**Name of Programme**

**Type of Assignment (Project Work 1/ Project Work 2/Thesis)**

**Title**

**AUTHOR’S NAME**

**Budapest, .. . … . …20..**

This file is recommended to be used as the template of your Project Work/Thesis. Use it from the moment you start writing your Project Work. Use it as your detailed guide and checklist regarding the content. At the same time, using this template will also ensure that the formatting of your work satisfies the requirements.

**First of all, rename this file** using the following format - for Project Work 1 and 2: “student’s family name\_student’s first name\_Neptun code\_Project Work 1.docx” and “student’s family name\_student’s first name\_Neptun code\_Project Work 2.docx”. For the thesis: “student’s family name\_student’s first name\_Neptun code\_Thesis.docx” (e.g. Kiss\_Ferenc\_ABC123\_Project Work 1.docx).

Only the current assignment type should appear on the title page.

Delete this text and only leave your own words, figures, etc. in the document.

**Declarations**

1. I, the undersigned author, hereby declare that this Project Work/Thesis is the result of my own original and independent work. During the writing process, I followed the rules of referencing, and I used quotation marks to signal verbatim quotations. I indicated the extracts I used from my own previous work. I understand that plagiarism leads to disciplinary action.
2. I, the undersigned author, hereby declare that the data in the Project Work/Thesis are used lawfully. I understand that the the document (the Project Work/Thesis) cannot be made confidential.

Budapest,.. . … . … 20

Signed by the author

**Summary (Executive summary/Abstract)**

The summary in the case of business documents is called “Executive summary”, while in the case of academic research papers it is called “Abstract”.

The length of the summary is maximum 300 words (1 page).

The objective of the summary is to present the main findings and conclusions of the work concisely, and to summarise what the Project Work/Thesis is about. The summary is NOT a shortened version of the whole document and, as a rule, it contains no references because it concentrates on the author’s own findings.

The summary contains those and only those pieces of information based on which the reader

* understands what business problem/research question the work answers/provides a solution to (in short, the thesis or theses)
* is conviced that the answers/solutions are important, professional, substantiated, and correct (feasible).

The summary is the most important part of the work in terms of command, comprehension, and critical evaluation. (There is no difference between an Executive Summary and an academic Abstract is in this respect.)

The key content elements of the summary are as follows,

* The problem/issue/question the work seeks to solve/answer formulated precisely and concisely. (in 1 compound sentence).
* The main theses of the work and *how these* answer the initial problem/question.
* Introduction of the **rational/logical thinking process (and not the historical journey) leading from the problem to the solution.** Namely,
  + Using what conceptual framework, paradigm, methodology and data one arrives at the solution. (In case any of these are needed to comprehend and/or convince.)
  + Highlighting the most important steps in the thought process (data, arguments, interim results) in case they are really needed for understanding and persuasion.
* What new value does this work bring and to whom? What benefit, value does it hold for the client? How novel, interesting, useful, and feasible is the solution? In case of academic research, what is the added value resulting from the student’s own research as compared to academic literature?
* Other elements (e.g., How novel is the problem, the answer, the methodology? In what context did the problem arise? What are the conditions and limitations related to the results? Refrain, however, giving a historical, literature-based, or theoretical background here.)

Writing the Executive Summary/Abstract is **the last step in writing the thesis**. It should only be written after completing the final version of the thesis and it should be based on that version.

This part must be written using single line spacing and 0 point spacing.

**Tartalomjegyzék**

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# Introduction

In the Introduction part Project Work 1, 2 and the Thesis (hereafter “assignment”), the following key elements should be introduced: the objective, the methodology, the data, the cases and, first and foremost, the problem the work intends to solve. The aim here is to clarify the topic and the objective of the assignment, and the framework and the context in which it should be interpreted.

The Introduction should comprise of the following content elements:

* The clear and precise formulation of the problem/question which the assignment seeks to solve/answer. The interpretation of the problem/question, a brief summary of its meaning, importance, possible consequences, correlations and contexts.
* A brief summary of the theoretical framework, the methodology, and the data. (Scroll down for the details.)
* An introduction to the author’s thinking process, i.e., how the assignment leads from the identification of the problem to its solution. Describe the logic, not the chronological stages of your thinking. What is the conceptual organisation of the assignment?
* What is the new, added value in the work for the client, what new knowledge is gained here?
* What issues were not considered even though they could or should have been dealt with?

