

Information about thesis and final exam (thesis defence) Spring semester of the 2025/26 academic year

¹ Bachelor's and master's degree programmes

¹ With regard to the phased-out Human Resources undergraduate programme and the phased-out Tourism and Catering undergraduate programme in English, there will be no changes in the 2025/26 academic year compared to the previously applicable rules, so this information does not apply to them, and they are not included in the phrase "all bachelor's and master's programmes" used in the document, which means "all bachelor's and master's programmes except for the Human Resources undergraduate programme and the phased-out Tourism and Catering undergraduate programme in English."

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Thesis and final exam information – 2025/26

Summary

1. Important deadlines and rules

- **The rules for your thesis and final exam depend on when you chose your topic and when you submit your thesis.**
- General principle:
 - Theses must **always** be prepared in accordance with **the regulations in force at the time of submission.**
 - The final exam is **always** conducted according to **the regulations valid at the time of the final exam.**
- Students who choose **a topic before 2025/26/1** can still work and take the final exam according to the old rules during the transition period.
- From those who choose **a topic in 2025/26/1**, a longer transition period is provided for **tourism and catering and master's degree students.**

2. Relationship between the scientific student conference (TDK) and the thesis

- **The TDK paper can be submitted as a thesis** if the **appropriate conditions are met and** after being **indicated to the TDK secretary.** In this case, it is not necessary to choose a thesis topic.
- If you received two written grades for the TDK, each with more than 50% and your presentation was evaluated above 50% too, **you may be exempt from the final exam.**
- In the fall semester of 2025/26, the reviews and the presentation will all be counted together; from the spring of 2026, only the presentation result will be considered.
- If you have participated in multiple TDKs, **your best result** will be taken into account.
- **The final exam results of students who achieve a place at the OTDK are excellent.**

3. Choosing a thesis topic

- You can choose from **a wide range of topics** in Neptun.
- When choosing a topic, students should describe their ideas and methodology **in 8–10 sentences.**
- The student can nominate whom he or she wants to be the supervisor, but the appointment of the consultant **is the decision of the head of the institute, the head of the programme and the programme director**, and it is not certain that the lecturer desired by the student will be the supervisor in the end.
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4. The role of the supervisor

- The supervisor helps to determine the professional direction of the thesis, but **does not correct the entire thesis.**
- With the thesis consultation mark, the supervisor evaluates the student's **attitude and cooperation**, not the quality of the thesis.
- Until the beginning of the thesis submission period, the "*Final submission support*" field of the thesis is set to "*Supported*" if the version of the thesis reviewed by the thesis is of sufficient quality.

- Instead of the previous evaluation sheet, the consultant declares the following two things on the submitted thesis:
 - The submitted thesis can be submitted for the final exam
 - Topics to be discussed in the final exam
- The thesis is only allowed to proceed to the final examination if:
 - the objective is clear,
 - there is a bibliography and an AI appendix,
 - the length is between 37,500 and 60,000 characters,
 - it is a consistent and high-quality piece of work.

5. Thesis requirements (from spring 2025/26)

Objective: practical application of theoretical knowledge, data collection, analysis, and recommendations.

Length: 15–20 pages (37,500–60,000 characters). **Format:** Word, Times New Roman, font size 12, single spacing, 2.5 cm margins.

Recommended structure:

1. **Executive summary** – 1 page
2. **Problem statement, motivation** – 1 page
3. **Literature review / Theoretical background** – 3–5 pages
4. **Methodology and data collection** – 3–4 pages
5. **Analysis and interpretation** – 4–5 pages
6. **Conclusions and recommendations** – 3–4 pages
7. **References (in an internationally accepted format) + Artificial intelligence appendix**

6. Rules for the use of artificial intelligence (AI)

- Its use **is permitted but must be documented**.
- AI may be used:
 - to prepare data collection and analysis,
 - methodological guidance,
 - for drafting literature or style correction.
- **Not permitted:**
 - interpreting results or drawing conclusions,
 - copying automatic references,
 - uploading sensitive data.
- All uses must be indicated **in the AI appendix** (prompt + purpose + brief description of the response received).
- The committee **may check AI usage** and ask questions to understand the methods used.
- Failure to disclose AI use may result in **the invalidation of the thesis**.

