

Guidance for Writing and Submitting Thesis Work

For BA in International Business Students
(submitting thesis in 2020/2021/2 semester)

March 2021

***Prepared in line with the Study and Exam Regulations of
Corvinus University of Budapest (1 December 2020)***

PURPOSE OF THE THESIS WORK

The aim of the Thesis Work is to finish the bachelor program with an individually prepared written work of fixed length and structure that covers a specific field within the program, in which the student:

- ✓ applies and synthesizes the theoretical knowledge acquired in the frame of the program;
- ✓ demonstrates his/her ability to do individual research and use the relevant literature;
- ✓ provides proof of his/her methodological knowledge;
- ✓ after summarizing the theoretical background of the given topic uses an appropriately chosen methodology to analyze a practical problem.

The practical problem analyzed by the student in the Thesis Work can be (but does not necessarily have to be) connected to the internship/placement.

STRUCTURE OF THE THESIS WORK

The body of the Thesis Work must be minimum 30, but no more than 35 pages in length, not including the Title page, the Table of Contents, the References and any Appendices, i.e. the numbering of the pages should start at the "Introduction", and should be structured as follows:

- ✓ **Introduction** (approx. 2-3 pages)
- ✓ **Theoretical background** (approx. 10 pages)
- ✓ **Methodological background and approach** (approx. 5 pages)
- ✓ **Analysis of the practical problem** (approx. 10 pages)
- ✓ **Conclusion** (approx. 2-3 pages)

OFFICIAL ANNEXES TO BE INCLUDED IN THE THESIS WORK OR ANNEXES TO BE FILLED IN DURING THESIS SUBMISSION PROCESS

- ✓ Annex 1– **Own Work Declaration**
- ✓ Annex 2 – **Declaration of Final Exam Participation**
- ✓ Annex 3 – **Supervisor’s Declaration**
- ✓ Annex 4 – **Declaration of Thesis Written in Simultaneous Studies**
- ✓ Annex 5 – **Declaration of the Publicity of the Thesis**

Thesis Works that do not include the above Annexes cannot be submitted. Precise details in connection with the annexes will be determined by the University before the thesis submission period, communicated through central Corvinus information channels and also by your programme coordinator.

IMPORTANT: The text of the annexes to be submitted / to be filled in cannot be changed in any way (rephrased, added or deleted text, etc.). Any changes whatsoever in the text of the statement(s) will lead to automatic rejection of the Thesis Work due to formal reasons. The student will be able to resubmit the corrected version during the extended submission period for the extra fee given in the Fees table for late submission.

Please check **Programme Specific Information chapter** at the end of this document.

RULES FOR THE THESIS WORK

The **Study and Examination Regulations** contains detailed rules for the thesis consultation seminar and the thesis work itself (**74-82.§ 1**). Some of the rules are highlighted here:

Item	Rule	Ref §
BEFORE SUBMISSION	The student is obliged to present their thesis to the supervisor for approval by the deadline set by the supervisor, but no later than 10 working days before the submission deadline.	79. § (1)

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	this does not jeopardise the interpretation of the thesis. 2) If the student or the heads of the organisation in question so require, it is possible to change or distort the name of the organisation in the thesis.	
WITHDRAWING THESIS WORK	Once a Thesis Work has been officially submitted, the student cannot withdraw it.	79.§ (16). 84.§ (2).
APPEALING THE GRADE GIVEN BY THE THESIS WORK EVALUATOR	Students cannot appeal against the grade given by an evaluator of the Thesis Work: It is not possible to improve the thesis that passed (other than fail).	81.§ (1).

FORMAL REQUIREMENTS

Thesis papers must be **the original work by the students** and **should meet scientific standards of citation and documentation**. Any confidential information provided by outside contacts should be protected by making appropriate changes to it. Make sure to double check with the source on whether you have protected the statement sufficiently.

If the student is submitting a Thesis Work already submitted in the frame of a previous program or a parallel program, the overlap between the two Thesis Works cannot exceed 10% (see Annex 4.).

If a thesis work is **found to have been plagiarized** by one or both of the opponents, then: the given thesis work will automatically receive a “Fail” mark and the student will not be allowed to go for Thesis Defense.

Front Cover and Title page

Front cover: must not contain any information beyond the following:

- “Thesis Work”
- the author’s name
- the year of submission

The inside title page should include:

- the name of the university
- the author's name and the bachelor program's full name
- the title of the Thesis Work (this should be a brief one, if the brief title does not sufficiently reflect the topic covered in the Thesis Work, then a subtitle elaborating this is required)
- the name of the Thesis Work supervisor and the year of submission.

