



Guidelines and Requirements for Project Work and Thesis on the Bachelor's Programmes (Regulations)

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1. Introduction

At ELTE Faculty of Economics (ELTE GTK), preparing the thesis on the bachelor's programmes is a multi-semester process comprising several subjects. Together, these are referred to as the **Project Work subjects/courses** and are governed by the Dean's Instruction No. 4/2026 (2 July). The Dean's Instruction and these Guidelines are essential sources of information for the smooth and successful completion of the Project Work subjects. At bachelor's level, the Project Work process consists of the following subjects: Preparatory Course for Project Work, Project Work I, Project Work II, and Thesis Writing. The purpose of these subjects is to ensure that, by the end of their BA programme, **students prepare a thesis, on a topic approved by their supervisor, in which they independently apply the knowledge acquired during their studies, and create meaningful added value.**

Preparing the thesis simulates a real workplace assignment: students use the knowledge acquired during their studies to complete a substantial task. The assignment can be more a practically oriented one focusing on solving a specific business problem, or it can take the form of academic research, while developing the following key competences required for professional work,

- Specialisation: students develop in-depth knowledge of a specific sub-topic.
- Practical application: students apply theoretical knowledge to a specific business or research problem.
- Independent work: **students complete a major task independently, according to their own schedule and by the given deadline.**
- Building on feedback: students improve and develop their work based on consultations and assessments.
- **Developing writing skills:** students learn to present their results clearly and to a high professional standard.
- **Developing presentation skills:** students learn to present a professional solution convincingly.

A **business-problem-solving thesis** aims to solve a specific business, corporate, or organisational problem. Examples include analysing the economic viability of an investment, supporting a marketing decision, proposing a new incentive system, or improving a business process. Such work can be based on company data, market information, business calculations, interviews, and internal or publicly available sources. However, a simple description of a company's operations or actions is not sufficient: critical analysis, evaluation, and an independent proposal are also required. An **academic-research thesis** provides an in-depth analysis of a clearly defined professional or academic topic. Examples include the impact of open-plan offices on workplace behaviour, regional differences in negotiation techniques, or the business prospects of natural-gas-powered cars. This type of thesis is primarily based on academic

literature, research findings, statistics, databases and, where appropriate, the student's own data collection. A simple summary of existing publications is not sufficient: independent thinking, analysis, and a new or novel conclusion are required.

The current tasks and deadlines for the Project Work courses are published on the dedicated ELTE GTK Project Work website no later than the registration week.

Of the Project Work courses, Project Work I and Project Work II involve active contact and consultations between the supervisor and the student, while the other two courses build on the student's independent work. It is **the student's responsibility to maintain contact with the supervisor**. Consultations build on work completed by the student in advance: they are effective if the student arrives prepared, with specific questions, and has completed the task(s) agreed upon with the supervisor previously for the given consultation.

Supervisors are assigned for the entire thesis process. **Changing one's supervisor is only possible in exceptional and professionally justified cases.** The Vice-Dean for Educational Affairs decides on such requests, taking into account the opinion of the relevant organisational units.

From the very beginning of the Project Work process – i.e. from Project Work I onwards – **the thesis must be written in** accordance with the requirements of the **Thesis Template**.

There is no safe way to make the Project Work assignments or the theses confidential because neither the process described above nor the University's IT systems make this possible. Further information on confidentiality issues is provided in the Appendices at the end of this document.

At the Faculty, **the use of artificial intelligence (AI) systems in thesis writing is not prohibited**. However, students must use AI responsibly, in a prudent and controlled manner. AI should be treated as an assistant and should not be used to produce or write the thesis in its entirety. When AI is used, compliance with the Rector's Instruction No. 4/2025 (28 October) and the Dean's Instruction No. 2/2025 (11 December), which set out the rules for the ethical use of artificial intelligence, is mandatory. The Thesis Template also provides guidance on the practical use of AI and on documenting its use.

2. Preparatory Course for Project Work

At ELTE GTK, the thesis process begins with the Preparatory Course for Project Work. Its purpose is to familiarise students with the **fundamental methodological, writing, and presentation principles of planning, preparing, and presenting professional materials**, as well as with the quality requirements of thesis writing. These principles are summarised in written materials, recorded presentations, and other supporting materials available on the dedicated ELTE GTK Project Work website and on the Moodle page of the Preparatory Course for Project Work. The thorough knowledge and the regular use of these materials are essential for writing a successful thesis.

Students prepare independently from the published supporting materials and then **demonstrate their knowledge in a midterm**. A minimum 50% score is required to pass the course. The midterm grade is also the final course grade and is determined according to the grading thresholds (grade limits) used on the bachelor's programmes. At least one retake opportunity (to complete the course) and one grade-improvement opportunity are provided.