The Introduction should be no longer than 2-3 pages.

Start every chapter on a new page.

# Background (Give meaningful titles to the chapters/sections which refer to their content.)

This chapter introduces the background. The length depends on the type of the thesis. Generally, this can take two forms:

* Situation analysis: In case of a business document, describe the company and the original situation which has given rise to the corporate problem. In case of academic research, introduce the ideas and problems leading to the research question. (NOT why the problem is considered interesting by the author but rather why the problem may be of interest to the reader/client.
* Introduction of the academic literature: What do others say about this topic, where does academic research stand on the matter, what is considered good practice? This establishes the common ground for the reader based on which the author elaborates his/her findings and based on which those finding can be understood.

Introduce only background that is relevant to the topic. Avoid purposeless explanations.

When using non-specific/general literature, you should rely on what you learnt during your studies. Use the methods and models you studied earlier. If you use other methods or models, justify your choice.

You should also search for relevant **specific** academic literature solving problems similar to yours, which you can then use as a source of information and data, and as a **model**. Many people have solved problems like yours successfully, many have collected similar data and conducted similar analyses, etc. Search for quality academic literature on topics close to yours (expert analyses, consultantcy reports, academic journal articles, etc.). If, for example, you have to do a research survey on consumer preferences regarding mobile phones, look for articles on previous preference surveys conducted on mobile phones (or other consumer goods) in other markets, and their results. Referring to general market research literature covered in your studies is **not** enough here.

**Use academic literature not only as a source of information but also as a model** of how leading professionals have previously tackled situations similar to yours.

The length of this chapter is normally between 2-10 pages.

# Discusson (Give meaningful titles to the chapters/sections which refer to their content.)

The chapter(s) containing the discussion of the topic constitute(s) the central part of the assignment. If necessary, the material may be divided into several chapters and subchapters. A separate chapter or subchapter may deal with the methodology, the data collection methods, the data, the results, etc. In any case, this section should describe how you arrived at the solution, and it should also contain your results and your recommendations.

This chapter/these chapters should discuss the following content elements,

* Theoretical frameworks, methods, tools: describe, critically analyse, and justify the chosen theoretical approach, the framework, the model, and the data collection methodology. (e.g., historical reconstruction, primary or secondary research, data analysis, literature review, comparative analysis, etc.). Why should one use this method and not another one? What are its advantages and limitations with respect to this assignement?
* Elaboration of the solution: the application of the above methods and tools in order to solve the business problem/answer the research question. (e.g., presenting the data collection and data analysis process)
* The detailed presentation and interpretation of your own solution/results/theses (In case of a historical analysis/case study, the main lessons learnt from the analysis will constitute your theses.)

In general, apply the methods you studied earlier to the specific case. If you use other methods, justify your choice.

The length of the discussion should normally be 15-40 pages.

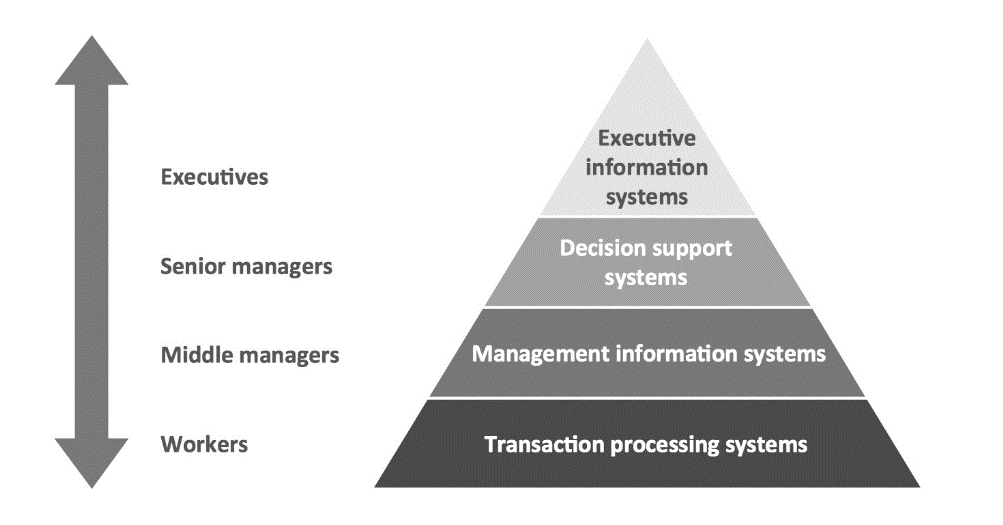
## Style

Aim for a professional style when writing your assignment. See Appendix 1 for further recommendations.

