

# Online tananyag

# Gazdaságtudomány

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15 *Thesis research  
research methodology*



DUNAÚJVÁROSI EGYETEM  
UNIVERSITY OF DUNAÚJVÁROS



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# *INTRODUCTION*

## Introduction ppt.\_word

1. Dear students, my name is Orsolya Bartal. I will guide you this semester in the Thesis Research-Research Methodology I. course. As you are before writing your final work during your university studies, it is important to know some information about the thesis writing process. Let me tell you the course in details.
2. In this short introduction I will talk about the course itself, aims, requirements etc. ,and about the topics for this semester. And we also will talk about the Most relevant literature to use for social researches, and requirements. Let's start.
3. This course will provide you some important details about the thesis writing itself, about the process and things to do to complete the thesis successfully. Students will be aware of the criteria, norms and regulations of the university's thesis writing requirements. Get to know the basic terminology of thesis writing. Let's talk about the aims of the course.
4. As the first of the Thesis Research courses, this course aims at introducing the thesis writing process, familiarizing students with research methodology, and developing the essential research skills necessary for thesis writing, which is a compulsory task for graduation. The course enables students to build their thesis research plan, select and use the appropriate research methods, as well as present their research findings in a clear and convincing way, both orally and in writing. Therefore, it familiarizes students with various ways of conducting research, e.g. a survey by a questionnaire, the qualitative interview, document and content analysis, and guidance on academic style is provided.
5. *The Course consists of six chapters:*
  - I. Process of Thesis Writing
  - II. Thesis Writing Norms, Rules and Regulations of UoD
  - III. Planning the Research
  - IV. Methods of Literature Review
  - V. Questionnaires
  - VI. Chapters of the Thesis

6. In this slide the two most important literature can be seen for getting more details about social researches. These are: Babbie and Evans et al. You can find these books printed as well in a library or online, too.
7. *There will be two tasks to complete during the semester:*
  1. After each unit: complete the mini-test
  2. End-term task:
    - 1. Making a Research Plan
    - 2. Choosing a thesis topic from the given list
8. Thank you for your kind attention.

# *CHAPTER I.*

## I. Process of Thesis Writing

1. Dear Students, In the 1st chapter I am planning to talk to you about the Process of Thesis Writing.
2. During the following session we are going to learn about How to write a successful thesis, the Thesis Writing Process, the Topic Choice, How to get in touch with your supervisors and some steps to be followed while making your final work here at the university.
3. In order to carry out a successful thesis there are two main facts to know. 1. The source of information to complete the thesis and secondly the Importance of Pre-preparation process. Including: choosing the right topic for the thesis to write about, the availability of the relevant literature to go into depth concerning the topic and last but not least a good, well-organised, thought over research plan could help a lot to fulfill this task.
4. Let's talk about the Thesis writing Process. The good topic choice is one of the most important things at the very beginning. The internal supervisor who is given to you by the institution according to the topic you chose is also an important factor as he/she will guide you through the whole process. With the supervisor's acceptance choose a well-structured title, concretising the topic. After it the main core will be the 5 main chapters of your thesis that you need to determine with the supervisor. (You can check some previous theses online or in presence in the library so that you can gain ideas, thoughts.)
5. In this slide we are going to have a look at the most important factors of choosing a topic to write about the thesis. How to choose a good topic (interesting for you, innovative, contemporary) It is important to know the available literature, resources in advance. Topic does not equal title! The title shouldn't be too narrow neither too broad – gives the first impression about the thesis.
6. As I have already mentioned the supervisor is the professor/teacher who will guide you while writing your thesis. To your topic choice there is always a professor who is the professionalist of that particular topic and is able to help you in details. You can reach your supervisor through Neptun system, webpage of the university or via the institution you belong to. Getting into contact with the supervisor → writing an email (or meeting him/her personally, if possible) meeting on an online platform (e.g. MS Teams, Skype, Messenger etc.). At least 3 consultations during the semester. During the consultation: research methodology is chosen, the content of each chapter is discussed, and the literature to be used is specified. Be well prepared when arriving to the consultation – do not expect the supervisor to tell you everything. The supervisor provides the professional background – he/she is not expected to correct spelling mistakes or to format the thesis.