As part of the Preparatory Course for Project Work, students submit a ranked list of the preferred instructors under whose supervision and support they wish to write their thesis. Students must **submit the names of 10 instructors in their preferred order** by the deadline specified on the Moodle page of the course. The current list of available instructor/potential supervisors is published during the first half of the exam period. Students who do not achieve at least a pass grade in the midterm are not eligible to submit a preference list.

Two factors determine who will ultimately become the student's supervisor: (1) the score achieved in the first scheduled midterm and (2) the corrected weighted academic average calculated from specified subjects completed in the programme, with a weighting of 50% each. Based on these two factors, students receive a ranking score and are allocated to supervisors by an algorithm that also takes instructors' capacity limits into account. If a student does not attend the first scheduled midterm, a score of 0 is given for this component of the supervisor allocation. Students who cannot be allocated to any instructor listed in their preference ranking, or do not submit a preference ranking, will be allocated a supervisor by ELTE GTK.

Students are informed of the allocation results at the end of July, since the corrected weighted academic average required for the allocation can only be calculated after the exam period has ended.

3. Project Work I

The first step in Project Work I is the **opening or topic-choice consultation**. At this stage, the supervisor and the student agree on and record in the Topic Choice Consultation Form the exact topic, the **planned stages and chapters of the thesis, and the progress to be achieved during the semester**. In addition to ensuring that the student understands the assignment, the student and the supervisor together develop an outline of the direction of the solution and the expected results: what literature should be collected and reviewed and in what quantity, what data are required, how the data should be analysed, etc. If the student does not attend the opening consultation at the time announced by the instructor or does not have an approved thesis topic, the course cannot be completed, and the student's performance cannot be assessed. Approval of the thesis topic typically involves a series of consultations; and collectively, this sequence is known as the opening consultation.

In addition to the opening consultation, **supervisors provide at least two further consultation opportunities**, and attendance must be documented. The supervisor determines the requirements, tasks, and deadlines associated with these consultations. At the opening consultation, supervisors inform their students about the consultation arrangements and deadlines and also record this information on the Moodle course page. If a student attends neither of the two consultations in addition to the opening consultation or fails to complete the task specified by their supervisor, the final course grade is reduced by one grade.

Further requirements for completing the course are the **submission of the Project Work I submission package and delivery of the final presentation**. If a student does not submit the Project Work I submission package by the deadline or does not deliver the final presentation, the course cannot be completed, and the student's performance cannot be assessed.

The Project Work I submission package must be uploaded to Moodle as a single ZIP file by the specified deadline. The ZIP file must be named: *Student's family name_Student's first name_Neptun code_Pl.zip*. The package must **contain the following documents (with the file names below)**:

- the consultation form received after the approved topic choice; file name: Student's family name_Student's first name_Neptun code_topic choice consultation form.pdf
- the Project Work written assignment; file name: Student's family name_Student's first name_Neptun code_Project Work_I.docx
- the related presentation; file name: Student's family name_Student's first name_Neptun code_Project Work_I_presentation.ppt
- the Project Work I Evaluation Form with the header completed; file name: Student's family name_Student's first name_Neptun code_Project Work_I_evaluation form.docx

- any other document specified by the supervisor (e.g. files containing calculations, interview transcripts); the file name must contain the information required to identify the student: his/her name and Neptun code

Project Work I is failed on formal grounds if the submission package is incomplete; if the written assignment is not prepared according to the length specifications or using the given template; if the title page and legal declarations are not completed correctly; or if the written assignment is shorter than the minimum character limit or exceeds the maximum character limit twice.

In addition to submitting the package, **students must register for one of the “Project Work I presentation” time slots** announced in Moodle. Students deliver their final presentation before a committee consisting of two instructors. The committee evaluates the presentation and the submitted Project Work written assignment using the Project Work I Evaluation Form and makes recommendations on how the student should continue, improve, and/or revise the work. **The committee determines the final course grade based on the written assignment, the presentation, and the student’s performance at the compulsory consultations.** Consultations and presentations can be held in groups or individually, online or in person. The supervisor provides information on the appropriate format.

Although the supervisor is allocated for the entire thesis process, students who receive a fail grade at the end of Project Work I may request to participate in the supervisor preference-ranking process again. In such cases, the student involved must retake the midterm based on the material studied in the Preparatory Course for Project Work, the corrected weighted academic average will be recalculated, and the student will have to submit a new supervisor preference list. Students can submit such a request during the course-registration period of the spring semester. Students concerned (those who received a fail grade) are informed in a Neptun message.

3.1. Project Work I – Written Assignment

The Project Work I written assignment must contain the planned parts of the thesis agreed on with the supervisor, in the exact format and with the exact structure specified in the Thesis Template.

