Thesis writing guide for undergraduate (BSc/BA) and graduate (MSc/MA) students of BBS FCHT

2022

Table of Contents

Foreword

Dear Students,

Writing a thesis – and the act of creation per se – is good. For this reason, do not consider writing your thesis as an obligatory, inevitable requirement, but as an excellent opportunity to produce a scientific work of perhaps the highest standard that you create in your whole life. You raise a problem as researchers, then read the relevant technical literature and pursue your own research to follow it up and solve it. If you take your task seriously, you will be immersed in a very exciting work. The tutors at BBS FCHT created the following guide to assist your work.

BBS FCHT
Vice Dean for Education

1. The thesis

The aim of the thesis is for students to prove that they are ready to join the professional world by reviewing the technical literature of and pursue independent research on a freely selected problem or topic, and analysing their results as the conclusion of their studies. A consultant (internal academic supervisor) assists thesis writing students' work. Academic supervisors are usually tutors at the university, however, in justified cases students may also select external academic supervisors. Students who wish to engage an external academic supervisor shall inform the department thereof.

The requirements for the content and format of the theses are clearly different for BSc/BA and MSc/MA programmes. The length of the thesis to be submitted at undergraduate (BSc/BA) programmes shall be not less than 40 and not more than 60 pages (80-120 thousand characters with spaces; from the introduction to the summary, exclusive of supplementary texts such as annexes, tables, appendix, etc.), or the length of a complex thesis of students with two concurrent specialisations shall not be less than 60 and not more than 80 typewritten pages (120-160 thousand characters with spaces; from the introduction to the summary, exclusive of supplementary texts such as annexes, tables, appendix, etc.). The length of the thesis to be submitted a graduate (MSc/MA) programmes shall be not less than 60 and not more than 80 pages (120-160 thousand characters; from the introduction to the summary, exclusive of supplementary texts such as annexes, tables, appendix, etc.). The thesis may exceed the upper limit of length by not more than 20%. The requirements for the content and format of the thesis are discussed in the following sections.

2. Recommendations for the content and structure of the thesis

Students prove two things by writing and presenting their thesis:
First, students demonstrate in the academic part of their thesis that they can set the theoretical framework for their selected topic and synthesise the relevant sources of theory and technical literature in their presentation. Secondly, students show in the practical part of their thesis that they can process, analyse and assess the practical problem derived from them and associated with their field of study, draw conclusions from the findings and turn them into proposals. Students' own research work (analysis, assessment) regardless of the methodology applied (secondary source research, quantitative or qualitative primary methods may both be used) is particularly important in this part of the thesis. Fulfilling these two purposes is key for each and every thesis.

2.1. Title

Specifying a thesis title may seem trivial, however, we often find that there is a considerable difference between the title and the actual subject-matter of the thesis, and the paper is frequently not about the title. Students should consult their academic supervisor to specify a succinct title when as much of the thesis is written as possible. Giving a title subsequently is more efficient and accurate, resulting in a better focused title. It is important that students who change the title of their thesis should do so before they submit the final title of their thesis to the department.

2.2. Introduction

Introduction is for presenting the topic, briefly justifying the choice of topic, displaying the relevance of the problem discussed in the thesis and arousing the interest of the reader to get immersed in the paper. It is important at the beginning of the thesis to state the purpose of the paper and identify the question(s) students set out to answer. Briefly present the methodology (primary, secondary, qualitative, quantitative) applied during your research in line with your research questions. It is recommended to use present or future tense in this section. It is recommended to

state your "research question" and avoid the term "hypothesis", which has been widely used until now. The reasons are as follows:

➢ Hypothesis study is a quantitative mathematical-statistical method used to test the significance of the relation between variables. This is not the case with the majority of theses, consequently, the use of the term "hypothesis" is not justified.

➢ Hypotheses are to be accepted (verified) or dismissed (falsified) in a formal manner applying the above mathematical-statistical methodology. This is not done in the majority of thesis.

➢ The hypotheses students make are in many cases not real hypotheses, because they present axioms and facts known in advance as hypothesis which need not be tested or analysed.

For the above professional reasons, we recommend using the term research questions instead.

The introduction should not be too long: it should be approximately one paragraph in an essay and 1-2 pages in a thesis.

The introduction may include personal information as well. You can write about yourself, your work and how your personal life and professional experience is related to the topic you are about to discuss. Academic papers are fundamentally objective and unbiased.

The tutors at the various departments have developed thesis topics for both undergraduate (BSc/BA) and graduate (MSc/MA) students. Nevertheless, these are only topics, not specific thesis titles. Students are invited to contemplate specific test and research, and elaborate on specific problems. Ideally, students approach their academic supervisor with specific ideas on what they would like to analyse and write about.

Students may feel free to select any topic other than those the announced ones. However, beware not to select a topic that is very far from the character of your training. (The programme management officials will probably not approve such topics.)

2.3. Overview of technical literature

Independent research, the presentation and interpretation of research results are the heart and soul of academic papers. The other parts of the paper – including the overview of technical literature – are organically linked to the chapters presenting students' own research, and cannot be unrelated units.

The purpose of the overview of technical literature is to put the research problem in the appropriate professional context, and give an opportunity for students to compare their own research with other research on a similar topic and identify the research niche they can fill with their own research.

➢ You should endeavour to access the latest technical literature available. Refrain from using works written before the 1990s if possible, apart from a few indispensable works and significant authors. Typically, every topic has a more recent treatment.

➢ You may read books and articles from journals and other publications, while certain content available on the Internet may also serve as source.

➢ Technical literature used should be meaningful, scholarly works. Specifically avoid Internet contents of unverifiable sources, popular literature and tabloid content. You may use promotional-educational sources if they are authentic (e.g. the episodes of the "Mindentudás Egyeteme" (University of All Knowledge) series).

➢ You may also read higher education textbooks – including the publications of BBS or other institutions –, particularly in the initial phase of technical literature use. A good summary of technical literature, however, should surpass the level of textbooks and should rely on primary sources.

There are a large number of online databases for researchers, instructors and university students that organise the research results of various specialities in the form of academic articles.

The use of these databases is recommended for all students, but particularly for those attending a masters programme. The use of databases is not evident. Databases are the easiest to access from the pages of the faculty library and electronic library, and from the pages of the Tourism Library.

2.4. Research methodology

At this point, we should discuss the selection of the appropriate research methodology and tools. The section of the thesis on research methodology presents the research components, i.e. the research participants, sampling, and the data collection and analysis methodology (primary, secondary, qualitative, quantitative, mixed methodology). Representative sampling is not an expectation, however, it is important that student perceive the limits of the general applicability of results from a non-representative sample.

