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 maybe extremely diverse.) This is followed by the outline of the logical structure of the thesis and the topics discussed in the main chapters. Finally, this is the part that allows students to express their thanks to all those persons or organisations (consultant lecturer, company, family, IT support etc.) that gave them assistance or advice during the writing of the thesis. The extent 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 very important 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 main part (that may be broken down into several subchapters) that contains the detailed elaboration of the issue, 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 actually 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 dissertation 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 during argumentation.

*The length of the thesis in the bachelor programme is 30 typed pages at least (minimum 54,000 characters without spaces)*, which is to be calculated without the auxiliary parts (cover page, content, appendices, annexes, list of abbreviations etc.).

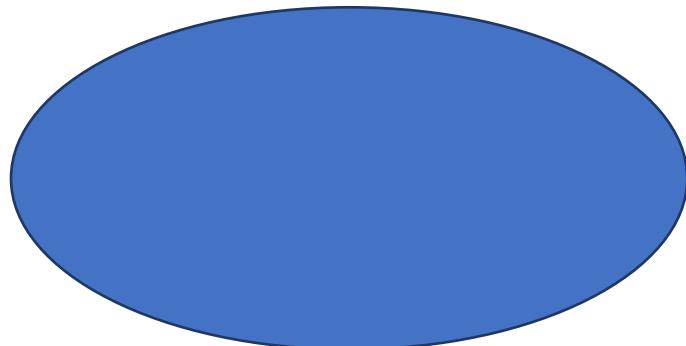
## 1.1. Subchapter one

### 1.1.1. Subsubchapter 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 in 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 clearly 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*

It is advisable to copy this and after the selection of the text it can be upgraded by pressing button F9. This way the list of figures/tables can also be upgraded (right button, field update).

**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. SUMMARY**

The *summary* contains the most important statements and findings of the thesis, together with the conclusions drawn from the processing of the topic. The length of the summary is similar to that of the introduction.

## REFERENCES

There is no numbering at the title here.

In a professional publication, like a thesis, one can demonstrate and use words and thoughts by others, but ***must refer to the source of information by the exact specification of the bibliographic data.***

***In the thesis a minimum of ten pieces of identifiable academic literature must be used and referred to, of which at least two must be works in foreign languages.***

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. From the literature used we can conclude how credible the author is professionally, and how topical and recent materials s/he has covered. Depending on the issue, however, the character of the sources used may be very different.

**References must be made** because

1. every new discovery and view has preliminaries,
2. every opinion and statement must be explained,
3. the traceability of the original sources must be secured.

The presentation of other persons' words or thoughts as one's own is seen as ***plagiarism***. All forms of plagiarism must be avoided.

When making citations in the text we can distinguish ***citation word by word*** or citation of content. In the former case we take over words from another author precisely, word by word. When making citation word by word, the sentence(s) taken over are marked by quotation mark, then in brackets we indicate the name of the author, the year of the publication and

the page number. For example: “A gazdaság egy „körforgása” addig tart, amíg a gazdaság összes, éppen létező vagyonát teljes egészében újra elő nem állítják.” (Bródy, 2006 p. 455). If not a whole sentence is cited, after the quotation mark we put three dots and the citation is started with a small letter. If something is omitted from the text cited, it should also be indicated with three dots. *A citation word by word should not be longer than a few sentences and should primarily be applied for taking over definitions, important statements and theorems.*

When *citing the content*, we take over thoughts, statements and research findings from another author or document by describing them with our own words. There are two ways of citation: either the author or source is written in a sentence like

according to Brown (2001)/the research findings of Brown (2001) ... etc.

or after the thought or statement taken over, the author, the source and the year of the publication are put into a bracket, for example

... determinants of competitiveness in the industry (Brown, 2001).

The first is typically used when we want to emphasises the name of the author. In the thesis the primarily used form of reference is the citation of the content.

- ◆ in case of a single-author paper, essay, book:
  - (Bródy, 2006)
- ◆ in case of a co-author paper, essay, book:
  - (Zinkhan – Verbrugge, 2000)
- ◆ in case of a paper, essay, book written by more than three authors:
  - (Németh et al., 2004) or (Hogan et al., 2002)
- ◆ in case of an edited book
  - (Palánkai ed., 2004) or (Blaug – Vane eds., 2003)
- ◆ at the end of the thesis the list of references should contain several publications of the cited author from the same year; in the case below a reference is made to the second one listed in the references
  - (Gibbons, 2005b)
- ◆ if the author of a document (e.g. a report) is not a person but an organisation (e.g. a company, a governmental/administrative organ, a committee), then its name and the year of publication are indicated

- (European Central Bank, 2008)
- ◆ in case of internet sources, the name(s) of the author(s) or the organisation or the source, and the year must be given
  - (Vajda, 2007) or (International Economic Association, 2008) or (EU-Gazdaság, 2009)
- ◆ if acts are cited:
  - (Act CXXXIX of 2005 on higher education)

The list of references should contain the bibliographic data of the sources used as follows:

- ◆ book of **one author**
  - Kengyel, Ákos (2002): *Az Európai Unió regionális politikája*. Budapest: Aula Kiadó.
  - Rogers, E. M. (1962): *Diffusion of innovations*. New York: Free Press of Glencoe.
  - Author (year): *Title of book*. Place of publishing: Publisher
- ◆ book of **more than three authors**
  - Bácskai, Tamás et al. (1991): *Értékpapírok és értékpapírpiacok*. Budapest: Közgazdasági és Jogi Könyvkiadó.
  - Foxall, G. R. et al. (2007): *The behavioral economics of brand choice*. New York, N.Y.: Palgrave Macmillan. **MY PERSONAL OPINION IS THAT EVERYONE SHOULD BE MENTIONED**
  - Name of first author et al. (year): *Title of book*. Place of publishing: Publisher
- ◆ **Edited book**
  - Palánkai, Tibor (ed.) (2004): *Magyar tudománytár: Gazdaság*. Vol. 5, Budapest: Centre for Social Researches of the Hungarian Academy of Sciences: Kossuth Kiadó.
  - Blaug, M. – Vane, H. R. (eds.) (2003): *Who's who in economics*. Cheltenham, UK, Northampton, MA: Edward Elgar Publ.
  - Name of editor(s) (ed(s.)) (year): *Title of book*. Place of publishing: Publisher
- ◆ paper published in **collections**

- Bara, Zoltán (2004): Állam által vezérelt piacgazdasági rendszerek. In: Bara Zoltán – Szabó Katalin (eds.): *Gazdasági rendszerek, országok, intézmények: bevezetés az összehasonlító gazdaságtanba*. Budapest: Aula Kiadó, pp. 157-208.
- Hood, N. – Young, S. (2002): The evolution of international business and international marketing thought. In: Shaw, S. A. – Hood, N. (eds.): *Marketing in evolution: Essays in honour of Michael J. Baker*. New York, NY: Palgrave Macmillan, pp. 168-189.
- Name(s) of author(s) of paper (year): Title of paper. In: Name of editor(s) (ed(s.)): *Title of book*. Place of publishing: Publisher, pages from ... to ...
- ◆ **book without author**
  - *Magyar Statisztikai Évkönyv, 2007* (2008) Budapest: KSH.
  - *International trade and climate change: Economic, legal and institutional perspectives* (2008) Washington, D. C.: World Bank.
  - *Title of book* (year) Place of publishing: Publisher.
- ◆ **article published in periodical**
  - Vadas, Gábor (2003): Túl a makrováltozókon: a lakossági bizalmi index és a magyar háztartások fogyasztási kiadásai. *Statisztikai Szemle*, Vol. 81. No. 3. pp. 252-266.
  - Mentzer, J. T. (1993): Managing channel relations in the 21st century. *Journal of Business Logistics*, Vol. 14. No. 1. pp. 27-41.
  - Name(s) of author(s): Title of article. *Name of periodical*, volume, number, pages from ... to ...
- ◆ **study**
  - Csavás Csaba – Gereben Áron (2005): Hagyományos és egzotikus opciók a magyar devizapiacon. MNB Műhelytanulmányok, No. 35. Budapest: MNB.
  - David, A. C. (2007): Controls on capital inflows and external shocks. Policy Research Working Paper, 4176. Washington D. C.: The World Bank.
  - Name(s) of author(s): Title of study. *Name of periodical*, number of paper. Place of publishing: Publisher
- ◆ **manuscript**
  - Kőhegyi, Kálmán (2001): Növekvő és zsugorodó vállalkozások jellemzői és finanszírozása. Manuscript.

- Author(s): (year): Title of paper. Manuscript.
- ◆ ***online source***
  - adidas Group (n.d.): Strategy. Downloaded: adidas Group, <http://www.adidas-group.com/en/overview/strategy/default.asp> 30 January 2009
  - Szamuely, László (2002): A globalizáció és a kapitalizmus két alapmodellje I. Kritika, május Downloaded: SzocHáló – Társadalomtudomány On-line, <http://www.szochalo.hu/> 5 October 2006
  - Name(s) of the author(s) or the organisation or the source (year): Title of paper, article or website. Name of website, address of website/URL, date of download.

A few remarks:

- ◆ 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) Hóvirág Bt., Market research report (2008) Árvácska Kft.
- ◆ In case of Hungarian authors the full name is written, in case of international authors the family name and the initial letter of the first name, separated with a dot and a comma (e.g. Campbell, R. A.).
- ◆ The academic titles of the authors (Dr., PhD, CSc etc.) are not used at the citations.
- ◆ If books are cited, it is not enough to write down the main title, sub- and parallel titles must also be featured. The title is always copied from the ***inside cover*** and not from the front cover.
- ◆ If there are several editions of a book and it is not the first edition that is used as a source, then the number of edition must also be given after the title of the work, e.g. “second, revised edition”.
- ◆ If the date of the publication of the work cited is unknown, instead of the year it is “[n.d.]” that is given.
- ◆ According to the official resolution, it is not obligatory to give the dimension of the books, i.e. the number of pages. The specification of the number of pages, however, may inform the lecturer about the extension of the literature processed. The number of pages may be featured after the name of the publisher.
- ◆ At some major thoughts in the books or articles used, and in the list of references at the end of the thesis it is reasonable to look at what sources are cited by the authors.

Citations in the form of footnotes should be avoided in the thesis.

# APPENDIX

## **Appendix 1: This appendix one**

All those materials that played a role in the processing of the topic of the thesis and are parts of the total of the work but whose placement in the text would make comprehensibility difficult should be placed in the *appendices*. Such are full-page tables and figures, company balance sheets and income statements, questionnaire(s) used in the empirical research, tables of calculations made with softwares (e.g. SPSS), auxiliary illustrations (e.g. brand logo, advertisements, brochures) that should all be placed in the appendix.