Length of the Project Work I written assignment: 15,000–30,000 characters including the spaces, but excluding the title page, the declarations (including the AI table), the reference list, and the appendices. The Template also determines the recommended/typical lengths (as ranges) for the individual sections/chapters. These should be interpreted in conjunction with the overall length requirements specified here. For example, in addition to the characteristics of the chosen topic, the type of the thesis (whether it is a business-problem-solving exercise or an academic research piece) determines if the length of the Background chapter(s) should be 2 or 10 pages long.

File format: Word (.docx)

3.2. Project Work I – Final Presentation

Students must register for one of the “Project Work I presentation” time slots announced in Moodle. During this session, students report on the work completed and the expected added value of the thesis in a 5–6-minute presentation to a committee consisting of two instructors. The presentation should not be a simple list of the tasks completed in Project Work I. Instead, it should explain the results achieved so far and show how the work and the already completed partial tasks support the creation of the expected added value.

The presentation must consist of exactly 6 slides:

Slide 1: Title page (planned thesis title, author, Neptun code, programme, and supervisor)

Slide 2: An accurate and detailed statement of the **business problem/research question** in one sentence. What is the business problem/research question that the thesis seeks to answer? What new knowledge do we want to obtain?

Slide 3: Present the background, framework, and conditions. Based on what existing knowledge and situational analysis will you seek a solution to the problem? Present the company background, its relevant history, the problem framework, the best practices, relationships, and models to be used from the literature, the research/analysis methods, and the data. In other words, present the **results of the secondary research and the results derived from the literature** that will be used – do not simply list the secondary research or the literature used.

Slide 4: Present and justify the methodology of data collection and analysis (information collection and processing) and describe the detailed data-collection plan. State what methods you will use, what data you will collect, how much, and from where/from whom. **What methods and data will allow you to answer the business problem/research question? Why is this methodology professionally justified?**

Slide 5: The **expected results, benefits, and novelty of the thesis**. For a business-problem-solving thesis, explain who the results may be beneficial to or applicable for, and in what ways. For an academic-research thesis, explain the new perspective, result, or relationship in which the research may contribute to the already existing knowledge on the topic.

Slide 6: Present **the schedule for completing the thesis**. Explain the risks to the feasibility of the assignment: what are the critical or still unresolved steps in the project?

For an academic-research thesis, Slides 3-4 should, as appropriate, place greater emphasis on evaluating the secondary sources reviewed than in the case of a business-problem-solving thesis.

As part of the presentation, the committee may initiate a professional discussion related to the thesis topic and may ask the student to explain, contextualise, clarify, or elaborate on particular sections of the written assignment or the specific professional content. If the student is unable to answer the committee's questions during the presentation and this raises a concern that the written assignment is not the student's own work, the committee may award a fail grade for the course.

3.3. Project Work I – Assessment Criteria

The committee consisting of two instructors determines the course grade by jointly assessing the submitted Project Work assignment, the presentation, and the student's activity and performance during the semester's consultations.

Students receive feedback on the Project Work I Evaluation Form. In addition to the grade, the form contains written feedback and recommendations: it briefly explains the grade and provides recommendations for completing the thesis. The evaluation form ("record") is uploaded to Moodle.

The general assessment criterion is whether the student has made sufficient progress in developing the thesis. The committee considers whether the quantity and quality of the results presented in the Project Work written assignment correspond to the work that can be reasonably expected from a first version of the thesis at this point in the semester, and whether they reflect the workload and professional progress associated with the 9-credit value of the subject, i.e. approximately 270 hours of work. Compliance with the formal and content requirements of the final presentation is also an important assessment criterion. More specifically, the written assignment and the presentation are assessed according to the following criteria.

Criterion
The range of literature used is sufficiently broad, relevant, and up to date for the topic. To what extent has the student found literature dealing with a topic similar to the problem addressed in their own work? Has the student taken into account the instructions received during the consultations?
Content criteria: The analytical frameworks and methodologies are presented professionally, correctly, and are well-founded and appropriately synthesised. The selected analytical framework and methodology fit the topic and are justified. The Project Work provides an appropriate foundation for the thesis. The student has a predetermined and realistic plan for how to continue developing the thesis in Project Work II. The text contains no sections or topics irrelevant to solving the problem, no introductory descriptions unsuitable for a professional document, and no repetition of content found in textbooks or course materials.
New value added by the student; expected results: It is clear what new result or value the student's independent work is expected to create and how it is expected to contribute to the existing knowledge on the topic.
Structure, style, language, and use of terminology: The assignment is prepared using the given template; it is clearly and accurately written; professional terminology is used correctly; the line of reasoning is logical and easy to follow; and it contains the planned chapters of the thesis.
The rules of referencing are followed accurately, and there is no reason to suspect plagiarism or that the assignment was produced by artificial intelligence.