## Visual elements

### Figures and tables

Figures and tables are used to assist with the understanding of the message. It is often said that “a picture (figure or table) is worth a thousand words”. However, the words must also be added to make the visual element intelligible. This means that the essence of every figure/table must also be written out concisely in the document. Avoid figures, tables, colour illustrations (visual elements with no essential message) which do not feature in the text.



*Figure 1: Information system hierarchy*

Source: *Warner (2018, p. 3)*

Explanation: This figure shows the components of information system that collect, process, transmit and store data to deliver information[[1]](#footnote-1)

Figures and tables must be numbered consecutively from 1. They must be centered and if they are not your own (not created by you and not using your results), the author/source must be properly referenced. The number and title of a figure must follow the figure itself and must be centered (See Figure 1), while the number and title of a table must come before the table and must be left aligned. (See Table 1). Particular attention should be paid to image resolution and legibility.

Table 1: PGR and PLR-based examination of investors with the best/worst returns in 2009 and 2010

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 2009 | | | |  | 2010 | | | |
|  | Best 20% | | Worst 20% | |  | Best 20% | | Worst 20% | |
| Realized winner | 15 |  | 32 |  |  | 21 |  | 14 |  |
| Realized loser | 2 |  | 15 |  |  | 6 |  | 4 |  |
| Paper winner | 17 |  | 18 |  |  | 26 |  | 10 |  |
| Paper loser | 3 |  | 28 |  |  | 6 |  | 6 |  |
| PGR | 0,469 |  | 0,640 |  |  | 0,447 |  | 0,583 |  |
| PLR | 0,400 |  | 0,349 |  |  | 0,500 |  | 0,400 |  |
| DE=PLR-PGR | -0,069 |  | -0,291 | \*\*\* |  | 0,053 |  | -0,183 |  |
| PGR/PLR | 1,172 |  | 1,835 |  |  | 0,894 |  | 1,458 |  |
| SE | 0,2362 |  | 0,0995 |  |  | 0,1615 |  | 0,1847 |  |
| t statistics | -0,29 |  | -2,93 |  |  | 0,33 |  | -0,99 |  |

Source: Joó and Ormos (2012, p. 367)

Explanation: The decisions of selling stocks are analyzed as per Odean (1998). On the day of the selling transaction, the investors' portfolios are divided into categories according to whether they were

with realized gain or loss or paper gain or loss. Then, we calculate the proportion of gains realized (PGR) and the proportion of losses realized (PLR), the difference describes disposition

(DE = PGR–PLR). The differences are proved to be statistically significant based on the results of the t statistics, so the analyzed investors' inclination to disposition is verifiable. \*\*\*1% significance levels.

All figures and tables must be referred to in the body of the text (at least once). If this does not happen, the given element is irrelevant and superfluous. If necessary, explanations may also be added to the visual elements. These should tell the reader clearly and concisely what the given figure/table depicts (e.g., what the variables are, how they were calculated, what the levels of significance are, etc.) (See Figure 1 and Table 1).

### Formulas

When formulas and equations are used in the thesis, these must also be numbered. The variables in them must be explained to allow the reader to understand what the letters stand for in a given formula. In the text, equations should be referred to by their number. (E.g., This is the way to refer to equation (1) in the text.) The variables in equations should also be defined. E.g.,

In most cases, regression means a conditional expected value that can be expressed according to the following formula

 (1)

where Y is the independent variable, X is the explanatory variable.

## Abbreviations

When using an abbreviation for the first time in the text, the name should always be spelled out in its full form, immediately followed by the abbreviation in brackets. The abbreviations can then be used without brackets when they are later mentioned.

## Emphasis

Use bold fonts to emphasise key phrases in the text. However, use them sparingly and only when the emphasis is justified.