7. Final exam process (from spring 2025/26)

- Prerequisite: the thesis is approved by the supervisor.
- Duration: approx. **30 minutes + 15 minutes for preparation**
 1. **15 minutes preparation** for two (theoretical and/or practical) questions
 2. **10 minutes presentation** (topic, methodology, results)

3. **20 minutes of discussion** with the committee
- The questions may relate to the thesis and the chosen topic.

1. Relevant rules

The tables below summarize the content and format requirements, as well as the final exam rules that apply to individual students depending on when they chose their thesis topic, when they submit their theses, and when they register for the final exam.

Table 1. Topics selected before 2025/26/1

Programme	Thesis topic selected	Submission of thesis	Content and format requirements	Final exam
All bachelor's and master's programmes	Before 2025/26/1	2025/26	According to the regulations valid in 2025/26/1	Until 2025/26/2 according to the regulations valid in 2025/26/1, thereafter according to the regulations valid at the time of the final exam
All bachelor's and master's programmes	Before 2025/26/1	2025/26/2	According to the regulations valid in 2025/26/1 or based on individual request, according to the regulations valid in 2025/26/2	In 2025/26/2, according to the regulations valid in 2025/26/1 for applicants based on the requirements of 2025/26/1, according to the regulations valid in 2025/26/2 for applicants submitting their applications according to the requirements of 2025/26/2, and thereafter for everyone according to the regulations valid at the time of the final examination
All bachelor's and master's programmes	Before 2025/26/1	2026/27/1 or later	According to the regulations valid at the time of submission	According to the regulations valid at the time of the final exam

The information in the first row of Table 1 under the headings means that students is enrolled in any bachelor's or master's programme who have chosen a thesis topic before the topic selection period for the 2025/26 fall semester and submitted their thesis in the 2025/26 fall semester, the content and formal requirements valid in the 2025/26 fall apply to their thesis, and they can take the final exam til the 2025/26 spring semester according to the final exam regulations valid in the 2025/26 fall semester. If they do not take the final exam in the 2025/26 academic year, the final exam regulations in force at the time of registration for the final exam will apply.

The second row under the header also lists students who have already had a thesis topic selection period but will submit their thesis in 2025/26 spring semester. In their case, the content and format requirements will continue to be those in force in the 2025/26 fall semester, but they may switch to the content and format requirements valid from the spring semester of the 2025/26 academic year upon individual request. Students can submit their requests on in this regard **until 05.03.2026** by sending an e-mail to their study administrator, which they also send in a copy to their supervisor. If they do not submit such a request, they may take their final exam in the spring semester of the 2025/26 academic year in accordance with the regulations in force in the fall semester of the 2025/26 academic year, but if they have submitted a thesis that meets the content and formal requirements valid from the spring semester on an individual request, they will also take their final exam in accordance with the

rules in force in the spring semester of the 2025/26 academic year. If the student does not take the final exam in the 2025/26 academic year, the final exam regulations in force at the time of registration for the final exam will apply.

The data in the third row under the heading in Table 1 also make it clear that the same students, i.e., those who have already chosen a topic before the 2025/26/1 thesis topic selection period but who are not submitting their theses in the 2025/26 academic year, will have to follow the rules and regulations regarding the content and form of their theses from the following academic year in the semester in which they submit their theses. Accordingly, their final examination will always be governed by the provisions of the final examination regulations in force at the time of registration for the final examination.

Given that thesis topics are typically submitted one semester before the thesis is submitted, the student pathways presented in Table 1 provide a sufficiently flexible and fair transition to the new system.

Table 2 applies to students who choose their thesis topic during the 2025/26/1 thesis topic selection period.

Table 2. Topics selected in the fall semester of 2025/26

Programme	Thesis topic selected	Submission of thesis	Content and format requirements	Final exam
All bachelor's and master's programmes	2025/26/1	2025/26/1	According to the regulations valid in 2025/26/1	Until 2025/26/2, according to the regulations valid in 2025/26/1, thereafter according to the regulations valid at the time of the final exam
BSc in Tourism and Catering and all MSc programmes	2025/26/1	2025/26/2	According to the regulations valid in 2025/26/1 or, based on an individual request, according to the regulations valid in 2025/26/2	In 2025/26/2, according to the regulations valid in 2025/26/1, for applicants submitting their applications based on the requirements of 2025/26/1, according to the regulations valid in 2025/26/2 according to the requirements of 2025/26/2, then for everyone according to the regulations valid at the time of the final exam
BSc in Tourism and Catering and all MSc programmes	2025/26/1	2026/27/1 or thereafter	According to the regulations valid at the time of submission	According to the regulations valid at the time of the final exam
BSc in Business Administration and Management, BSc in Business Administration and Management in English, BSc in Commerce and Marketing, BSc in Finance and Accounting	2025/26/1	2025/26/2 or thereafter	According to the regulations valid at the time of submission	According to the regulations valid at the time of the final exam