The formal and content requirements of the **presentation** are met. The presenter is well prepared and the oral contribution is concise, clear, and convincing. The student is able to answer the questions posed by the committee; the answers demonstrate that the assignment is the student's own work and that the student understands and is familiar with the content of both the written assignment and the slides.

4. Project Work II

The aim of Project Work II is for the students to prepare, to the best of their ability, the first complete version of the thesis that can already be meaningfully assessed.

During the semester, supervisors provides at least three consultation opportunities, and attendance must be documented. Supervisor determine the requirements, tasks, and deadlines associated with these consultations. At the beginning of the semester, supervisors inform their students about the consultation arrangements and deadlines and also record this information on the Moodle course page. If a student does not attend any of the three announced compulsory consultations, the course cannot be completed, and the student's performance cannot be assessed. If a student attends only one of the three announced consultations or fails to complete the tasks specified by the supervisor, the final course grade must be reduced by one grade.

Further requirements for completing the course are the **submission of the Project Work II submission package and delivery of the final presentation**. If a student does not submit the Project Work II submission package by the deadline or does not deliver the final presentation, the course cannot be completed, and the student's performance cannot be assessed.

The **Project Work II submission package** must be uploaded to Moodle as a single ZIP file by the specified deadline. The ZIP file must be named: *Student's family name_Student's first name_Neptun code_P2.zip*. The package must **contain the following documents (with the file names below)**:

- the consultation form received after the approved topic choice; file name: Student's family name_Student's first name_Neptun code_topic choice consultation form.pdf
- the evaluation form received after the approved Project Work I; file name: Student's family name_Student's first name_Neptun code_Project Work_I_evaluation form.docx
- the Project Work assignment; file name: Student's family name_Student's first name_Neptun code_Project Work_II.docx
- the related presentation; file name: Student's family name_Student's first name_Neptun code_Project Work_II_presentation.ppt
- the Project Work II Evaluation Form with the header completed; file name: Student's family name_Student's first name_Neptun code_Project Work_II_evaluation form.docx
- any other document specified by the supervisor (e.g. files containing calculations, interview transcripts); the file name must contain the information required to identify the student: his/her name and Neptun code

Project Work II is failed on formal grounds if the submission package is incomplete; if the written assignment is not prepared according to the length specifications or using the given template; if the

title page and legal declarations are not completed correctly; or if the assignment is shorter than the minimum character limit or exceeds the maximum character limit twice.

In addition to submitting the package, **students must register for one of the “Project Work II presentation” time slots** announced in Moodle. Students deliver their final presentation to a committee consisting of two instructors. The committee evaluates the presentation and the submitted Project Work written assignment on the Project Work II Evaluation Form and makes recommendations on how the student should continue, develop/improve, or revise the work. **The committee determines the final course grade based on the written assignment, the presentation, and the student’s performance at the compulsory consultations.** Consultations and presentations may be held in groups or individually, online or in person. The supervisor provides information on the appropriate format.

4.1. Project Work II – Written Work/Assignment

For Project Work II, students must submit the first complete, final version of the thesis, in the exact format and with the exact structure specified in the Thesis Template. In other words, the thesis must answer the following questions:

1. What is the problem?
2. What methods and data were used?
3. What results were obtained with the methods and data used?
4. What business or theoretical conclusions follow from these results?

Length of the Project Work II written assignment (the same as the later final version): 45,000–70,000 characters including the spaces but excluding the title page, the declarations (including the AI table), the reference list, and the appendices. A written assignment exceeding the maximum character limit by more than 10% is subject to grade reduction.

File format: Word (.docx)

4.2. Project Work II – Final Presentation

Students must register for one of the “Project Work II presentation” time slots announced in Moodle. At the final consultation, students present the completed work and the added value of their thesis in a 10-minute presentation to a committee consisting of two instructors. The purpose of the presentation is not to list the steps completed during Project Work I and II, but to show what answer the student gives to the business problem or research question. The presentation should demonstrate the literature, the methodological, and the data-analysis foundations on which the results, conclusions, and recommendations are based.

The presentation must consist of exactly 6 slides:

Slide 1: Title page (thesis title, author, Neptun code, programme, and supervisor)

Slide 2: **Summary slide**: an accurate and detailed statement of the **business problem/research question** in one sentence. The **results** in no more than 3 bullet points. In one bullet point each, indicate the **theoretical models, the methodology, and the data** that led from the problem to the results.

Slide 3: **A brief, professional, and accurate presentation of the collected data** and the data-collection methodology, as well as the relationships, the **theoretical framework, and the models used**.