Formatting requirements are further explained in Appendix 2.

## Referencing

The fomal and content requirements of the sources used in the assignment are detailed in the guide called “Literature and citation requirements”, which is found in Moodle. You are kindly asked to comply with the relevant referencing requirements. Your thesis can be rejected if the referencing is not appropriate.

# Conclusions (Give meaningful titles to the chapters/sections which refer to their content.)

This is the last, concluding part of the thesis, which summarises and analyses the results. In this chapter, the author presents his/her findings and draws the conclusions of his/her research by putting the findings into context.

Content elements of the Conclusions (Discussions) chapter:

* Restating the corporate problem/research question in a clear and concise manner.
* Providing a **solution** to the problem/answering the research question with the help of the solutions /theses. Summarising and listing the findings in a clear and concise manner. (Do the results really answer the original problem/research question and only that?)
* **Novelty of the solutions/theses/propositions,** their significance and relevance in light of previously existing solutions/knowledge. **What is the added value** of the work compared to existing knowledge and practice?
* How should the proposed solutions be evaluated? Ambiguities, assumptions, biases in the data and the conclusions, etc. Interpretation, evaluation, and possible criticisms of your reasoning and thinking.
* Potential further conclusions, open questions, additional conditions, and circumstances (limitations) which may have had an impact on your thinking or your data.

Only use figures or tables here if you wish to compare your findings to existing results.

The length of this chapter is normally between 3-8 pages.

Reference list

Referencing depends on the referencing style used. Therefore, you should carefully follow the criteria detailed in the guide called “Literature and citation requirements” in Moodle, including also the specific formatting details.

Only items to which reference is made in the text, should be included in the Reference list.

Appendix/Appendices

In the Appendix/Appendices, you can include background information and documents which are needed for the understanding of the thesis and the justification of the conclusions, but which are are not used in the given format in the body of the thesis (e.g., a questionnaire used in a survey or a corporate organisational chart, etc.). Appendices must be numbered (e.g., Appendix 1) and all appendices must be referred to in the body of the thesis at least once.

## Appendix 1 Style requirements and recommendations

It is important to remember that the thesis (and the presentation) is for experts, and it is not a piece of popular science writing. The thesis, therefore, should not describe how the writer understood the problem and reached the solution but rather what contributes to the **expert’s** understanding of the problem and the solution, and what convinces the expert client that this is a correct, professionally justifiable, useful, and novel solution.

### General style requirements:

* Clarity and transpency (The logical and content links are clear, and the emphasis is on the relevant information.)
* Accurate and unambiguous wording (Avoid genaralities and generalisations, vague and ambiguous wording. Be precise and consistent in the use of terminology.)
* Intelligibility and simplicity (Aim for academic wording and grammar.)
* Conciseness (Be as concise as possible. Exclude off-topic passages, sentences, avoid verbose expressions.)
* Linguistic accuracy (In addition to the spellchecker in Word, you may also consider using other editing tools and applications.

As the audience of the thesis comprises of experts, special attention should be paid to clarity and conciseness. Your assessors, who are experts in the field, do not want to read about things they already know. They are keen to learn what new value/information the work carries, what the writer’s contribution to the chosen topic is. Therefore, you are strongly advised to avoid irrelevant “filler” text elements like general introductions and descriptions, lengthy quotations not integrated into the text, the discussion of irrelevant data and questions, or unused literature in the Reference list. Anything not directly used in the interpretation, or the solution of the problem/question is considered irrelevant. Including these in the thesis is considered a major flaw just like in business or academic documents.

**A piece of writing is considered concise if:**

* The text contains only information that is needed. (Does it contain only what is needed? If certain elements were left out, would that result in a loss of information in terms of the thesis and the expected level of detail? (Is this amount of specification and stipulation really necessary or is it just a sign of perfectionism, apprehension or know-all?)
* The main point is clear and carries emphasis.
* The background information does not sound over-explained to an expert. (E.g., Do not talk about the history of the company to the top manager unless there is a particular reason behind it.)
* The text contains no trivialities like “Digitalisation plays an important role in the life of a company these days.”

You should communicate only what the problem/question is, what the solution is, and why the solution is good. Support for the latter should be based on academic literature, the choice and use of appropriate methodology, the data, and convincing argumentation.