Based on the first row under the heading of Table 2, it can be seen that those who chose a thesis topic in the fall semester of the 2025/26 academic year and submitted their thesis in the same semester will still have the opportunity to take the final exam in the spring semester of the 2025/26 academic year according to the final exam rules valid in the fall semester of the 2025/26 academic year. After the 2025/26 academic year, they can always take the exam according to the regulations in force at the time of the final exam.

Based on the 2nd row below the heading, it can be seen that a longer transition period is provided for the Tourism and Catering Bachelor's degree programme and the Master's degree programmes – due to the longer internship or the different curriculum of the cross-semester admission. Those who choose the thesis topic in the 2025/26 fall semester can submit their thesis in the spring semester of the 2025/26 academic year according to the content and formal requirements valid in the 2025/26 fall semester and take the final exam according to the final exam rules valid in the 2025/26 fall semester. Students can deviate from this on the basis of an individual request and change to the rules applicable to the spring semester of 2025/26, but this applies to both the content and format requirements and the final exam. Students can submit their requests in this regard until **05.03.2026** by sending an e-mail to their study administrator, which they also send in a copy to their supervisor.

In the 3rd row, it can be seen that students of the Tourism and Catering Bachelor's degree programme and all Master's degree programmes compile their thesis in accordance with the content and format requirements in force at the time of submission and take the final exam in accordance with the final exam rules in force at the time of application, if the thesis is submitted in the 2026/27 academic year or later.

With the exception of the Tourism and Catering Bachelor's degree programme, this applies to the other Bachelor's programmes already in the case of the submission of a thesis in the spring semester of the 2025/26 academic year or later, as shown in the last row of Table 2. In their case, therefore, the thesis submitted in any subsequent semester in the topic chosen in the autumn semester of the 2025/26 academic year must comply with the content and format requirements in force at the time of submission, and the rules governing the final exam at the time of application apply.

Table 3. Topics selected in the spring semester of 2025/26

Programme	Thesis topic selected	Submission of thesis	Content and format requirements	Final exam
All bachelor's and master's programmes	2025/26/2	2025/26/2 or later	According to the regulations valid at the time of submission	According to the regulations valid at the time of the final exam

Table 3 shows that all bachelor's and master's students who choose a thesis topic in the spring semester of the 2025/26 academic year and submit their thesis in the following semester or later must prepare and submit their theses in accordance with the content and formal requirements in force at the time of submission.

They may take their final examinations in accordance with the provisions of the final examination regulations in force at the time of the final examination.

TDK (Scientific Student Conference) as a thesis

The TDK paper can be submitted as a thesis if the appropriate conditions are met and after notification to the TDK secretary. In this case, it is not necessary to choose a thesis topic.

In the case of TDK theses, the content and format requirements specified in the given TDK call for applications continue to apply. The selection of the TDK supervisor (mentor) is carried out in accordance with the practice of previous years, i.e. students choose a topic and supervisor by joining the research areas of the institute or the selected teachers.

Students who have received two written reviews of their TDK thesis, both with more than 50%, presented their thesis to the jury, and achieved a score more than 50% for their presentation *are exempt from the final exam*.

In their case, from the spring semester of the 2025/26 academic year, the result of the final exam will be based on *the percentage received for the TDK presentation*. At the same time, students can also decide to take the final exam despite their TDK results; in this case, the final exam result is determined solely by the percentage of their performance in the final exam.

Students who participate in faculty TDK on multiple occasions during their studies are entitled to have their most favorable evaluation taken into account when determining their final exam results, provided that their thesis meets the above requirements and is submitted as a thesis.