Front Cover

THESIS WORK
Peter Aaron
2021

Title Page

Corvinus University of Budapest
Thesis title (can be more than one line) Subtitle (if necessary)
Peter Aaron BA in (your program's name)
2021
Thesis Supervisor: John Smith

Table of Contents

The inside cover page is followed by the Table of Contents.

- The Table of Contents should include the titles of the individual chapters and sub-chapters and should be followed by the appropriate page number.
- The chapters and sub-chapters should be numbered with Arabic numerals. The creating of sub-chapters requires that there be a minimum of two subchapters. The

table of contents should show the chapters and sub-chapters to maximum the third level (e.g. 2.3.1)

Formal requirements for the body text

- Margins to be used:
 - Top: 2 - 2,5 cm
 - Bottom: 2 - 2,5 cm
 - Right: 2 - 2,5 cm
- While there is no formal requirement as regards the font used, **it must easily legible** and a **traditional type font and should be equal in size to Times New Roman 12 pt**. The **line spacing must be 1.5** (i.e. approximately 30-35 rows of text per page). (i.e. when calculating the overall number of pages of the Thesis Work, please note that half pages and pages with only a few rows will not be considered to be full pages!)
- The page numbering of the Thesis Work must start on the page where the “Introduction” is written.
- For easier readability the text should be written in paragraphs.

Figures and tables (Appendix)

- Figures and tables should be numbered separately and consecutively.
- Reference/cite any figures or tables that are not your own work.
- While it is not obligatory, the preparation of a table of contents of figures and tables is recommended.

How to avoid possible plagiarism

- All statements (sentences, paragraphs, and data) in the Thesis Work taken from or based on someone else’s work or ideas must be cited clearly. In case of word-for-word quotes, the text must be put in quotation marks: “To be or not to be, that is the

question.” (Shakespeare, 1603).

- If more than one paragraph (approx. 3-4 sentences) is applied word-for-word or in a very similar manner (with simply some words changed) from another work without full citation, it will be considered to be an attempt at plagiarism and will result in an

immediate “Fail” grade and action will be taken in keeping with the Anti-Plagiarism Regulation of Corvinus University.

- A series of citations cut together (even if properly referenced) will be treated as an attempt at plagiarism.
- The citation should be given after the text part in question in parenthesis by giving the author(s) and the year (e.g.: Lincoln-Grant, 1864). If the cited text has more than three authors (e.g. Lincoln-Grant-Washington-Clinton, 2004), then from the second citation onwards it is sufficient to abbreviate the reference by simply giving the name of the first author and then et al. (e.g. Lincoln et al., 2004). If there are references to different publications that were published by the same author and in the same year, then they should be marked with “a” and “b” (e.g.: Lincoln, 1864a). Optionally, the citation can also be given in the footer (in the same way as described above).
- When citing enumerations, translations, tables or figures “word for word”, the exact page number within the given document (article, book, etc.) must also be given. (e.g. Lincoln- Grant, 1864, p. 23.)

References

- The “References” part of the Thesis Works contains the detailed specifications of the literature – including tables and figures, statistical data and estimates, appendices, etc. – to which the reference is made. (Books that the student may have read as background material for the Thesis Work, but the content of which is not cited or referred to in any way does not have to be included amongst the “References”. The “References” can contain only publications (or websites) to which a specific reference is made within the Thesis Work itself.
- The publications included in the “References” part should appear in alphabetical order (based on the last/family name of the - first - author).
- In the “References” the author’s name should be given first (for Hungarian authors: last name and full first name, for foreign authors: last name and only the initials of the first name). This is to be followed by the year of publication in parenthesis. After a colon, comes the title of the publication, the publisher’s name and the place of publication. In the case of articles, the volume and page numbers should also be given. For examples, pls see

Appendix 1/C.) In cases where only the editor of the given publication (e.g. book) is known, the editor should be listed as the author with “ed” after his/her name.

- In cases where a publication with no author is cited, the name of the author should appear as “Anonymous”. Students are, however, urged to find out the author or editor of the given text.
- When the cited text or information was obtained from the internet and no author and title can be given, the following information must be given:
 - the internet or portal website
 - the URL
 - the precise date when the information was downloaded

Any text cited from the internet must be downloaded so that it is available, should the Thesis Work supervisor or the evaluator decide to check it.