**A well-written text**

* is characterised by unity (it discusses a single well-defined topic and uses terminology consistently).
* displays clear progress in the elaboration of the reasoning. (Explain the logical order your explanation follows. Always make it clear why a certain sentence, paragraph or section follows the previous one. Discuss a matter only once and do not return to it later.)
* uses content and logical links between successive sentences and paragraphs. (The text contains no logical leaps, unfounded assumptions, methods, data, or sudden changes in the topic. It is always clear how a given section/paragraph/sentence is connected to the previous one.)
* and its parts are clearly structured and proportionate. The length of a section is appropriate to the importance of the sub-topic discussed in it and also to the **reader’s familiarity with the topic**. (Do not over-explain what is irrelevant or well-known, and do not understate what is relevant or new.)

These features will make (parts of) a text clear and easy to follow. This applies to both shorter and longer units of the text.

### Recommendations on how to avoid common mistakes

**The text as a whole**

* Do not try to be overly formal. A piece of writing is not made professional by using complicated bureaucratic style. Write sentences that you would actually say to your client in a face-to-face situation. Make this your test. (This should, however, not mean that you should use informal, conversational language.)
* Find the right balance between sophisticated, clear, and concise language and professional jargon.
* Write concisely.
* Include only those pieces of information in your writing which are needed for understanding and to convince the client. (Does it contain only what is needed? If certain elements were left out, would that result in a loss of information in terms of the thesis and the expected level of detail? (Is this amount of specification and stipulation really necessary or is it just a sign of perfectionism, apprehension or know-all?)
* Highlight the main point.

**Chapters and sections**

* The chapter (section) titles should be unambiguous, meaningful, and should refer to the content of the given part. Avoid general and meaningless titles (e.g., The Problem, Discussion, etc.).
* The chapter and section titles should be formulated to **reveal the journey from the problem to the solution**. The logical structure of the thesis should be obvious from the titles. The table of content alone should demonstrate the structure of the thesis, the thinking, the topics, and their relationship.
* A short paragraph at the beginning of each main chapter discussing the content of the given part will further clarify the structure of the thesis.
* Use no more than three levels of section headings (chapter, sub-chapter, and section headings). Ensure that the structure of the whole document is clear and that the parts are proportionate.

**Paragraphs**

* Use paragraphs consciously to structure your writing. One paragraph should discuss only one idea in detail. The topic sentence of the paragraph states the main idea. Paragraph as a rule follow this structure: topic sentence, body (interpretation, explanation, arguments, reasons, implications, examples), and concluding sentence.
* Ensure that the topic sentence is clearly identifiable.
* Be clear about the logical relationship between the topic sentence and the sentences that follow it.
* Include only information related to the central idea formulated in the topic sentence. All other information should go into another paragraph/other paragraphs.
* Topic sentences should preferably be at the beginning of the paragraph.
* Make the connection between the paragraphs clear by using appropriate linking words. Also ask “Do the topic sentences alone reveal the thought process of the given section?”

**Sentences**

* Avoid first person singular (I) sentences. Using a personal tone is not appropriate in a professional/academic document.
* Avoid subjective expressions. “In my opinion/I believe” cannot be considered an argument. After all, everything in the text that is not referenced, is the author’s opninion. In fact, it does not matter what you consider important. All that matters is what is important to the reader/client. The journey taken to find the solution to the problem is not of interest, either. (e.g., Then I created the questionnaire.)
* Follow the rules of Academic English writing when constructing your sentences.
* Impersonal constructions and passive voice are frequently used. However, avoid over- use as it may cloud the meaning of your sentences.
* Avoid complicated sentence structures. Use short, simple sentences.
* The key theses should be stated using short and uncomplicated sentences/clauses.
* Sentences should have a clear structure. (Check if the word carrying important information is placed correctly in the sentence. Could the sentence be simplified? Are the logically related parts next to each other?
* Do not deviate from the accepted sentence structures “Subject, Predicate, Object, Indirect Object, Complement” without a good reason.
* The use of modifiers (e.g., adjectives and adverbs) should follow the general rules of English grammar.
* Follow the rules of English grammar when using relative pronouns (e.g. who, which, and that).
* Avoid unnecessary repetitions and clutter in your sentences. (Is every word really necessary? Would it lead to a loss of information if a given word was omitted? Is the information not clear from the context?)