Students who have not presented their TDK thesis to the jury are required to take the final exam, always under the conditions specified in the final exam regulations valid at the time of the final exam.

The final exam results of students who achieve a place at the OTDK are excellent, regardless of the results obtained at the TDK.

2. Thesis topics and related theoretical areas

From the fall semester of the 2025/26 academic year, students can choose a thesis topic from the broad topics available in Neptun. Within the broad topic, students are free to define their own thesis idea and topic outline, which typically summarizes in about 8-10 sentences what the main focus and goal of the thesis is, what topic and methodology the student wants to use to achieve it. Each student can choose a broad topic. If there is a lecturer whom the student would prefer as a consultant, please indicate this at the beginning of the thesis topic selection as follows: "*Preferred supervisor: Last name, first name*". The appointment of the consultant is the responsibility of the heads of the institutes, it is not certain that the preferred lecturer will be assigned in the end.

If the student would like to submit his/her already submitted TDK paper as a thesis, he/she does not need to choose a thesis topic. After the submission of the TDK paper, they must inform the school's TDK secretary they intend to submit the TDK paper as a thesis.

Certain theoretical areas are related to broad topics, which typically serve as the basis for writing a thesis and processing the chosen broad topic, and which students can typically, but not exclusively, expect to encounter during their final exam. This does not mean that only these theoretical areas can provide a good basis for processing the chosen topic, nor does it mean that these theoretical issues will definitely arise in the final exam, or that only these will arise in the final exam. During the final exam, the members of the committee have always had the right and opportunity to ask students about anything related to their thesis, and this will not change in the future. The theoretical areas listed above are intended to serve as preliminary guidelines for students, providing them with a crutch that they did not have during the previous semesters to help them prepare for the final exam. **The broad topics and related theoretical topics can be found on the Neptun interface in the Studies / Degree thesis menu under the "*Thesis application start*"².**

² For those submitting their TDK paper as thesis, there are no predefined theoretical topics. If they are required to or wish to take the final exam, the theoretical topics will be assigned to them within 5 working days of registering for the final exam, based on the topic of their thesis. Students will be notified of the assigned theoretical topics in Neptun.

3. The role and selection of the thesis supervisor

Based on the topics chosen by the students and the thesis ideas uploaded by the students in Neptun, the thesis supervisor is appointed in cooperation by the heads of departments, programme heads and programme directors, meaning that students cannot directly choose their thesis supervisor. The thesis supervisor's task is to assist the student with professional advice and guidance during the preparation of the thesis. In this context, students can typically count on the advisor's help in clarifying the focus of their thesis, determining the best way to achieve the desired goal of the thesis, and solving any problems that may arise in relation to the material they have prepared. It is not the supervisor's job to correct every single mistake made by the student or to polish the student's thesis outline into a perfect thesis. The supervisor's job is to provide general guidance and assistance.

The thesis advisor is also responsible for grading the thesis consultation on a scale of one to five, taking into account the effort, attitude, and cooperation of the student during the preparation of the thesis. The grade given for the thesis consultation is not an indication of the quality of the thesis.

The thesis consultant must declare by the beginning of the thesis submission period whether he or she thinks the thesis **can be uploaded**. The "*Final submission support*" field of the thesis is set to "*Supported*" if the version of the thesis reviewed by the thesis is of appropriate quality.

Instead of the previous evaluation sheet, the consultant declares on the following two things through the evaluation interface of Neptun – in a way that is not accessible to the student – until the evaluation deadline of the thesis:

- the thesis **can proceed to the final examination (thesis defence)**
- topics recommended to be discussed at the final examination (thesis defence) (if the thesis cannot proceed to the final defence, the justification for it)

Typical, but not exclusive, cases of refusal to admit a thesis to the final examination are as follows:

- the objective of the thesis is unclear
- the thesis does not have a bibliography
- the thesis does not have an appendix on the use of artificial intelligence (if the student did not use artificial intelligence in the preparation of the thesis, they must state in this appendix that no artificial intelligence was used in the preparation of the thesis) otherwise, the appendix on artificial intelligence must be submitted with the appropriate content as detailed below)
- the main text of the thesis is shorter than 37,500 characters or longer than 60,000 characters
- the thesis does not form a unified, coherent work, but appears as a collection of parts that are not obviously related to each other
- the thesis is extremely poor in form and unclear.