7. Now, let's see the steps of thesis writing process getting the relevant information from here and from the webpage. Setting the research part in accordance with your supervisor. A research plan that you have already made or you are preparing can be helpful.
8. As we have already mentioned in this lecture the setting of the title is the main criterium and defining the 5 main chapters. Continuous consultation with your supervisor professor is really necessary.
9. While composing the title of the thesis the following things must be considered: it should be well-composed, a well-thought over based on previous knowledge and research in the theme. Must suit or fit to the content. It should not be too broad, as you have limited time to carry it out. It is not a doctoral dissertation or book to write.
10. In this slide you can see the basic information that you need to know when defining the 5 main chapters. The number of the chapters are nearly the same in most of the cases. Your would-be supervisor will help you to compose/define them. Do not worry.
11. Yet, we have not talked about the hypothesis or hypotheses. Actually this is the main reason why we are writing a thesis or dissertation. Without it we cannot determine the main reason of the work. In the followings you can see some recommendations to compose a good hypothesis: Should be a statement, not a question. The thesis is built up around the hypothesis. The own work should concentrate on verifying or confuting the hypothesis. In the summary part of the thesis the reasons, why the hypothesis has been verified or confuted, should be reflected on.
12. Here we can see two sample sentences for good hypotheses.
13. Here by I would like to show you 4 steps to be followed. Defining the title is the 1st step, then creating the hypothesis or two hypotheses. After it you can start planning the length of the whole work. In the next slide I will show you the exact plan for the 5 main chapters.
14. This slide shows you the approximate length of the pages. It is a recommendation for how many pages do you need to plan for a certain chapter.
15. Another very important step is collecting the relevant literature from the field you are writing your thesis. It is not an easy task mostly if you are writing about a very popular topic field, but also can be difficult if you are thinking to write about a rarely mentioned, unique topic. Later, in the course I will let you more details about it.
16. You can check the further, detailed information about formal requirements on the following webpage.
17. Finally, I brought you some useful tips to know. The thesis should not only be descriptive, should include some own opinion as well. Try to be unique and contemporary. Pay attention to the orthograph. Logical upbuilding, good structuring. Many pictures, charts should not be included in the main text (instead should be put in the appendix).
18. Dear students, thanks for watching and listening to me. I hope that you understood the 1st steps. Please, do the self-check part to be sure about it. See you next time.



## *CHAPTER II.*

## Norms, Rules and Regulations concerning thesis writing

1. Dear Students, In this chapter I would like to talk to you about norms, rules and regulations of University of Dunaújváros concerning thesis writing.
2. The chapter consists of four major parts: rules for submission, regulation forms of thesis, the structure of the thesis and finally I will show you the exact layout of the submitted thesis. You can also find a guideline in this chapter that summarizes you the format, layout of the thesis. Let's start.
3. In the followings I am talking about the rules for submitting the thesis. The thesis can be submitted in case of the followings: In accordance with the internal (InS) and external supervisors (ExS), Signature of the external supervisor (ExS) in the printed version. No signature is needed from the internal supervisor (InS), BUT: authorization of InS in the electronical Thesis system is needed.
4. Of course, both the internal and external supervisors need to permit or submit the thesis. So called they both need to give you green light to hand-in the thesis.

*There are several cases when the thesis cannot be submitted such as:*

- more than 30% of the Thesis not own work
- part/parts of the text is from other author
- less than 3 consultation with the InS.

If your supervisors gave you the permission for hand-in you must upload the whole thesis to [www.szakdolgozat.uniduna.hu](http://www.szakdolgozat.uniduna.hu) system. The whole length, full version of it must be uploaded.

5. In the followings let's talk about the regulations concerning the format.

*In the 1st few pages there must be some compulsory official pages such as:*

- p. 1: UoD logo, title of the thesis, author, year of publishing
- p. 2: Number of the thesis (given by the institution), Name and major, title+chapters, supervisors
- p. 3.: Consultation+signatures, date of submission etc.
- p. 4.: Declaration of authenticity
- signed Privacy Statement (if necessary, in case it is accepted by the Institute)
- p.5.: Table of Contents

6. The 1st few pages that we could see in the previous slide are not numbered. The 1st numbered page is the Introduction. In this part of your thesis you point out the relevance and actuality of the topic you have chosen. Determine the aim of the thesis, introduce your topic and goal. You need to set up the hypothesis/hypotheses and state that you would like to verify or falsify this by the end of the thesis. At least one hypothesis is needed but not more than three is needed. The Introduction part is a separate chapter without number, but it must be given a page number.

7. Let's in details what should be included in the parts of the thesis. The introduction must contain: What is the problem? What is the target? What is the task? What are the expected effects? Presentation of the thesis statement! Defining the hypothesis!

8. In the 5 main chapters the followings must be included:

1. Theoretical basis

- 1.1 Reasons for choice of subject (significance of subject, peculiarity of the subject in the present-day company practice )
- 1.2 fields related to the subject (complex ways of looking at and dealing with things)
- 1.3 the main subject reflected by the national and international press (with references according to the requirements, assorting and analyzing style that reflects the candidate's own point of view).
- 1.4 summary (highlighting the utilizable 20%, which is important for the further work, on the basis of the rule 80/ 20.) After the presentation of the theoretical basis the own aspects should be declared. Please elaborate on the possible solutions. Emphasis should be put on own analytical work.

2. Presentation of the work organization/ the company that you are writing about

- 2.1 Story (indicating milestones, highlighting the most important dates, in American style)
- 2.2 Range of activities (not overall)
- 2.3 Organization (organizational scheme in the attachment, in the chapter verbal characterization based on the school-work)
- 2.4 Problem (presentation of the scientific problem which is the basis of the subject, highlighting and demonstrating the connection points that are important for the subject,)
- 2.5 development potentials (the most important innovations of the past 5 years)

3. Practical part 3.1 Presentation of the organization having the problem

- 3.2 Presentation of the problem in a case study
- 3.3 Identification of the problems, definition of the main problem
- 3.4 Analysis
- 3.5 Definition of the target and evaluation criteria
- 3.6 Elaborating alternatives/ proposals for solution
- 3.7 Evaluation
- 3.8 Decision
- 3.9 Planning
- 3.10 Changes In the summary part of the main body of the thesis the candidate must summarize the followings:

4. Summary

It is the summarization of the most important results of the thesis.