**Words**

* Introduce specific terminology (or words with a specific meaning) only if it is essential and justified.
* Use only a small number of key words. Their meaning should be very clear, and they should be used consistently. (e.g., in case of key words, do not use synonyms to avoid repetition)
* Avoid **general words and expressions** (e.g. if you are talking about a carrot, do not say “plant”), **generalisations** (e.g., widespread – where?, management – who exactly?) and **vague and ambiguous language**.
* Besides the spellchecker offered by Word, you may also use other applications to avoid spelling mistakes.
* Delete unnecessary spaces and lines.

## Appendix 2. Formal requirements

The following summary contains the main structural requirements of the thesis. It is important to note that if you use this file, you do not need to deal with these matters as all the settings in the file are appropriate.

### Default settings

Settings to be used for the body of the text and the page layout:

* Font type and size: Times New Roman 12 pt
* Paragraph indents and spacing: before 0 pt and after 6 pt; indentation: first line left 1 cm, right 0 cm
* Margins: left, right, top, bottom 2.5-2.5 cm
* Line spacing: 1,5 lines (except for the additional text for figures and tables, and the executive summary, where line spacing must be 1)
* Alignment: justified
* Header (on pages following the title page): author’s name in bold and italics, font size: 9 pt left aligned with 0.5 cm indentation
* Page number (on pages following the title page): in the Footer, center aligned (bold and italics, font size: 9 pt)

Title page:

* Font type: Times New Roman
* Header: see the settings of this document (only on the title page)
* Programme: bold, font size: 14 pt
* Title: bold, font size: 16 pt
* Author’s name: in capitals, bold, font size: 14 pt
* Date: bold, font size: 14 pt

Other settings:

* Executive summary/Abstract:
  + Body text: line spacing: single (1)1, spacing between paragraphs: 0 pt
  + Title: center aligned, bold, font size: 14 pt, spacing before: 12 pt, after: 8 pt, line spacing: single (1)
* Table of contents: display maximum third-level headings. Line spacing: single (1), spacing: 0 pt, title: left aligned, bold, font size: 14, spacing before: 12 pt, spacing after: 18 pt, line spacing: single (1)
* Chapter headings: numbering with Arabic numerals (e.g., 3.1.2.). For structuring, use maximum third-level headings:
  + Level 1 headline (chapter): bold, font size: 14 pt, spacing before: 12 pt, spacing after: 18 pt, line spacing: single (1), each chapter on a new page
  + Level 2 headline (sub-chapter): bold, font size: 13 pt, spacing before 12 pt and spacing after: 12 pt, line spacing: single (1)
  + Level 3 headline (section): bold, font size: 12 pt, spacing before 12 pt and spacing after: 6 pt, line spacing: single (1)
* Lists: maximum two levels are recommended.
* Figures: caption under the figure (number and title): centered, italics, font size: 10 pt, line spacing: single (1). Source with accurate referencing in a separate line. (“Edited by the author” – not required)
* Tables: caption before the table (number and title) left aligned, italics, font size: 10pt, line spacing: single (1). The accurately referenced source should come after the table and should be centered.
* Formulas: numbering in brackets on the right.

### Length

Project Work 1: 15-30,000 characters including spaces but excluding title page, table of contents, reference list and appendices.

Project Work 2: 45-70,000 characters including spaces but excluding title page, table of contents, reference list and appendices.

Thesis: 45-70,000 characters including spaces but excluding title page, table of contents, reference list and appendices.

File format: docx

### Recommended structure of the thesis

The following structure is recommended to be used:

* Title: 1 page
* Statements: 1 page
* Executive summary/Abstract: 1 page
* Table of contents: 1 page
* Background: 2-10 pages
* Discussion: 15-40 pages
* Conclusions: 3-8 pages
* Reference list: 1-2 pages
* Appendix/Appendices (if necessary)

The full length of the thesis should be between 40-60 pages excluding the appendices, using the format in this template. The expected length is between 45-70,000 characters including spaces but excluding title page, table of contents, reference list and appendices.

1. Where and when relevant, an explanation should also be added to figures and tables. [↑](#footnote-ref-1)