If the thesis cannot be submitted or cannot proceed to the final examination, the student may attempt to submit it at the earliest during the next thesis submission period, the approval of which remains the responsibility and authority of the previous supervisor. Students will not receive a separate evaluation of their thesis (either textual or scored), neither the supervisor nor a second reviewer will prepare a review.

If the student experiences difficulties in cooperating with their thesis supervisor, they must first clarify the situation with the supervisor. If this effort is unsuccessful, the student may submit a request to the Study Department to initiate the intervention of the programme director to promote cooperation. If the programme director decides that constructive cooperation between the student and the assigned

supervisor cannot be restored for some reason, they will appoint a new thesis supervisor in consultation with the department head and the institute director. The Study Department will also record the change in Neptun.

4. The thesis from the spring semester of the 2025/26 academic year³

Objective

The aim of the thesis is to prove that the student is able to

- apply their theoretical knowledge to practical problems,
- conduct independent data collection and analysis,
- formulate conclusions and recommendations to support decision-making.

Length and format requirements

Times New Roman font, 12 point font size, 1.0 line spacing, justified alignment, 2.5 cm margins, A4 page size 15-20 pages of main text, at least 37,500 characters and no more than 60,000 characters. The thesis and its bibliography, as well as the appendix on artificial intelligence, must be uploaded to the Neptun interface in Word format. There are no software restrictions on additional appendices to the thesis.

Recommended thesis structure

1. Executive Summary

- **Length:** 1 page
- **Purpose:** To provide a brief, concise overview of the main findings, methodology, results, and recommendations of the thesis.
- **Content:**
 - The purpose and significance of the research
 - Brief description of the problem under investigation
 - Methodological approach
 - Key findings
 - Proposed solutions or conclusions

2. Problem statement, motivation

- **Length:** 1 pages
- **Purpose:** To present why the chosen topic is important and relevant, what practical or theoretical problem it aims to reflect on or find a solution for.
- **Content:**
 - The topicality and relevance of the topic

³ The information regarding theses submitted in the fall semester of the 2025/26 academic year has not changed and is available on the faculty website. Bachelor's programme: <https://ktk.pte.hu/en/hallgatok/tanulmanyok/alap-es-osztatlan-kepzes/thesis> Master's programme: <https://ktk.pte.hu/en/hallgatok/tanulmanyok/mesterkepzes/thesis>

- The practical manifestation of the problem (e.g., in a corporate, social, or technological context)
- Personal or professional motivation behind the choice of topic
- The objectives of the research
- Brief description of the structure (1-2 sentences)

3. Literature review / Theoretical background

- **Length:** 3-5 pages
- **Purpose:** To present the latest scientific and practical knowledge related to the topic. What is the knowledge and information on which the thesis is based? What is generally known about the issue/problem? Have any known solutions been proposed? What are their limitations? Which of these does the thesis reflect on?
- **Contents:**
 - Review of the literature (from domestic and international sources)
 - For bachelor's theses, at least 5 literature sources, at least one of which must be international
 - For master's theses, at least 10 literature sources, at least 5 of which must be international
 - Theoretical frameworks, models, definitions
 - Results of previous research, solutions, brief description of these
 - Critical evaluation: what is already known and where are there still gaps in research?

4. Methodology and data collection

- **Length:** 3-4 pages
- **Objective:** To present the student's own research work. What data/information is the thesis based on? What is the data collection/processing procedure? What tools and solutions are used to process the data/information? Why is the chosen solution/methodology suitable in the given context? What alternative options would there be and what are their limitations in the given context?
- **Content:**
 - Method of data/information processing (e.g., questionnaire, interview, case study, observation, document analysis)
 - Target group for data collection, sampling method
 - Data collection process
 - Brief presentation of the collected data or information (descriptive analysis)
 - Presentation of the data processing methodology

5. Analysis, interpretation (Discussion)

- **Length:** 4-5 pages
- **Purpose:** To analyze and interpret the collected data in greater depth and to explore correlations. What conclusions can be drawn from the processed data and information? How is the solution to the problem based on the data and the findings and conclusions drawn from it? What are the limitations of the results obtained?