Please, note that any primary research (questionnaire, interview, etc.) you may deem necessary should be preceded by the thorough survey of technical literature (secondary research), study of analogies, targeted assimilation and analysis of available databases, and the application of a primary research method is desirable only afterwards (if required at all for the selected topic). Please, note that the latter does not substitute the former.

2.5. Research results

This part of the thesis should present, interpret and explain the results acquired. The thesis uses the results to answer the research question(s).

It is important to present the results – subject to their nature – in an easily comprehensible structure underpinned with tables or diagrams that are meaningful by themselves. Recommendations for presenting your results:

> ➢ Include numerical results in the text only if you have only have few numerical results or you consider them particularly important to highlight for a reason. In general, seek to display results in a graphical format, but do not make it to be the end in itself.
> ➢ When editing and formatting a table or a diagram, always aim to make them meaningful by themselves. For this purpose, pay attention to the following:
>   - Each figure, diagram and table should have a title.
>   - The headers of tables and the axes of diagrams should be worded accurately.
>   - Do not forget about legends.
>   - Use the appropriate editing tools to highlight and separate these explanatory texts from the results themselves. Aspire to give an attractive, harmonious and consistent display to your tables and diagrams.
>   - Number these objects sequentially (e.g. Table 1, Figure 2). The format of texts under figures may differ from the main body, e.g. smaller font size, italics or other font types, and simple spacing may be used. It is important to use the same format for captions throughout the thesis.

MS Excel offers a wide variety of diagrams and graphs. Aim to present your results in a way that does not only makes your graphs appealing, but informative at the same time. When presenting their research results, students often make the mistake of dumping all their results on the reader in a raw, unprocessed format. This is generally unreasonable. If raw results must be presented notwithstanding, it is usually sufficient to present them in the "Annexes" or "Appendix" chapter.

2.6. Conclusion, proposals

As mentioned previously, it is good to fully or partly separate the assessment of results from their presentation. This section gives you an opportunity to assess your results, draw conclusions and come up with proposals.

2.7. Summary

The thesis should be concluded with a summary. This is not where the results should be summarised, at least students need not seek completeness in this respect. You may be a bit personal and subjective, highlighting the aspects of your research you consider the most important or that may be most inspiring. One of the goals of the "Summary" section is to provide an outlook on further research the author may find necessary. It should also mention the learnings and significance of your own research, how it contributed to your personal development or to how you pursue your activities in your field. The author also bids farewell to the reader with such and similar reflections.

2.8. References

Documenting the sources accurately is an important, moreover inevitable part of academic papers. Students seem to have a lot of trouble to edit the references and the list of references in the correct format. Let us discuss some problems before giving an overview of the specific methods for references (see Annex 8).

Students often feel that they cannot write a single sentence in their paper without a reference, because "they know nothing on their own". It was not them who came up with the most fundamental facts they build some of their thesis chapters.

The general approach is that information that may be considered fundamental and relevant to the given field need not be referenced.

You may also cite others' works verbatim, but this also has its own rules. In general, quote only in justified cases, and even then, make it short. Do not make a verbatim quote if summarising the subject-matter of the source would suffice. Verbatim citations should be kept brief (not more than approximately one paragraph) and be used only if it describes a phenomenon especially well or if you find all the words of the citation to be important. Even in such cases, it is important to accurately provide the source of your quotation. In this case the text cited verbatim must be put between quotation marks and in-text references should include the page number in addition to the author and the publication date of the referenced work.

Students sometimes make the mistake of quoting pages from other works, although referencing them correctly, but stating that they could not have expressed the ideas themselves any better. This is almost always a mistake. Any text cited through several pages probably belongs to the "Annexes", otherwise settle for a concise summary of the key points.

The source must nevertheless be referenced both inline and in the bibliography, even if a summary of its contents is given.

2.9. Plagiarism, indirect quote, citation

Plagiarism is presenting other authors' thoughts and results in bad faith as your own without specifying the exact source. Such situations should be avoided as they may have grave consequences at our university: plagiarising students are called upon to correct the relevant parts or take back their thesis, depending on the severity of case. If a thesis has to be taken back on account of plagiarism, the relevant student must write a completely new paper. To avoid the above, let us consider the cases of plagiarism:

- ➢ Plagiarism includes quoting texts – verbatim or their contents – that have no specific author. This risk particularly prevails in the case of Internet sources. Most popular information portals and online encyclopaedias (e.g. Wikipedia) on the Internet usually do not specify the authors. If, after thorough considerations, you do refer to such sources (i.e. you trust their credibility), you may refer to them in the manner specified below.
- ➢ Failing to use the quotation marks in the case of verbatim citations is also plagiarism.
- ➢ The primary source of the methodology applied (tests, questionnaires) must also be indicated as these tools are the intellectual works of other persons. References will

probably also be required when discussing the results. Failing to do so also qualifies as plagiarism.
- ➢ Plagiarism also includes the failure to specify the source of any figures, illustrations, tables, images, photos, drawings or other graphical elements taken from other works.

Please, note that it is just natural that other people's (read or heard) thoughts influence you and influence your own thoughts during a research work. Similarly, using whatever you consider important in them us just as natural. Pay attention to two things:
- first: use well the thoughts of other authors written before,
- second (as mentioned above): provide the reference / source at the appropriate part of your thesis.

2.10. Final recommendations

This summary discussed the structure of academic papers and the content aspects of their sections in detail, and gave a specific guide on how to create a reference system.

Writing a paper, especially a thesis is a time-consuming activity. The road from a good idea to a finished work is long. If you spend the time required, you will be rewarded as you will enjoy writing more and assessors will be more favourable. The time spent on the thesis is not restricted to the time spent at your PC only, but you may contemplate on and discuss your work in progress with others, and may have some good ideas or get some pushing hints from others. It is worth jotting down any fresh ideas immediately so that they are not forgotten.

Time must be especially scheduled well as the submission deadline draws near. Never postpone your work until the last moment. Please note that you must submit your work to your internal supervisor 2-3 weeks before the final submission deadline (the deadlines are specified by the departments) to get a preliminary opinion. Academic supervisors should not be expected to peruse any thesis submitted the night before the due date.

Pay particular attention to the orthography, grammar and style of the English language. Please note that it is not the academic supervisor's responsibility to correct the text and translate it to standard English language. If the supervisor rules that reading the text would be too time consuming on account of its poor language, and that being so the supervisor cannot focus on the content, the supervisor may request the student to correct the linguistic mistakes and return for consultation once the thesis is up to par. A professionally formatted thesis written in articulate English language is half success in itself. The departments (and supervisors) cannot accept theses with objectionable grammar or style.