- In certain cases it may be useful to include a Glossary and/or Subject Index. This should be placed before the “References”.
- The Thesis Work should not build on another work over more than one page (even if it is referenced) as this will be considered to be a form of plagiarism.

Samples of Referencing (How to cite sources of information)

Book by Hungarian authors

Bél Ferenc – Derék János – Ügyes Béla (1997): A jó gazdaságpolitika a számok tükrében.
Közgazdasági és Jogi Könyvkiadó, Budapest.

Same Hungarian author, same year, two different publications (the first one: an article in a journal, the second a book)

Buda Elemér (1999a): A madárvándorlás hatása a vállalatok versenyképességére. Műszaki-ornitológiai tájékoztató, 12. évf. 3. sz. március, pp. 21-45.

Buda Elemér (1999b): Madarat tolláról? (A párhuzam szerepe a közgazdasági elemzésben).

Közgazdasági és Jogi Könyvkiadó, Budapest.

Reference to a former student's thesis work

Rich, M. (2007): A sikeres üzleti döntések közgazdaságtani és pszichológiai alapjai.

Szakkolgozat, Budapesti Corvinus Egyetem, Gazdalkodástudományi Kar.

Reference to an oral presentation at a conference or congress

Langes, M. (2006): Data and information on the internet – the art of searching and choosing. Lecture at the X. annual congress of the Hungarian Association of Internetfriends, September 12, 2006

Reference to an edited book

Koester, M. – Flower J. (eds., 2005): Basic Business Terms. Important Publ., Budapest.

Reference to a chapter in an edited book

Vetkatraman, N. (1991): IT-induced Business Reconfiguration. In: Scott Morton, M. S. (ed.): The Corporation of the 1990s: Information Technology and Organizational Transformation. Oxford University Press, New York, pp. 231-258.

Reference to a citation from an internet site

Weicher, M. – Chu, W. W. – Lin, W. Ch. – Le, V. – Yu, D. (1995): Business Process Reengineering. Analysis and Recommendations. <http://www.netlib.com/bpr1.htm#isit>, Retrieved: February 23, 2008

Reference to a journal article

Wernerfelt, B. (1984): The Resource Based View of the Firm. Strategic Management Journal, Vol. 5. No. 2, pp. 171-180.

References to information retrieved from the internet

European Central Bank. (n.d.). All glossary entries. Retrieved 8 May, 2009, from <http://www.ecb.int/home/glossary/html/glossg.en.html>

Anonymous (2001, November 26). Economists call it recession. Retrieved 20 January, 2009, from money.cnn.com: <http://www.money.cnn.com>

/2001/11/26/economy/recession/

Reference to your lecture notes

Mousley, B. (2010). Statistical Methods. Corvinus University of Budapest.

Do not quote in the Thesis Work from general websites like wikipedia, yahoo, msn etc (where the credibility and reliability of the source(s) are unknown).

Further information on how to format references can be found in the Publication Manual of the American Psychological Association, which is available in the CUB Central Library. Alternatively search for APA referencing examples/styles on the internet (there are numerous usable examples online, as well).

Appendices

To avoid possible misunderstandings and problems regarding the length of the body text, we suggest that the following (unless it is absolutely essential that it appear in the body text) be placed in the “Appendix”:

- documentation related to the methodology (e.g. questionnaire, list of questions posed at the interview, calculations, etc.)
- figures and tables that are essential in understanding the Thesis Work, but which cannot be tied to any specific part of the work itself;

- figures and tables that are closely tied to a specific part of the work, but which – due to their size (A3 or take up a whole page or more) – cannot be included in the body text.

ASSESSMENT CRITERIA AND GRADING¹

		0: Unacceptable	1: Way below expectations	2: Somewhat below expectations	3: Meets expectations	4: Excellent	5: Outstanding, one of the best	Points (max. 5)
1	The chosen topic is related to the profile of the student's program/specialization, research question is relevant and professional along with its explanation. Importance and relevance of topic is introduced in international context.	Missing.	Brief, superficial.	Incomplete.	Proper, only small mistakes and incomplete parts.	Professional, well-explained.	Excellent, applies multiple perspectives way above expectations.	
2	Form is well-structured and precise, train of thought is clear and understandable, transitions between parts is logical, length of chapters is proportionate.	Unacceptable, rambling.	Difficult to follow, poor.	Below expectations.	Proper, only small mistakes and incomplete parts	Proper.	Excellent, mature work.	
3	Quality of sources and quality of introduction of literature review.	Missing.	Not relevant.	Partly relevant, scarce, general ideas which are not integrated to the research question.	Proper selection and introduction, only small mistakes and incomplete parts	Well-selected sources, good understanding of theory, general ideas are well-integrated to the	Excellent, above expectations with own conclusions and interpretations.	