- **Content:**
 - Application of quantitative or qualitative analysis methods
 - Presentation of results in tables and figures
 - Interpretation of correlations, trends, and deviations
 - Critical approach, alternative explanations
 - Comparison of results with the literature
 - Summary of main lessons learned

6. Conclusions and Recommendations

- **Length:** 3-4 pages
- **Purpose:** To formulate recommendations based on the information processed in relation to the problem or issue raised in the thesis. What recommendations can be made to solve the problem raised?
- **Content:**
 - Alternatives for solving the problem
 - Practical applicability of the recommendation(s)
 - Advantages, disadvantages, limitations
 - Further possible research or project directions

7. References and appendices

- Reference list (in an internationally accepted format)
- AI appendix
- Additional appendices: questionnaire, interview outline, tables, database excerpts, figures, codes, etc.

Expectations regarding the ethical use of artificial intelligence (generative AI)

Artificial intelligence (AI), especially generative AI tools (e.g., ChatGPT, Claude, Copilot), are rapidly spreading in business and academia. The use of AI may also arise in the thesis work of undergraduate and master's students at the Faculty of Economics of the University of Pécs when searching for data processing, analysis methods, wording suggestions, or examples.

Our goal is for students to use these tools responsibly and ethically, strengthening the learning process while preserving their own scientific and professional work. General information on the use of AI tools is contained in [the Policy for the Use of Artificial Intelligence of the UPFBE](#). In line with this, students are expected to comply with the following when preparing their theses.

Basic principles

- **Transparency** – all use of AI must be indicated in the thesis.
- **Complementary tool, not a substitute** – AI aids learning and technical implementation, but interpretation and conclusions are always the responsibility of the student.
- **Data security** – sensitive, non-public data must not be uploaded to open AI interfaces.
- **Avoiding plagiarism** – content generated by AI cannot automatically be considered the author's own work.

General guidelines

Data collection and preparation

- AI can be used to organize and transform public data and to create table structures or code outlines.
- **Example 1:** When evaluating an investment project, students can ask AI for a Python or Excel formula for NPV calculation, but they must collect and verify the input data themselves.
- **Example 2:** When studying consumer behavior, AI can help prepare a code outline for clustering questionnaire responses, but interpreting the segmentation is the student's responsibility.
- **Example 3:** In project management research, AI can help create a Gantt chart template, but it is the student's job to define specific milestones and resource plans.

Support for analysis

- AI can be used for methodological guidance (e.g., IRR calculation logic, CAPM model structure).
- **Example 1:** In portfolio analysis, AI can help write simulation code, but it is up to the student to run it and interpret the results.
- **Example 2:** AI can show how to calculate ROI for a digital campaign, but the student must analyze why it differs from expectations.
- **Example 3:** AI can present the main elements of different motivation theories, but in the thesis, the student must apply them to a specific organization.

Processing the literature

- AI can provide a summary or help create a structure, but the student must always check the literature references from reliable databases (e.g., Scopus, WoS) and be aware of their content and contribution to the topic.
- **Example 1:** When comparing IFRS and Hungarian accounting, AI can create an outline of the standards, but the student must include the exact regulatory references.
- **Example 2:** AI can prepare an outline of the literature on omnichannel marketing, but the student must support it with reliable sources.
- **Example 3:** AI can help summarize the role of emotional intelligence in leadership, but the student must find and cite the relevant literature sources.

Interpretation and conclusions

- The most important part of the paper: **this must always be the student's own work.**
- Example 1: AI cannot write conclusions for them (e.g., why a company's IFRS results differ from Hungarian regulations, or what ESG effects can be observed in a company's performance).
- Example 2: AI cannot determine why an influencer campaign was successful or unsuccessful—this must be analyzed by the student.
- Example 3: AI cannot decide why a particular management style is more effective in a given organization.

Transparency

- All use of AI must be indicated in the thesis in the Artificial Intelligence Appendix (what prompt was used, what response was received).
- Example 1: In a paper on the analysis of tax effects, the student indicates: "I used ChatGPT's outline to summarize the tax policy background, which I revised and supplemented."
- Example 2: In a cluster analysis of a consumer questionnaire, the student may indicate: "I used ChatGPT to review the clustering methodology and ran the results myself in SPSS."
- Example 3: When analyzing leadership styles: "I used an outline provided by AI to summarize leadership theories, which I supplemented with my own sources."