3. Thesis formatting and layout

- ➢ Font size: 12 p, spacing: one and a half lines.
- ➢ Use fonts used in publications (e.g. Times New Roman).
- ➢ Justified lines.
- ➢ First line indentation: at least 1-1.5 cm.
- ➢ Margins: 2.5 cm right margin, 2.5 cm left margin.
- ➢ Page numbers should be in Arabic numbers aligned in the centre on the top or bottom of the page.
- ➢ The first numbered page of the thesis should be the table of content created with a text editor. (Reminder: MS Word can generate a table of contents (TOC) automatically only if the appropriate level "Heading" is applied to the chapter/section titles.)
- ➢ Smaller font size and simple line spacing without justified lines may be used in annexes, appendices, tables, illustrations and their captions.

- Figures, diagrams and tables should be numbered separately. Each figure, diagram and table should have a title and a source in addition to a number. The title should be above and the source should be below the figure, diagram or table.
- Numberings should be continuous throughout the thesis, e.g.: Table 1, Table 2, Figure 1, Figure 2, Annex I, Annex II, etc. To ensure this, automatic numbering should be used though, for example, the *References/ Insert caption* command.
- Tables, diagrams and images may only be inserted in the body if they are exhaustively analysed. Otherwise, they should be inserted as annexes or appendices.
- Decorations for their own sake should be avoided: illustrations that have only loose relation to the text and do not serve the exploration and understanding of the topic have no place in the thesis. Clarity and transparency should be the main focus when creating figures and diagrams.
- Titles of the same level should be formatted identically: this is just another argument for using the "Heading" styles.
- Chapters and subchapters (sections and subsections) should be numbered consistently, e.g. 1.1, 1.2, 1.2.1, etc. Using more than three chapter levels should be avoided.
- New chapters should always begin on a new page, subchapters may be written continuously. However, only place a new subchapter heading at the bottom of a page if not less than two lines of text fits under it.
- Information that breaks the train of thought in a thesis and remarks of minor importance are recommended to be inserted as footnotes. Footnotes should be placed at the bottom of the page with continuous Arabic numbers (not restarting at every new chapter).

References:
The detailed requirements for references and the format of bibliography are specified in Annex 8 (Referencing according to the Harvard method).

4. Structure of the thesis

- **Title page** (see Annex 2)

- **Declaration of thesis authenticity**
  Students declare in the declaration of authenticity to have written the thesis themselves and the results used are from their own research. The relevant forms are available in the document repository on the website. (see Annex 3)

- **Acknowledgements or dedication**
  Acknowledgements are not obligatory in theses. If you nevertheless would like to insert one, try to make it short, not more than half or three quarters of a page. The order of people mentioned in the acknowledgements should reflect their rank and the amount of help they contributed to your thesis. People of the highest rank and those who helped the most should be mentioned before all others. Family, friends and personal contacts should be mentioned in the last paragraph, if at all.

- **Table of contents**
  A table of contents (on the first numbered page) should definitely be included in the thesis, possibly in conformity with the guidelines presented in Clause 2. Do not forget to update the table of contents after you complete your thesis to make sure that the correct page numbers are displayed for the chapters and subchapters.

- ➢ **List of tables, figures and illustrations**
  It is worth creating a list if students use many figures, illustrations and tables in their thesis, and their quick retrievability and searchability may be important for better understanding. The list should include the number, title of the figure, illustration or table, and the page of the thesis where it is located. It can be generated automatically in MS Word using the *References / Insert Table of Figures* command. The list of figures, tables and illustrations is not an obligatory component of a thesis.

- ➢ **List of abbreviations**
  If the thesis includes frequently recurring abbreviations or acronyms that may be unknown to the nonprofessional reader, those should also be summarised alphabetically on a separate page at the beginning of the thesis. Abbreviations and acronyms should be used in the thesis by writing them in full right after they are used for the first time in the text, regardless of whether they are included in the list of abbreviations. E.g.: "...*Budapest Business School (BBS)...*" – it is sufficient to use the "BBS" abbreviation in the text later on.

- ➢ **Text of the thesis**
  The body of the thesis is the material part of the paper. The following chapters discuss the substance of the individual sections of the thesis body. Scholarly studies and theses have the following structural components:
  - Introduction
  - Overview of technical literature
  - Research methodology
  - Research results
  - Conclusion, proposals
  - Summary

- ➢ **Appendices and annexes**
  Appendices and annexes should include data and information that may be useful for the inquisitive reader or that prove the work done, but are not necessary for understanding the subject-matter in the body. It is important not to include any materials in the annex the absence of which in the body would make it incomprehensible, because that would require the reader to turn the pages back and forth all the time.

  The following materials are typically placed in annexes: documents and house rules of the studied institution (school); an uncompleted copy of the questionnaire the respondents were to complete; tables with raw, unprocessed data, images, photos. The full materials can be inserted in the annexes (documents, tables, etc.), but only the assessed and analysed parts thereof converted into results should be part of the main body of the thesis.

- ➢ **List of annexes** (if really necessary)

- ➢ **Literature used**
  The alphabetical bibliography should list the sources used for writing the thesis. The list of literature used must include detailed, manifold data about the individual sources. The chapter "References" discusses the requirements in detail.

  It is important that the bibliography lists only those sources you have actually read and are familiar with. When referencing in the body, you should always indicate the source of the idea you develop, that is a link must be made between that specific part of the text and the corresponding items of the bibliography. How this should be done is also detailed later on.

5. Guideline for creating references

The following guide is based on the referencing guide of the Anglia Ruskin University (ARU). This guide was created by the staff of the BBS FCHT Library, Jankó Tímea Brakszatoriszné, Erika Matyasovszkiné Nagy and Zoltán Márton.

If you use Zotero reference manager, please select the appropriate referencing method.

5.1. Reference

Scientific work requires thesis writers to list the sources they used as references. There are multiple methods of referencing.

Students at the **Budapest Business School Faculty of Commerce, Hospitality and Tourism** uniformly use the **Harvard** System of Referencing.

This guide is to support students in creating their references. A priority when creating references is to make the source material used exactly and clearly retraceable. Therefore, consistency and accuracy is required when adding the entries.

In-text references show the reader which sentence, idea or paragraph is the writer's own matter and which parts are inserted directly or indirectly in the text from technical literature.

Referencing is essential, because
- it enables the identification of the works used and their authors,
- the readers of the thesis may trace the quotations,
- the works used demonstrates how deep the writer got immersed in the topic.

In the case of unidentifiable work or work with no references
- the writer's message will not be professionally credible,
- neither the writer, nor others can find the referenced original,
- the writer commits plagiarism.

Plagiarism: when the writer of a thesis presents someone else's work or ideas as their own, failing to use in-text references (including a bibliography only, therefore, is not enough).