¹ subject to changes, used only as a guideline

						research question.		
4	Good understanding and proper application of business principles.	Serious mistakes.	Superficial, several mistakes.	There are mistakes and incomplete parts.	Proper, only small mistakes and incomplete parts.	Proper understanding and professional applications.	Excellent, above expectations with high level of professionalism and great depth of knowledge.	
5	Methods to analyze the chosen problem are adequate, their introduction is detailed and relevant.	Missing, unacceptable.	Superficial, incorrect.	There are mistakes and incomplete parts.	Proper, only small mistakes and incomplete parts.	Proper approach, relevant introduction with a good level of details.	Excellent, above expectations with high level of professionalism and complexity.	
6	Specific data gathering tools and methods for the evaluation of the practical problem is professional, valid and deliberate.	Missing, unacceptable.	Superficial, incorrect.	There are mistakes and incomplete parts.	Proper, only small mistakes and incomplete parts.	Proper approach, relevant introduction with a good level of details.	Excellent, above expectations with high level of professionalism and complexity.	
7	Analysis of the practical problem is professional, interpretations are clear, contexts of the situation (incl. international) is acknowledged.	Missing, unacceptable.	Superficial, incorrect.	There are mistakes and incomplete parts.	Proper, only small mistakes and incomplete parts.	Proper approach, relevant introduction with a good level of details.	Excellent, above expectations with high level of professionalism and complexity.	
8	Conclusion is comprehensive and purposeful (incl. own research results are compared to theoretical considerations), managerial implications are considered. There are own	Missing, unacceptable.	Superficial, incorrect.	There are mistakes and incomplete parts.	Proper, only small mistakes and incomplete parts.	Proper approach, relevant introduction with a good level of details.	Excellent, above expectations with high level of professionalism and complexity.	

	interpretations.							
9	Correct and precise referencing keeping with the formal requirements.	Missing, unacceptable.	Superficial, incorrect.	There are mistakes and incomplete parts.	Proper, only small mistakes and incomplete parts.	Proper approach, relevant introduction with a good level of details.	Excellent, above expectations with high level of professionalism and complexity.	
10	Style is professional and academic, looks of high standard.	Missing, unacceptable.	Superficial, incorrect.	There are mistakes and incomplete parts.	Proper, only small mistakes and incomplete parts.	Proper approach, relevant introduction with a good level of details.	Excellent, above expectations with high level of professionalism and complexity.	

Grading:

48 - 50 points	outstanding (5)
42 - 47 points	excellent (5)
37 - 41 points	good (4)
31 - 36 points	satisfactory (3)
26 - 30 points	pass (2)
0 - 25 points	fail (1)

Programme Specific Information - **BA in International Business**

ELIGIBILITY FOR THESIS DEFENSE

In order to be eligible to defend their Thesis Work, students will have to have completed all the core, core elective and criteria courses and internship as given in their curriculum and have achieved a minimum of 210 ECTS credits.

THE THESIS DEFENSE

Students can defend their Thesis Work if

- they have fulfilled all the academic and internship requirements for graduation,
- they have submitted their Thesis Work and the evaluator(s) accepted it,
- they have no financial debts towards the university.

SUPERVISION

Within the supervisory process, students are entitled to work on a flexible basis with their thesis supervisor within the framework of 10 hours (50 minutes each) of individual consultation. It is not only their right, but at the same time their obligation to attend and make good use of the consultations and at the end of the consultation process students need a written approval and permission from their supervisors to submit the Thesis Work (see Annex 3.).

The thesis supervisor has the right to require systematic information about the student's development. Students should receive methodological and (in the case of an empirical study) partly organizational help from their thesis supervisor. Problems regarding the supervisory process can be discussed with the programme director.

MATERIALS TO BE SUBMITTED

Any changes to the below list will be communicated by the programme coordinator in due time before thesis submission.