Slides 4–5: A detailed presentation, explanation, **interpretation, and critical analysis of the student's own results** (data) and the resulting **proposed solutions/conclusions/theses**. What are the **most important results**? How do the student's own results answer the problem/research question? On these slides, students are encouraged to present their own results **using figures and tables rather than text-heavy slides**. Attempt to highlight the most important part(s) of the thesis.

Slide 6: **Discussion of the results**:

- For a business document: What results/benefits/advantages follow from the proposed solution? What business, management, etc. conclusions can be drawn? What limitations/risks does the solution have? What alternative options could have been used, and why is the proposed solution better than these alternatives?
- For academic research: Under what conditions/limitations are the answers valid? What criticisms can be raised regarding the solution? How can these criticisms be addressed?

As part of the presentation, the committee may initiate a professional discussion related to the thesis topic and may ask the student to explain, contextualise, clarify, or elaborate on particular sections of the written assignment or the specific professional content. If the student is unable to answer the committee's questions during the presentation and this raises a concern that the written assignment is not the student's own work, the committee may award a fail grade for the course.

4.3. Project Work II – Assessment Criteria

The committee consisting of two instructors determines the course grade by jointly assessing the submitted Project Work written assignment, the presentation, and the student's activity and performance during the semester's consultations.

Students receive feedback on the Project Work II Evaluation Form. In addition to the grade, the form contains written feedback and recommendations: it briefly explains the grade and provides recommendations for completing/finalising the thesis. The evaluation form ("record") is uploaded to Moodle.

The general assessment criterion is not only whether the Project Work written assignment reflects the amount of work corresponding to 9 credits, i.e. approximately 270 working hours, but also what corrections and improvements are still required for the written assignment to become a final thesis. Compliance with the formal and content requirements of the final presentation is also an important assessment criterion.

The written assignment and the presentation are assessed according to the following criteria.

1. Literature review

How **extensive, relevant, and sufficient** is the specialised **literature** reviewed, and how professionally, analytically, and critically is it processed (beyond a simple presentation)?

The thesis receives a fail grade if it contains no references to academic literature, or if it refers only to course materials or sources irrelevant to the topic.

Criterion	Scoring guideline
Only general literature and the sources in the assignment specifications are used. The student does not collect literature relevant to the narrowly defined topic or literature dealing with content similar to their own topic and does not use such specialised literature as a source or model.	0
How targeted and appropriate to the assignment is the selection of the literature?	0–5
How purposeful, conscious, and critical is the use of the literature? To what extent does the student use literature dealing with a topic similar to their own as a model when developing their work?	0–8
How extensive is the literature used? To what extent does the student go beyond the literature provided, and how much international material is used?	0–7

Maximum: 20 points.

2. Methodology and data collection

The thesis as a whole receives a fail grade if the student does not carry out primary or secondary data collection even though the topic would require it.

Criterion	Scoring guideline
The data collection is unprofessional, the methodology used is inappropriate, and/or the data collected are irrelevant to the problem/question.	0
How professional and justified is the data-collection methodology? To what extent is the data collection methodologically substantiated?	0–10
How extensive and broad is the student's own data collection?	0–5
How relevant are the data used? To what extent do the data provide a basis for the conclusions drawn?	0–5

Maximum: 20 points.

For an academic research-type assignment, this set of criteria is not applicable. Instead, the points awarded for the literature review must be doubled and calculated with double weighting.

3. Data analysis, conclusions, and development of results

How **detailed, well-founded, systematic, and professional** are the **data analysis**, the conclusions, and the development of the results?

Criterion	Scoring guideline
The thesis is not about the assigned topic, i.e. it does not address the assigned problem/research question, or the topic is developed unprofessionally.	0
Essentially a loose compilation of sections taken from others.	1–5
The development of the topic exceeds the standards found in general course materials only marginally.	6–10
The student uses topic-specific methodological, theoretical, and other elements that go beyond general course materials, but these do not form a coherent system, or some steps in the analysis are missing.	11–15
The student has mastered and confidently uses the conceptual, theoretical, logical, and methodological framework of the narrower field related to the topic. The results are well founded and professionally developed, and every step is supported by clear and logical reasoning.	16–20

Maximum: 20 points.

4. Added value

To what extent does the thesis create new value: a new and useful solution to the client's business problem, or new results for the organisation financing the research?

Criterion	Scoring guideline
Independent result; a new or novel, useful, and feasible recommendation, decision alternative, or solution. In academic research, this may be a new or novel conclusion, interpretation, or relationship compared to existing literature, supported by data, arguments, or the student's own analysis.	0–10
The results are also interpreted and evaluated critically from several perspectives. For example, the student discusses the usefulness, limitations, feasibility, risks, or opportunities for the further development of the results.	A further 0–10

Maximum: 20 points.