The **sources of a thesis** may be used in various ways:
- as verbatim citations
- as the summary of its subject-matter
- to outline facts and theories.

Many things must be considered when referencing. The following discuss these in detail and also give examples.

5.2. Intellectual property – Copyright

Plagiarism is an offence that has legal consequences. Authors are protected by Act No. LXXXVI of 1999.

"Copyright protects works of literature, science and arts, and – through so-called related rights – the performance associated with their use.

Based on **Act LXXVI of 1999** on copyright, primarily creations of literature, science and art, so-called works fall under copyright protection (e.g. fictional, literary works, music, films, paintings, sculptures), but other works, such as software and databases are also protected. Copyright protection is not established automatically from the point of the creation of the work, but is established by operation of law.

Displaying the © (=copyright) symbol has no legal effect per se, its practical function is merely to inform the reader/viewer of a work that the author reserves its right, in other words permission must be requested to use that work (sztnh.gov.hu, 2018)."

The two large branch of intellectual property rights are industrial property rights and copyrights.

5.3. List of abbreviations

editor → ed.

- When specifying the edition (Always use Arabic numbers for the number of edition.):
corrected → corr.
enlarged → enl.
edition → ed.
revised → rev.
supplemented → suppl.

- When specifying the data groups of publication: (see p. 32)
no place of publication → s.l.
no named publisher → s.n.
no date → n.d.

- When specifying the range:
p. → page (from the Latin word 'pagina', e.g. p. 3)
pp. → pages (e.g. pp. 23-24)

5.4. Harvard system

Author-year method

<u>Characteristics</u>: the **author's** surname is followed by the **year of publication**.

When referencing **in the text of the thesis** (this is called "in-text reference") the author's surname and the year of publication are placed in brackets (together with the page number in the case of verbatim citations). Please note that the scientific degree of the author(s) (such as Dr., Dr. habil., Prof. Dr., etc.) should not be included in in-text references or the table of contents, either.
In-text references may appear in theses in two cases:

– *for verbatim citations***:** the author, year of publication and page number – where the quotation is taken from – are put in brackets at the end of the train of thought or paragraph cited in quotation marks.

   <u>Example:</u>
   "Új közlekedési lehetőséget a mélytengeri gőzhajózás megjelenése nyújtott a turisták számára (Lengyel, 2004, p. 27).**"**

– *for indirect quotations:*
If the author's surname is included in the sentence, only the year of publication should be indicated in brackets after the author.

   <u>Example:</u>

A mélytengeri gőzhajózás XIX. századi megjelenésének jelentőségét a turizmus alakulásában Lengyel (2004) külön is kihangsúlyozza.

If the reference is made at the end of a train of thought or paragraph, the author's surname and the year of publication must be put in brackets, separated by a comma. When providing a summary of a part of a work (indirect quotation), the page number(s) of the work used need not be indicated.

Example:
A mélytengeri gőzhajózás XIX. századi megjelenésének jelentősége a turizmus alakulásában jelentős szerepet játszik (Lengyel, 2004).

The **bibliography** enables the reader to trace the sources.
The bibliography lists the referred works in alphabetical order by author(s) at the end of the thesis.

Different types of publications require different data to be indicated, but certain information, such as the author, year of publication and title always have to be included.
The following section presents how verbatim and indirect quotes should be made, and explains how the bibliography should be created correctly, in detail and with examples.

5.5. Book

5.5.1. One author

Get the data of the book from the title page, not from the cover page. Indicate the edition only if it is not the first. (A book with no edition statement is most commonly a first edition.)

The required elements for a reference:
Author's surname, initials of the first name., Year of publication. *Book title.* Edition. Place of publication. Publisher.

Comment: Place of publication: this must be a town or city, not a country. The place of publication can sometimes be found on the back of the title page in the address of the publishing company.

– **First edition**

Example:
For verbatim citations:
„A szervezett keretek között folytatott árukereskedelem már ötven évszázados múlttal rendelkezik. Eredeti sumér gondolatok bizonyítják, hogy Krisztus előtt 3000 évvel rögzített kereskedelmi feltételek között kereskedtek gabonával hitelesített mennyiségi egységeket használva. Aktív, szabályozott árupiacok működtek Kínában, Egyiptomban, Arábiában és Indiában is tizenkét évszázaddal a kereszténység megjelenése előtt (Kozár, 2011, p. 65)."

For indirect quotations:
Már 50 évszázaddal ezelőtt is kereskedtek egymással az emberek. Sumér adatok alapján Krisztus előtt 3000 évvel szervezett kereskedelmi keretek között adtak-vettek gabonát hitelesített mérőeszközök alkalmazásával. Krisztus előtt 12 évszázaddal már jól szabályozott piacokon is értékesítették áruikat a kereskedők Kínában, Egyiptomban, Arábiában és Indiában is (Kozár, 2011).

In the bibliography:
Kozár, L., 2011. *Nemzetközi áru- és tőzsdei kereskedelmi ügyletek.* Budapest: Szaktudás Kiadó Ház Zrt.

Example:
For verbatim citations: (Chikán, 2017, p. 23)

For indirect quotations: (Chikán, 2017)
In the bibliography:
Chikán, A., 2017. *Vállalkozásgazdaságtan*. 5. átdolg., bőv. kiad., Budapest: Vállalatgazdasági Tudományos és Oktatási Alapítvány.

5.5.2.   Multiple authors

For books with multiple authors all the authors should be included in the bibliography, however, in the case of verbatim and indirect quotations the abbreviation "et al." may be used if there are three or more authors.

Two authors
Both authors' names should be indicated in the order of appearance.

The required elements for a reference:
Author's surname, initials of the first name. - Author's surname, initials of the first name., Year of publication. *Book title*. Edition. Place of publication. Publisher.

Example:
For verbatim citations:
„A szociális ellátás, gondoskodás javítása, a foglalkoztatási és szociális feszültségek csökkentése a helyi lakosság életkörülményeinek javulásán túl a vendégfogadási képesség növekedésében is megjelennek (Fehér & Kóródi, 2008, p. 41)."

For indirect quotations:
A szociális helyzet javítása nemcsak a helyi életkörülmények javulását eredményezi, hanem abban is megmutatkozik, hangsúlyozza **Fehér és Kóródi (2008)**, hogy fokozódik a lakosság vendégfogadási hajlandósága is.

Comment: If the surnames of works with two authors are included in the sentence, connect the two names with "and" instead of the ampersand (&). In such cases the indirect quotation need not be included in brackets at the end of the text again, and only the year of publication is put in brackets after the authors' name. (See the boldfaced example above.)

In the bibliography:
Fehér, I. & Kóródi, M., 2008. *A vidéki turizmus fejlesztése.* Budapest: Szaktudás Kiadó Ház.