What	Where	Details
Thesis (.pdf)	Neptun	<ul style="list-style-type: none"> • Please name the file like this: First name_last name_Neptun code_Thesis_IB • Give the proper, final title of your thesis document. • Your thesis can be uploaded several times in the system before the deadline indicated for the submission, however only one copy, the last one is stored. • Biggest file size: 10 MB
Executive summary (.pdf)	Neptun	<ul style="list-style-type: none"> • Please name the file like this: First name_last name_Neptun code_ExecSum_IB • The executive summary should include the following items: the aim, the methodology, the structure, and the result of your thesis work. • You can build it up by using your Introduction and Conclusion chapters but do not simply copy them. • The executive summary is for people who are interested in your thesis work but have no opportunity to read the full content, e.g. members of the defense committee. • Do not prepare a cover page for the executive summary but write your name and the title of your thesis work at the top of the first page. • Max. 2 page long document. • Biggest file size: 500 kB.
Own Work Declaration	Neptun	<ul style="list-style-type: none"> • This is not a separate document. • This declaration is a questionnaire which has to be filled in in Neptun.
Declaration of Final Exam Participation	Neptun	<ul style="list-style-type: none"> • This is not a separate document. • This declaration is a questionnaire which has to be filled in Neptun
Supervisor's Declaration	Neptun request	<ul style="list-style-type: none"> • Please do not leave this for the very last moment, this is your responsibility to get this approval from your thesis counsultant professor, without this approval, you are not going to be able to submit your thesis work. • This is not a separate document. • Details will be sent by your programme coordinator.
Declaration of Thesis Written in Simultaneous Studies	To be uploaded in Neptun	<ul style="list-style-type: none"> • The content can be found below, please fill it accordingly. • Please only fill it in if you pursue simultaneous studies. • Do not change anything in the wording of the declaration.

		<ul style="list-style-type: none"> • Print it, sign it, scan it and upload it into Neptun. • Please name the file like this: First name_last name Neptun code_Declaration_IB . • Biggest file size: 500 kB.
Declaration of the Publicity of the Thesis	Neptun questionnaire	<ul style="list-style-type: none"> • This is not a separate document. • This declaration is a questionnaire which has to be filled in in Moodle. • As of the 2019/2020 academic year, it is not possible to encrypt the thesis. However, you may request to have a limited access to your thesis. In this case, the thesis will be available through the library website in the thesis/TDK database and will only be accessible from the University Library and internet network. If you do not request limited access, your thesis will be accessible via the library website in the thesis/TDK database and will be accessible from any point of the world web

Additional information

- ✓ Submission: **3rd May 2021 12PM CET**
- ✓ **Late submission** of the thesis work with payment obligation will mean a fee of 8 400 HUF / calendar day till 10th May 2021 4PM CET
- ✓ **Please do not change anything in the wording** of the above Annexes/Declarations
- ✓ Please feel free to use **the test upload** function on the Moodle page to see if everything goes well before the actual submission

Content of the Annexes / Neptun Declarations

Annex 1– Own Work Declaration

I,(name of the student) hereby declare, with full responsibility, that all texts, figures and tables in the stated thesis – with the exception of the parts cited in accordance with the prescribed rules – are original and solely the result of my own work, and do not rely on any other document or contributor.

Annex 2 – Declaration of Final Exam Participation

Submission on 3rd May 2021

Thesis upload

☐ **I am uploading my thesis now**

☐ **I have already uploaded my thesis, upload in which semester:**

In the final exam period of academic year 2020/2021, spring semester

☐ **I take a final exam**

☐ **June 2021**

☐ **I do not take a final exam**

Submission on 10th May 2021

Thesis upload

☐ **I am uploading my thesis now**

☐ **I have already uploaded my thesis, upload in which semester:**

In the final exam period of academic year 2020/2021, autumn semester

☐ **I take a final exam in January 2021**

☐ **I do not take a final exam in January 2021**

Annex 3 – Supervisor's Declaration

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SUPERVISOR'S DECLARATION

I,	(name of the supervisor) supervisor hereby declare, that	
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the thesis (degree thesis in MA) written by	(name of the student,	(Neptun code),
<hr/>		
titled		
<hr/>		
is suitable for submission and recommend it for defense.		
<hr/>		

Dated:

(name of the supervisor) Supervisor's signature**Annex 4 – Declaration of Thesis Written in Simultaneous Studies****DECLARATION OF THESIS WRITTEN IN SIMULTANEOUS STUDIES**

I,(name of the student) hereby declare with full responsibility, that the overlap between my present thesis and the thesis submitted in my simultaneous studies does not exceed 10%. I acknowledge that if the supervisors (or the persons designated by them) find a match of more than 10%, I have not complied with the study agreement and thus I cannot take a final exam.

Dated:

(name of the student)**Student's signature****Annex 5 – Declaration of the Publicity of the Thesis**

- ☐ **I consent to the full publicity of my thesis.**
- ☐ **I consent to the limited publicity of my thesis.**