5. Structure and style of the thesis

The thesis as a whole receives a fail grade if it is careless or hastily assembled, i.e. if its structure is unclear, its organisation is unreasonable, its sentences are difficult to understand, or it contains many spelling and typing errors.

Criterion	Scoring guideline
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The thesis is careless and hastily assembled (e.g. its structure cannot be followed, it contains unfinished sentences, or important content elements are missing).	0
The thesis contains and adequately develops all professionally required content elements, and the summary is polished. The content and formatting requirements for the thesis are followed accurately.	0–8
The thesis is well organised, its structure is clear, and the consecutive sections build on one another logically. It contains no unnecessary text, topics, or information unsuitable for a business/academic document.	0–5
Terminology is used accurately, the sentences are well formulated, the paragraphs are clearly structured, the section and chapter titles are relevant, and the spelling and layout are appropriate.	0–5
The referencing system is academically accurate and follows the required referencing standards precisely.	0–2

Maximum: 20 points.

If the thesis receives zero points in any assessment category, the thesis as a whole receives a fail grade.

Maximum total score: 100 points.

The Project Work II written assignment is graded according to the following thresholds (grade limits): 50–54 = pass, 55–69 = satisfactory, 70–84 = good, 85–100 = excellent. When determining the final grade, however, the committee also considers the quality of the presentation and the answers given to the questions, as well as the student's work during the semester, including participation and performance in the consultations.

The assessment criteria in the tables above are the same as the criteria used to assess the final thesis submitted for the final examination.

A committee consisting of two instructors hears the presentation and then evaluates the Project Work II written assignment (the thesis) and the presentation together with a single grade. A record is also prepared containing recommendations for revising the thesis (Project Work II Consultation and Evaluation Form).

5. Thesis Writing

Students receive detailed feedback and recommendations for corrections and improvements on the thesis submitted in Project Work II. In the following semester, within the Thesis Writing course, **students revise, correct, and complete the thesis independently** on the basis of this feedback. At this stage, there is no further supervision and there are no consultations, either. The revised version of **the thesis must be prepared with the “Track Changes” function enabled.** This ensures that all the changes (based on the instructors' recommendations and assessment) made by the student to the version submitted in Project Work II, are clearly visible.

The purpose of this process is for students to experience the **draft-feedback-revision cycle** that is also typical of professional work. The detailed review is not only an assessment but also a basis for further improvement: it helps students identify which parts of the thesis need to be enhanced and which problem-solving, methodological, or writing skills should be further improved. This **feedback system** also supports quality improvement by helping students produce a better, more carefully thought-through, and higher-quality thesis for the final examination.

A requirement for completing the Thesis Writing course is the submission of the Thesis submission package by the specified deadline. Supervisor evaluate the submitted package on a two-point scale (Completed/Not Completed). If a student does not submit the Thesis submission package by the deadline, his/her performance cannot be assessed.

The Thesis submission package must be uploaded to Moodle as a single ZIP file by the specified deadline. The ZIP file must be named: *Student's family name_Student's first name_Neptun code_SZD.zip*. The package **must contain the following documents (with the file names below):**

- the consultation form received after the approved topic choice; file name: Student's family name_Student's first name_Neptun code_topic choice consultation form.pdf
- the evaluation form received after the approved Project Work I; file name: Student's family name_Student's first name_Neptun code_Project Work_I_evaluation form.docx
- the approved Project Work II Evaluation Form; file name: Student's family name_Student's first name_Neptun code_Project Work_II_evaluation form.docx
- the final revised version of the thesis in .docx format with Track Changes visible; file name: Student's family name_Student's first name_Neptun code_Thesis.docx
- the final thesis in PDF format (without Track Changes); file name: Student's family name_Student's first name_Neptun code_Thesis.pdf
- the Thesis Writing Evaluation Form with the header completed in; file name: Student's family name_Student's first name_Neptun code_Thesis_Writing_evaluation form.docx

- any other document specified by the supervisor (e.g. files containing calculations, interview transcripts); the file name must contain the information required to identify the student: his/her name and Neptun code

The Thesis Writing course is failed on formal grounds if the submission package does not contain the thesis; if the thesis is not prepared according to the length specifications or using the given template; if the title page and legal declarations are not completed correctly; or if the written assignment is shorter than the minimum character limit or exceeds the maximum character limit twice.

Length of the thesis (the same as the earlier Project Work II written assignment): 45,000–70,000 characters including the spaces but excluding the title page, the declarations (including the AI table), the reference list, and the appendices.

There is no presentation in the Thesis Writing course.