Three or more authors
The surname of the first author should be included for verbatim and indirect quotations, the other names are substituted by the abbreviation "et al." (meaning: and others).

The required elements for a reference:
Author's surname, initials of the first name. - Author's surname, initials of the first name. - Author's surname, initials of the first name., Year of publication. *Book title*. Edition. Place of publication. Publisher.

Example:

For verbatim citations: (Dávid, et al., 2007, p. 255)

For indirect quotations: (Dávid, et al., 2007).

In the bibliography:
Dávid, L. & Jancsik, A. & Rátz, T., 2007. *Turisztikai erőforrások: A természeti és kulturális erőforrások turisztikai hasznosítása.* Budapest: Perfekt Gazdasági Tanácsadó, Oktató és Kiadó Zrt.

Comment: For works with three or more authors, all authors' surnames and initialled first names must be indicated in the *bibliography*, individual authors' names should be separated by ampersand (&). That is to say the abbreviation "et al." may not be used in the bibliography, only in in-text references. (See the example above.)

5.6. Edited books

For books which are edited, the surname(s) of the editor(s) should be given in in-text references followed by "ed." or "eds.".

The required elements for a reference:
Author's surname, initials of the first name., ed., Year of publication. *Book title.* Edition. Place of publication: Publisher.

Example:
For verbatim citations: (Donati, ed., 2004, p. 8)

For indirect quotations: (Donati, ed., 2004)

In the bibliography:
Donati, S., ed., 2004. *Nagy tésztáskönyv. 450 recept minden alkalomra.* Budapest: Korona Kiadó.

5.7. Authorships

The required elements for a reference:
Authorship, Year of publication. *Title of document.* [e-book] Place of publication: Publisher. Available et: URL [Access date].

Example (in pdf):
For verbatim citations:
„A magyar gazdaság az elmúlt három évtizedben fokozatosan zárkózott fel a fejlett nyugat-európai államok teljesítményéhez. Míg az egy főre jutó hazai GDP vásárlóerő-paritáson számolva az EU-átlag 58 százalékát érte el 1995-ben, addig 2017-ben már 71,5 százalékot, vagyis az elmúlt évtizedekben Magyarország érdemben közeledett az uniós átlaghoz (Nemzeti Versenyképességi Tanács, 2019, p. 16)."

For indirect quotes:
Az egy főre eső hazai GDP vásárlóerő-paritáson számolva az elmúlt évtizedekben fokozatosan kezdett közelíteni az Európai Unió átlagához: 1995-ben még az uniós átlag 58%-át, 2017-ben pedig már a 71,5%-át érte el (Nemzeti Versenyképességi Tanács, 2019).

In the bibliography:
Nemzeti Versenyképességi Tanács, 2019. *Program a versenyképesebb Magyarországért.* [e-book] Budapest: Magyarország Kormánya. Available at:

https://www.kormany.hu/download/1/c2/91000/Program%20a%20Versenyk%C3%A9pesebb%20 Magyarorsz%C3%A1g%C3%A9rt.pdf#!DocumentBrowse [Access date: 24/04/2019]

5.8. Book chapters

This is used for books, e.g. conference books or collection of studies where each chapter is written by a different author and the book has an editor.

<u>The required elements for a reference:</u>
Chapter author's surname, initials of the first name., Year of publication. Title of chapter. In: editor's surname, initials of the first name., ed., Year of the publication of the book. *Book title.* Place of publication: Publisher. Start and end page number of the chapter (pp. abbreviation!).

<u>Example:</u>
For verbatim citations:
„A »pálinka« szó, első írásos említése is e században születik meg, mely kezdetben a gabonapárlatok megkülönböztető neve, majd a gyümölcspárlatok azonosítására szolgált (Szöllősi, 2016, p. 91)."

For indirect quotations:
A 17. században találkozhatunk először a „pálinka" szó használatával, korábban gabona-, később gyümölcspárlatok megnevezésére alkalmazták (Szöllősi, 2016).

In the bibliography:
Szöllősi, E., 2016. Pálinkaturizmus - A pálinka helye és szerepe a hazai gasztronómiában és turizmusban. In: Rátz, T. & Füreder, B., ed., 2016. *Gasztronómia és turizmus: válogatott tanulmányok*. Budapest: Kodolányi János Főiskola. pp. 89-109.

5.9. Several works by one author in the same year

If you are quoting several works published by the same author *in the same year*, they should be differentiated by adding a lower case letter (a, b, c, etc.) directly, with no space, after the year for each item.

Example:
In-text reference:
(Michalkó, 2004a)
(Michalkó, 2004b)

In the bibliography:
Michalkó, G., 2004a. *A bevásárlóturizmus.* Székesfehérvár: Kodolányi János Főiskola.
Michalkó, G., 2004b. *A turizmuselmélet alapjai.* Székesfehérvár: Kodolányi János Főiskola.

This also applies if multiple authors have the same surname. Alternatively, their initials may also be include in the in-text reference.
(Soros, G. 1966a)
(Soros, G. 1966b)
(Soros, M. 1966)

5.10. E-books

Books available on the Internet or downloaded electronically. Most frequent formats: pdf, e-pub, mobi. Most frequently used e-book access sites: MERSZ, SZAKTÁRS, MEK, Digitális Tankönyvtár.

Comment: The libraries of BBS subscribe to MERSZ and the Szaktárs database. The books of Akadémiai Kiadó are available electronically via MERSZ in the buildings of BBS and, with a VPN access, from home. Students may request VPN access from the IT Division by providing their Neptune code and password.

VPN access may be requested via the following link:
https://uni-bge.hu/szervezetiegysegek/KANCELLARIA/GAZDASAGI-IGAZGATOSAG/INFORMATIKAI-FOOSZTALY/dokumentumok/Hallgatoknak/VPN/index

The required elements for a reference:
Author's surname, initials of the first name., Year of publication. *Book title.* [e-book] Place of publication: Publisher. Available et: URL [Access date].

Example:
For verbatim citations:
„Az internet erős terjedése –2014-ben a magyar fogyasztók döntő része rendelkezik internetkapcsolattal és kb. 80%-uk Facebook-profillal is– egy másfajta megközelítés felerősödéséhez vezetett. Miután az online használat minden lépését rögzítik valamilyen formában, a fogyasztók online magatartása nagy részben követhető, s ez számos marketingeszköz alkalmazását lehetővé teszi (Bauer & Berács, 2017)."

For indirect quotes:
2014-re a magyar háztartások túlnyomó többsége rendelkezett már internetkapcsolattal, és a közösségi oldalak is nagy népszerűségnek örvendtek, ami a marketingeszközök használatának kiszélesedését is eredményezte (Bauer & Berács, 2017).