Data protection and security

- Sensitive company data, research secrets, or non-public information should not be uploaded to open AI platforms.

What can be done with AI?

- **Data collection and organization:** preparation of public data structures, data visualization templates.
- **Methodological support:** formulas, models, summaries of theoretical background.
- **Literature reviews:** AI can create outlines and key points, but references must always be checked against reliable sources (e.g., articles found on Scopus, WoS platforms).

- **Style and language correction:** checking linguistic correctness, making the text more fluent.

What cannot be done with AI?

- **Automatic copying of sources** – references created by AI are often incorrect ("hallucinations") and therefore cannot be included in the thesis without verification.
- **Uploading sensitive data** – corporate financial data and non-public research materials may not be entered into public AI systems.
- **Copyright infringement** – copyrighted works may not be entered into public AI systems.

Documentation and references

- All uses of AI must be indicated in the thesis in the **Artificial Intelligence appendix**: *"I used ChatGPT to review the structure of the CAPM formula. I supplemented and rewrote the text based on my own research."*
- Prompts (instructions) must be briefly documented: what question was given to the AI, what data was uploaded, and what response was received.
- This can be referenced in the text of the thesis as follows: *"Artificial intelligence (ChatGPT, 2025) supported the drafting of the overview of research methods."*

Verification

- During the final exam, committee members are entitled to ask questions about the exact method of AI use.
- During the final exam, committee members may check whether the student understands the logic of the calculations they have used. The purpose of using AI is to support students' knowledge, not to replace it.
- The thesis advisor and the members of the final exam committee may check whether the content derived from AI is properly documented.

If the student conceals the use of AI and this can be proven, it may lead to the thesis being invalidated.

5. The final exam in the spring semester of the 2025/26 academic year and after⁴

Students whose thesis supervisor has deemed their thesis suitable to proceed to the final examination, based on the criteria described in *The role and selection of the thesis supervisor*, may apply for the final exam. The final exam is expected to last 30 minutes. At the beginning of the final exam, the student will receive two questions from the final exam committee related to the theoretical and practical aspects of the thesis, for which they will have 15 minutes to prepare. After the preparation time has expired, the student will have 10 minutes to present the topic, methodology, and main results of their thesis. In the remaining 20 minutes, they first answer the two questions asked by the final exam committee and then engage in a professional discussion with the members of the final exam committee on further theoretical and practical issues related to the thesis. Thesis topics and related theoretical

⁴ The final exam regulations for the fall semester of the 2025/26 academic year are available on the faculty website. Bachelor's programme: <https://ktk.pte.hu/hu/hallgatok/tanulmanyok/alap-es-osztatlan-kepzes/zarovizsga> Master's programme: <https://ktk.pte.hu/hu/hallgatok/tanulmanyok/mesterkepzes/zarovizsga>

The topics listed in this section may also be included in the two questions asked in advance by the committee and may also arise in the further part of the professional discussion.

Final exam evaluation criteria

Professional content of the thesis (Max. 10 points)

0–3 points: The professional content is weak and does not reflect a deeper understanding.

4–6 points: The content is partially adequate, but incomplete or superficial.

7–10 points: The content is professional, well-structured, and relevant.

Formal quality of the presentation (Max. 10 points)

0–3 points: The slides are disorganized, overcrowded, or difficult to read.

4–6 points: The slides are partially adequate, with minor formal errors.

7–10 points: The slides are aesthetically pleasing, well structured, and informative.

Presentation style (Max. 10 points)

0–3 points: The presentation is difficult to follow, the presenter is uncertain.

4–6 points: The presentation is partially understandable, but not confident.

7–10 points: The presentation is clear, confident, and well structured.

Answering theoretical questions (Max. 35 points)

0–10 points: The answers are inaccurate and do not reflect theoretical knowledge.

11–20 points: The answers are partially correct but incomplete.

21–30 points: The answers are mostly correct, with adequate theoretical background.

31–35 points: Answers are accurate and based on deep theoretical knowledge.

Answering practical questions (Max. 35 points)

0–10 points: The answers do not reflect practical understanding.

11–20 points: Answers are partially correct but not sufficiently practice-oriented.

21–30 points: Answers are mostly correct and supported by practical examples.

31–35 points: Answers are excellent, based on practical knowledge and experience.