5.1. Thesis Writing – Assessment Criteria

Within the Thesis Writing course, the assessment is primarily a **formal check**, the result of which is recorded by the supervisor **on a two-point scale**. The supervisor checks the completeness of the package, the compliance of the thesis with the formal and length requirements, the presence of the reference list, and the completeness and correctness of the declarations. A substantive content review is carried out only if, at the end of Project Work II, the committee of instructors made a specific recommendation concerning the conditions for completing the Thesis Writing course.

Supervisors record the result of the assessment on the Thesis Evaluation Form and upload it to Moodle. In addition to the result, any deficiencies identified during the formal check are also recorded. Some formal deficiencies do not automatically result in a “Not Completed” (fail) assessment of the course. Certain deficiencies, for example, a missing consultation form or an incomplete declaration at the beginning of the thesis, may be corrected at the next stage, when the student submits the thesis package for the final examination.

6. Submission of the Thesis for the Final Examination

After completing the Thesis Writing course, **the thesis submission package accepted by supervisor must be uploaded to Neptun** by the specified deadline in the semester in which the student plans to take the final examination (i.e. the semester in which the student registered for the final examination at the beginning of the semester). At this stage, the contents and file names of the thesis submission package are identical to those described in the previous chapter, but **the final package must be supplemented with two documents:**

- the **Thesis Writing Evaluation Form** received in the Thesis Writing course, which records the assessment of compliance with the formal requirements; file name: Student's family name_Student's first name_Neptun code_Thesis Writing_evaluation form.pdf
- the **presentation prepared for the thesis defence** (at the final examination); file name: Student's family name_Student's first name_Neptun code_Thesis_presentation.ppt

A further difference is that the package intended for the final examination must be uploaded to **Neptun**. The completion of the Thesis Writing course and the Final Examination (i.e. uploading the thesis for the final examination) may take place in the same semester or in different semesters.

The thesis package submitted for the final examination is assessed by one reviewer. The review criteria are the same as those used to assess the written assignment submitted in Project Work II. The review is carried out by an instructor/expert independent of the supervisor. Consequently, the review result may differ from the Project Work II grade. The thesis receives a fail grade on formal grounds if the submission package is incomplete or if the thesis is not prepared according to the length specifications or using the given template.

The final thesis grade is awarded by the Final Examination Committee. Although the committee takes into account earlier feedback, the progress and development of the thesis, and the reviewer's assessment, **the final grade depends primarily on the student's performance at the thesis defence.**

6.1. Thesis Defence – Presentation

During the thesis defence part of the final examination, students present their thesis in a 10-minute presentation. The purpose of the presentation is to demonstrate the essence and added value of the thesis and to show that the student understands and can defend their own work. The assessment does not focus on listing the steps completed during the thesis writing process. Instead, it considers if the student clearly presents:

- the business problem or research question they sought to answer;
- the literature, methodological, and data-collection foundations on which the work was based;
- the results obtained;

- the independent added value of the thesis.

The thesis-defence presentation consists of 7–8 slides:

Slide 1: Title page (title of the thesis, author, Neptun code, programme, supervisor)

Slide 2: Summary slide: an accurate and detailed statement of the business problem/research question in one sentence. The results in no more than 3 bullet points. The methodology, data used, and literature framework in 1 bullet point each.

Slides 3–4: Starting points: what methodology was used; what data were collected, how much, and from what sources; and how the collected data were analysed. For academic research: present the theoretical framework used and the most important literature reviewed, including its critical analysis and how it was used in the thesis.

Slides 5–6: Presentation of the most important results: list the student's main results in concise thesis-like statements and interpret them. Keep in mind that **a figure, a chart, or a table often communicates a message more effectively and efficiently than a text-heavy slide**. If necessary, the presentation of the results may be extended by one additional slide.

Final slide: Limitations and risks of the research/analysis. What criticisms can be raised regarding the solution? How can these criticisms be addressed?

As part of the defence, the committee initiates a professional discussion related to the thesis topic and may ask the student to explain, contextualise, clarify, or elaborate on particular sections of the thesis or the specific professional content. If the student is unable to answer the committee's questions during the defence and this raises a concern that the thesis is not the student's own work, the committee may award a fail grade for the thesis.

6.2. Thesis Defence – Assessment Criteria

When determining the final thesis grade, the Final Examination Committee focuses primarily on the presentation and the thesis defence, while also taking into account earlier feedback by the supervisor/instructors and the reviewer's assessment as secondary considerations.

The assessment criteria and guidelines for the defence are as follows:

Assessment criterion	Assessment guideline
1. Presentation of the problem or research question	The student clearly and accurately states the business problem or the research question they sought to answer. The presentation is not a general overview; it remains focused on this question throughout.