In the bibliography:
Bauer, A. & Berács, J., 2017. *Marketing.* [e-book] Budapest: Akadémiai Kiadó. Available at: https://mersz.hu/hivatkozas/dj204m_33_p1#dj204m_33_p1 [Access date: 22/03/2019].

5.11. Using the works of multiple authors within a train of thought

If a train of thought/paragraph is developed using the works of multiple authors, and you do not specifically indicate which statement comes from which author, you should list the sources in an in-text reference by authors in brackets ***in alphabetical order, separated by semicolons*** at the end of the train of thought/paragraph.

Example:
In-text reference: (Lengyel, 2004; Michalkó, 2012)

In the bibliography:
Lengyel, M., 2004. *A turizmus általános elmélete,* Budapest: Heller Farkas Gazdasági és Turisztikai Szolgáltatások Főiskolája.

Michalkó, G., 2012. *Turizmológia: elméleti alapok.* Budapest: Akadémiai Kiadó Zrt.

5.12. Articles from journals and magazines

5.12.1. Articles from printed sources – basic journal reference

These guidelines are for print articles and online articles that have a print equivalent.

The required elements for a reference:
Author's surname, initials of the first name., Year of publication. Title of article. *Full Title of Journal*, Volume number (Issue/Part number), Page number(s). (e.g. p. 3; pp. 18-21)

Example:
For verbatim citations:
„Nemzetközi példák alapján egyre inkább érzékelhető, hogy a klíma- vagy környezetbarát jelöléssel ellátott fogások felkelthetik a fogyasztók figyelmét, különösen akkor, ha azt egészségügyileg is kedvezőbbnek gondolják (Papp & Lugasi, 2018, p. 22)."

For indirect quotations:
Számos kutatás jutott arra az eredményre, hogy a klíma- vagy környezettudatos védjegy használata a vendéglátásban pozitív fogadtatásra talál azon vendégek körében, akik ezt a szempontot egészségükre nézve kedvezőbb hatásúnak tartják (Papp & Lugasi, 2018).

In the bibliography:
Papp, A. I. & Lugasi, A., 2018. Fenntarthatóság a vendéglátásban. *Új Diéta*, 27(2-3), pp. 19-24.

Comment: A cikk az „Új Diéta" című folyóirat 27. évfolyamában jelent meg, 2018-ban, a 2-3. számban.

5.12.2. Electronic articles

An e-journal article should be referenced as print if it is also available in a print version of the journal.

The required elements for a reference:
Author's surname, initials of the first name., Year of publication. Title of article. *Full Title of Journal*, [online] Volume number (Issue/Part number), Page number(s). Available et: URL [Access date].

Example:
For verbatim citations:
„Az ipari robotok tekintetében Ázsia kiugróan magas eredményeket produkál, akár Amerika vagy Európa viszonylatában. Az IFR (2016) statisztikai adatai szerint a világon értékesített robotok 74%-a öt országhoz kapcsolható, amelyből az első három ázsiai. A rangsort a 2016-os statisztikai adatok alapján Kína vezeti, amely 2015-2016 között 30%-os, 2016-2017 között 32%-os növekedést mutatott. A második helyen Dél-Korea, harmadik helyen pedig Japán áll. A 2016-os értékesítési statisztikákban Japánt az USA, illetve Németország követi (Némethy & Poór, 2019, pp. 11-12)."

For indirect quotations:
Az ipari robotok eladását az IFR (2016) statisztikái szerint 74%-ban öt ország vezeti, ezek Kína, Dél-Korea és Japán, melyeket Németország és az USA követ (Némethy & Poór, 2019).

In the bibliography:
Némethy, K. & Poór, J., 2019. A jövő munkahelye az ipar 5.0 küszöbén. *Munkaügyi Szemle*, [online] 62(1), pp. 9-17. Available at: http://munkaugyiszemle.hu/jovo-munkahelye-az-ipar-50-kuszoben [Access date: 28/04/2019].

Where an article has a DOI number (permanent identifier and replaces a permanent web address for online articles):
     The required elements for a reference:
Author's surname, initials of the first name., Year of publication. Title of article. *Full Title of Journal*, [e-journal] Volume number (Issue/Part number), Page numbers (if available), DOI.
Example:
In the bibliography:
Prud'homme, B., 2016. Implementation of sustainable development practices in the hospitality industry: A case study of five Canadian hotels. *International Journal of Contemporary Hospitality Management*, [e-folyóirat] 28(3), pp. 609-639. https://doi.org/10.1108/IJCHM-12-2014-0629

5.13. Other source types

There are other types of documents which need to be referenced.

5.13.1. Laws

     The required elements for reference are as follows:
Törvény kihirdetésének éve, sorszáma (római számmal) és címe. Available et: URL [Access date].

     Example:
For verbatim citations:
"*shopping centre* means a building with an integrated design that serves multiple purposes, in which several traders carry out commercial activities of various types on a permanent basis, predominantly in stores, and where additional, predominantly leisure-time service activities are also carried out; (Section 2(3) of Act CLXIV of 2005)"

For indirect quotations:
A shopping centre is a building with an integrated design where multiple traders pursue commercial activities of various types, predominantly in stores, and where leisure-time activities are also available (Act CLXIV of 2005).

In the bibliography:
Act CLXIV of 2005 on trade. Available et:
https://net.jogtar.hu/jogszabaly?docid=A0500164.TV [Access date: 30/06/2019].

Comment: The "Jogtár" (Legal Repository) database (uj.jogtar.hu) the university subscribes to allows the download of the versions of acts and regulations in effect at any point in time. The database is available in the libraries. The websites of professional organisations usually have the currently effective, that is the latest amended version of regulations or the version published in the official journal.

5.13.2. Doctoral dissertations

Doctoral dissertations available freely on the Internet include substantial research results. Theses may also be used as sources if you quote its primary research in your own thesis.

The required elements for a reference:

Author's surname, initials of the first name., Year of publication. *Title of dissertation.* [university doctoral dissertation] Training location: Official name of the doctoral school and of the university. Available et: URL [Access date].

Example:

For verbatim citations:

„1990-es évektől kezdve a hagyományos fejlesztési politika átalakítása érdekében új módszerek kidolgozására került sor, amelyekben már bevonták a helyi közösségeket is a megoldások keresésébe (Kassai, 2012, p. 46)."

For indirect quotations:

Az 1990-es évektől a fejlesztéspolitikában a helyi csoportokat is arra ösztönözték, hogy részt vegyenek a problémák megoldásában (Kassai, 2012).