2. Literature and professional foundations	The student can explain which academic sources, models, concepts, or previous research findings the work is based on and how these were used in their work. The student does not merely list the sources but also presents and understands how they relate to their own results and the connections between them. Literature is analysed critically.
3. Presentation of methodology and data collection	The student clearly explains what data, information, or sources were used, where they had come from, and why they are suitable for answering the problem or research question. The chosen methodology is justified.
4. Analysis, conclusions, and results	The student clearly explains how the conclusions were reached using the data, the sources, and the analysis. The results are easy to follow, professionally substantiated, and genuinely related to the main question of the thesis.
5. Added value and critical evaluation	The student explains the independent result of the thesis. In business problem-solving work, this may be a practical recommendation, a decision alternative, or a feasible solution. In academic research, it may be a new or novel conclusion, an interpretation, or a connection. The student also addresses the limitations, usefulness, or opportunities for the future development of the results.
6. Answering the questions and an understanding one's own work; essentially the overall impression formed based on criteria 1-5	The student gives meaningful/relevant answers to the committee's questions. The answers demonstrate an understanding of the literature, methodology, data collection, and analysis used in the thesis, and the student is able to justify their own decisions and conclusions.
7. Structure, style, and timing of the presentation	The presentation is well structured, clear, professionally accurate, and concise. The student uses terminology precisely, avoids general or empty statements, and keeps within the time limit.

7. Appendices

7.1. Appendix 1: Confidentiality

At the Faculty, there is no secure way to make Project Work assignments or theses confidential because neither the processes described above nor the University's IT systems make this possible.

In practice, however, this does not normally cause a problem because confidential company data (trade secrets) can be handled by anonymising the data and thus without making the thesis confidential.

- Use pseudonyms for the company, product, etc. (Be consistent.)
- Modify the data, e.g. multiply every value by a constant (Do this consistently.)
- Use different units of measurement (e.g. EUR instead of HUF) or – if this does not compromise the topic – place the analysis in a broader geographical setting rather than a narrowly defined local environment, etc. (Do so consistently.)

Care must also be taken to ensure that the company cannot be identified indirectly (for example, if, despite changing its name, it is obvious which company is the only one to have been awarded a concession in a particular field).

Accordingly, pursuant to Section 80 (2) of ELTE Academic Regulations for Students (in Hungarian: Hallgatói Követelményrendszer, or HKR for short), **the Faculty does not issue confidentiality permits. Thesis defences are public** and, following a successful final examination, theses can be searched and accessed in the University repository.

- a) **As a general rule, students must make the mandatory changes to confidential data as described above (anonymisation) consulting the company concerned** where and when necessary, and need not submit the original data to the University in any form. At the student's request, the committee may provide general guidance on the methods of anonymisation. Throughout the entire process, it is the student's duty and responsibility to protect any legally protected secrets and confidential information. (It is the student's responsibility to obtain any permission required to access the data and to use them for their Project Work or the thesis. In view of the mandatory anonymisation of the data, the University does not verify whether the appropriate permission exists; therefore, permission from the company to use their data does not need to be attached.) The supervisor or any other ELTE GTK staff member who has access to the thesis is entitled to assume that the student's use of the data for the purposes of the thesis is lawful/legitimate.
- b) **If the company has given written permission for the data to be used in a fully publicly accessible manner, the data may be used in the thesis without modification (without anon-**

ymisation). In such cases, the student must also attach this permission as part of the thesis submission package (see Section 12). It is the student's responsibility to obtain the permission covering the complete range of the data used.

The above rules are also indicative if the confidential data are not a trade secret but other legally protected information, in particular personal data (e.g. the name of a person making a statement or data obtained in survey that can be used to identify a specific individual).

National or foreign classified information must not be used (data related to the operation of a state or international organisation, e.g. defence, law enforcement, the administration of justice, foreign relations, or the economy, access to which has been restricted). Anyone intending to work with data related to the operation of the European Union, another international organisation, or the Hungarian state that have not unquestionably been made public, has a particular responsibility to clarify with the authorised organisation, in advance, the nature of the data and whether they may be used.

Detailed rules are available in Sections 76–80/E of the ELTE Academic Regulations for Students (in Hungarian: Hallgatói Követelményrendszer, or HKR for short), while the relevant document templates and guidance are available at www.elte.hu/oktatas/szakdolgozat. Your attention is emphatically called to the fact that, among the available versions of the document templates, only those granting permission for public disclosure are acceptable. (If the owner of the confidential data does not grant permission for public disclosure, the data must be anonymised as described above; and no permission needs to be attached for the anonymised data.)

7.2. Appendix 2: List of Forms (Templates)

The forms are available on the dedicated ELTE GTK Project Work (Hungarian) website.

- Topic Choice Consultation Form (record)
- Project Work I Evaluation Form (record)
- Project Work II Evaluation Form (record)
- Thesis Writing Evaluation Form (record)