In the bibliography:

Kassai, Zs., 2012. *A LEADER program mint helyi partnerség kérdései Magyarországon.* [university doctoral dissertation]. Gödöllő: Gazdálkodás- és Szervezéstudományok Doktori Iskola, Szent István Egyetem, Elérhető: https://szie.hu/file/tti/archivum/Kassai_Zsuzsanna_ertekezes.pdf [Access date: 25/03/2019].

5.13.3. Course material and lecture notes

It is important to check with the lecturer who has given the lecture that they agree to being referenced. Use the printed version of the lecture notes if available! In this case, apply the book referencing method.

The required elements for a reference:

Lecturer's/Author's surname, initials of the first name., Year. *Subject name Subject code.* Lecture date. [university lecture] Training location: Name of institution and faculty.

Example:

For verbatim citations and indirect quotations: (Bártfai, 2019)

In the bibliography:

Bártfai, E., 2019. *Hotel management I: SZNT1BA03.* 03 April [university lecture] Budapest: Budapest Business School, Faculty of Commerce, Hospitality and Tourism.

Comment: You can find the code of a subject in Neptun in the "Registered subjects" menu item under the "Subjects" menu by selecting the semester when you registered the subject. The subject code is next to the subject name.

5.13.4. Interview

It is important to check with the person being interviewed that they will be in agreement with a transcript of the interview being made available. The transcript of the interview should be included in the Annex of the thesis.

The required elements for a reference:

Interviewee's name. Year of interview. *Title of interview.* Interviewer. [interview] Location and date of interview.

Example:

For verbatim citations and indirect quotations: (Lindsay, 2017) (see Annex 1 for the interview abstract)

In the bibliography:
Lindsay, I., 2017. *Interview with Iain Lindsay, British Ambassador to Hungary.* Interviewer: Máté Kovács. [interview] Budapest, 01 February.

5.14. Using electronic sources

Comment: The format of websites does not allow for page numbers for these document types.

5.14.1. Websites

The required elements for a reference: Authorship or Source, Year. *Title of web document or web page.* [online] (date of update if available) Available at: URL [Access date].

Example:
For verbatim citations:
„Orosháza életében a turizmus kiemelt jelentőséggel bír. A város központjától mindössze három kilométerre található Gyopárosfürdő az országban egyedülálló atmoszférájával, korszerű, minden igényt kielégítő infrastruktúrájával méltán híres és elismert fürdőhely határon innen és túl, mely egész évben várja vendégeit (oroshaza.hu, 2013)."

For indirect quotations:
Orosháza fő turisztikai helyszíne a városközponttól nem messze található, nemzetközi szinten népszerű és egész évben nyitva tartó Gyopárosfürdő (oroshaza.hu, 2013).

In the bibliography:
oroshaza.hu, 2013. *Orosháza jelene.* [online] Available at:
http://www.oroshaza.hu/2013/05/01/oroshaza-jelene/ [Access date: 22/03/2019].

5.14.2. YouTube video

The required elements for a reference:
Screen name of contributor, Year. *Video Title*, Series Title. (if relevant) [video online] Available at: URL [Access date].

Example:
For verbatim citations:
„…egy picit mi, hát, hogy mondjam ezt, gyorsabb megoldásokat választunk a hagyományos, berögzött megoldások helyett, és mondjuk képesek vagyunk egyszerre három dologgal foglalkozni vagy kettővel, multitaskingolni, hogy mondjuk nektek, számotokra már nem annyira elképzelhető (MarketingCommando, 2017)."

For indirect quotations:
Az Y és Z generációra jellemző, hogy gyorsabb megoldásokhoz folyamodnak, és képesek egyszerre két vagy három dolgot is végezni, ami már az X generációról kevésbé mondható el (MarketingCommando, 2017).

In the bibliography:
MarketingCommando, 2017. *Így lát minket a Z generáció (Marketing Szuperkonferencia 2017)* [video online] Available at:
https://www.youtube.com/watch?v=XhNvRMJ8lHs [Access date: 06/05/2019].

5.15. Figures and tables

5.15.1. Figures

When using a figure from an external work as it is, the number and number and title of the figure, together with the source and page number where it is from in a separate wor should be below the figure.

Example:
For reference:
Figure 1: Types of qualitative research procedures
Source: Malhotra, 2002, p. 203
If you do not use a figure as it is (e.g. scanning), but reproduce it yourself (e.g. with text boxes), you should include "own editing" at the source.
Source: Own editing based on Malhotra, 2002. p. 203

In the bibliography:
Malhotra, N. K., 2002. *Marketing-kutatás*. Budapest: KJK-KERSZÖV Jogi és Üzleti Kiadó.

5.15.2. Tables

The number and title of tables must be written above, the source and page number (if any) must be written below the table.

Example:
For reference:
Table 1: A Magyarországra tett utazásokhoz kapcsolódó kiadások fogyasztási szerkezete (2009–2018)
Source: Központi Statisztikai Hivatal, 2019 alapján saját szerkesztés.

In the bibliography:
Központi statisztikai Hivatal, 2019. *A Magyarországra tett utazásokhoz kapcsolódó kiadások fogyasztási szerkezete (2009–)* Available at:
http://www.ksh.hu/docs/hun/xstadat/xstadat_eves/i_ogt005.html [Access date: 23/05/2019].

5.16. References with missing details

Occasionally it may not be possible to identify an author, place or publisher.

Information such as place and publisher not found on the document, but traced from other sources, should be placed in square brackets.
[Budapest]
[Akadémiai Kiadó]

5.16.1. No author

If the author cannot, but **the authorship can be identified**, it should be used instead.
Example:
(Hungarian Chamber of Commerce and Industry, 2018)

When the authorship is also unknown, it should be referred as **anonymous author**.
"Anon" - author anonymous or not identifiable
Example:
(Anon, 2018)

For **journals** with no name indicated, or with initials or a pseudonym, the **title of the journal** must be referenced.

Example:

(Trade Magazin, 2018)

5.16.2. No date

If the **date of publication** is unknown, the abbreviation "s.a." (meaning: sine anno) in in-text references and the bibliography alike. No spaces are required within the abbreviation.

Example:

(Bódi, s.a.)

5.16.3. No place of publication

If the **place of publication** is unknown, the abbreviation "s.l." (meaning: sine loco, i.e. without place) should be used in the bibliography. No spaces are required within the abbreviation.

Example:

Balogh & Bóna, K., 2015. *Paleo receptek.* **s.l.**: Elektra Könyvkiadó.

5.16.4. No publisher

If the **name of publisher** is unknown, the abbreviation "s.n." (meaning: sine nomine, i.e. without publisher) should be used.

Példa:

Gruber, A., 1993. *Utikalauz a Szentföldön: zarándokutak a Biblia országában.* s.l.: **s.n.**

Document used as a basis for this guide:

Anglia Ruskin University, University Library, 2019. *Guide to Harvard Style of Referencing.* Version 6.1.2 [pdf] Available at:
https://libweb.anglia.ac.uk/referencing/files/Harvard_referencing_201718.pdf [Access date: 20/04/2019].

Hungarian Intellectual Property Office, 2018. *Basic concepts of copyright.* [online] Available at: https://www.sztnh.gov.hu/hu/szerzoi-jog/szerzoi-jogi-alapfogalmak [Access date: 22/07/2019].

The full referencing guide is available at the website of the faculty library.

ANNEXES

23

Requirements for the thesis research plan

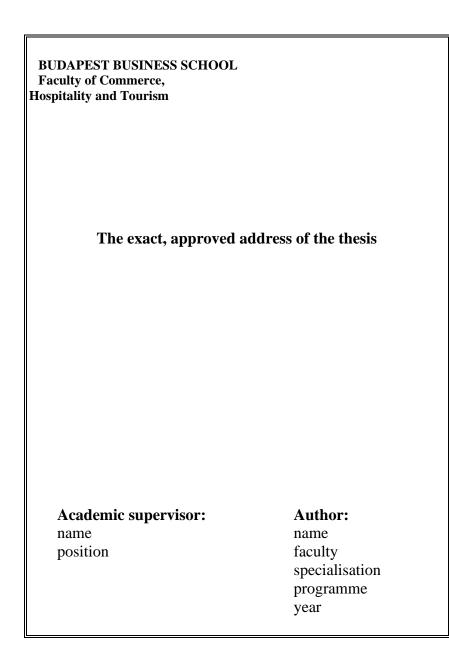## Mandatory content elements of the research plan

1. **Name, programme, year of the student** submitting the thesis.

2. **Thesis title** (which is not the same as any of the topics issued by the University Department as the actual title may be a narrower, more specific area within the topic).

3. a) **Justification of the choice of topic**: presentation of the topicality and personal motivation in the selection of the topic.

   b) **Problem proposal**: presentation of the questions and issues in terms of which students set out to explore the selected topic in the following chapters (the substantial part of the thesis).

   c) **Objective setting, outline of any assumptions (hypothesis).**

   d) **Reference to the theoretical bases and connections of the thesis.**

4. **Research methods intended to be used in the thesis:** presentation of the material treated in the thesis and the methods of treatment, justification of choice.

5. **Thesis outline:** shows the title of the chapters and subchapters of the thesis, following a decimal numbering with Arabic numbers (table of contents style).

6. **Identification of the source materials** (15 sources for full-time / distance learning students).

Research plan length: at least 5 typed pages (1.5 line spacing, 12pt font size, Times New Roman CE font type, text alignment justified, page numbering in Arabic numbers aligned to the middle of the bottom of the page, 2 cm margins, the left margin is to be increased by 1.5 cm for gutter).

Title page format

BUDAPEST BUSINESS SCHOOL
Faculty of Commerce,
Hospitality and Tourism

The exact, approved address of the thesis

Academic supervisor: **Author:**
name   name
position   faculty
                              specialisation
                              programme
                              year

Declaration of thesis authenticity

Budapest Business School
Faculty of Commerce, Hospitality and Tourism

Declaration of thesis authenticity

Student data							
Name, neptun code							

Thesis details	
Thesis / project work title	
Supervisor	

I, the undersigned .... hereby declare that the whole thesis submitted for assessment and defence is my own work. I entered the sources used in the bibliography and made the relevant formal references in the text. The thesis is not submitted on my or anybody else's behalf to another course or institution. I am aware that any plagiarism (presentation of others' work as my own) will cause the thesis/project work to be invalid, therefore, rejected.

Date:……………………….

………………………………..
(signature)

Thesis assessment criteria

I.   Written assessment

1. Topicality and relevance of the chosen topic
2. Logical structure of the thesis, standard of the discussion of the topic
3. Overview of technical literature
4. Research methodology applied
5. Analysis and the assessment of results
6. Proposals, final conclusions
7. Style, grammar
8. Professional accuracy of references
9. Appearance of the thesis

The assessors of the thesis also ask two or three questions about the thesis. The examination board may ask the thesis writer these questions at the final examination.

Thesis assessment form

Student name:		**Programme name:**	
Major/specialisation:	/	**Mode of study:**	
Thesis title:			

		Score:
1.	**Topicality and relevance of the chosen topic** (maximum score: 10)	Score:
	The topic is relevant and topical The title clearly refers to the thesis topic The research/explored area raises questions that are researchable at the given level of education.	
2.	**Logical structure of the thesis, standard of the discussion of the topic** (maximum score: 15)	Score:
	The topic is related to the training area and is not trivial The structure of the thesis is logical and meets the requirements The proportion of descriptions, analyses and conclusions is appropriate The discussion of the topic reflects the author's familiarity with the field The thesis is an original work created independently	
3.	**Overview of technical literature** (maximum score: 15)	Score:
	The overview of technical literature reflects a thorough understanding of the topic The overview of technical literature includes materials associated with the field of research The majority of references are recent The analysis of technical literature is synthesising and critical	
4.	**Research methodology applied** (maximum score: 10)	Score:
	The chosen research methodology suits the topic and goal of research The description of research is adequately professional and detailed The research is carried out well in terms of methodology	
5.	**Analysis and the assessment of results** (maximum score: 15)	Score:
	The description of the results is clear and easy to interpret The results clearly follow from the analysis of the data The interpretation of the results is correct and objective The text and graphical presentation of results is proportionate	
6.	**Proposals, final conclusions** (maximum score: 20)	Score:
	The conclusions can be drawn logically from the results The results are in line with the goal of the thesis/The thesis explains the degree the goals are achieved The proposals point out the practical use of the research (results) Opportunities to continue the research are presented The author of the thesis is aware of the weak points of the research and the problems that arose during the execution of the research	
7.	**Style, grammar** (maximum score: 5)	Score:
	The style and grammar of the thesis fulfils the requirements for the genre The text is coherent and easy to follow The use of technical terms and expressions reflects the author's familiarity with the topic	
8.	**Professional accuracy of references** (maximum score: 5)	Score:
	The quotations and references are used in the required format The reference list includes all quoted/referenced works	
9.	**Appearance of the thesis** (maximum score: 5)	Score:
	The thesis is attractive and well arranged The figures are easy to understand The text layout and numbering of thematic units meet the requirements	

Total score (maximum 100 points):	
Rating: 0 – 60 points **failed (1)** 61 – 70 points **pass (2)** 71 – 80 points **satisfactory (3)** 81 – 90 points **good (4)** 91 – 100 points **excellent (5)**	

Grade in letters:		**in number:**	

Date:

………………………………………………   ………..…………………………………….

Assessor name (in block letters)   Assessor signature