It includes the description of the most important causes revealed and the solutions chosen to solve them and the demonstration of the expected effects, that is to present why the own concept is better than the present one.

*It should be set up as follows:*

- causes revealed by analysis,
- suggestions to cease the causes revealed,
- the expected technical, economic and management effects.

9. Finally, in the Conclusion part you need to sum up all the chapters of the thesis and draw a conclusion and give a possible way to continue the further research for yourself in this field.
10. After the main body the candidate must note down the used resources in the Bibliography part of the thesis. It is the literature used for the thesis and listed by the names of authors and indicated by ordinal numbers. Literatures are supposed to be grouped according to that if they were processed from the books of special literature, journals, internet, laws or company written materials.
11. Charts on which diagrams are based should be placed here, indicated with ordinal number, and those large-sized graphs should be seen here, which may distract intelligibility in the thesis, and the documents that are to support intelligibility, and which are being referred to in the text.)

For example: Appendix: 3:  
National Association of the Human Resources Counsellors

12. On this slide I would like to show some requirements concerning the layout of the thesis.
13. On this slide I would like to show some requirements concerning the layout of the thesis.
14. Thank you for your kind attention. See you next time.

## *CHAPTER III.*

## *Example of a Research Plan*

**This guideline functions as an example! The topics discussed in it should be converted into students' own topics!**

### **1. OBJECT OF THE RESEARCH**

Example: Analysis of External Communication of the lending activity of the Bank of China

### **2. GOAL OF THE RESEARCH**

*Example:*

- Discussing the types of activities and factors that effect external communication
- Advantages and disadvantages of good corporate communication

### **3. LITERATURE BACKGROUND OF THE RESEARCH**

Which sources are you going to use/or are you using, which are the main points regarding to your topic, main theories.

#### 4. HYPOTHESIS, RESEARCH QUESTIONS

*Example:*

- I suppose, that most online interaction is uniform and of poor quality
- I state, that the economic crisis had a positive effect on the examined company, which in the surveyed period was able to grow its production, and was able to attract new customers.

#### 5. EXPLANATION OF MAIN TERMS OF THE TOPIC

- Which are the main topics that are used in the thesis?

*Example:* branding, CSR, external communication, internal communication, negotiation, aging society, marketing, PR, etc  
Please describe the terms that you use!

#### 6. SAMPLING

*Example:* How big is the sample that you base your research on? How many people do you plan to ask in the questionnaire? How many people to you plan to make the interview with?  
How do you choose these people?

#### 7. RESEARCH METHOD, DESIGN AND STATISTICAL ANALYSIS

Example: questionnaire, SWOT analysis, PESTEL analysis, semi-structured interview



## 8. THEORETICAL AND PRACTICAL RELEVANCE OF THE RESEARCH

*Example:* Why have you decided to carry out this research? Who will benefit from it? How can you describe its added value?

## 9. LIST OF REFERENCES

*Example:*

Smith, John (2015) How to write a thesis? Oxford. Cambridge University Press

## 10. OUTLINE OF THE MAIN ACTIVITIES AND THEIR TIMETABLE

February 2017: description of topic choice, description of 5 main chapters

March 2017: Completion of the literature review part

April 2017: Completion of the research part (questionnaire, interviews, SWOT analysis)

May 2017: Finishing touches of the thesis, submission

## Planning the Research

1. Dear Students, In the 3rd chapter we are going to talk about how to carry out a research.
2. I will show you the steps and methods of a pilot study/ research. As you know from the previous chapters you must include an own research into the thesis based on your previous studies and literature review.
3. I brought to you an African proverb that can describe the process of carrying out a research well. It means that before making a bigger project (research) you might make a probe or try to test your hypothesis and questionnaire if it will suit and help you to prove or falsificate the hypothesis. After it you can make little changes if needed.
4. Hereby let's see the components of a pilot research or pilot study. Sample size and selection. Your data needs to be representative of the target study population. You should use statistical methods to estimate the feasibility of your sample size.

Determine the criteria for a successful pilot study based on the objectives of your study. How will your pilot study address these criteria?

When recruiting subjects or collecting samples ensure that the process is practical and manageable.

Always test the measurement instrument. This could be a questionnaire, equipment, or methods used. Is it realistic and workable? How can it be improved?

Data entry and analysis. Run the trial data through your proposed statistical analysis to see whether your proposed analysis is appropriate for your data set.

Create a flow chart of the process.

5. The question might emerge why to carry out a pilot research? Of course, not just merely for the thesis but also some other reasons can lay behind as follows.
  - Help define the research question
  - Test the proposed study design and process. This could alert you to issues which may negatively affect your project.

- Educate yourself on different techniques related to your study.
- Test the safety of the medical treatment in preclinical trials on a small number of participants. This is an essential step in clinical trials.
- Determine the feasibility of your study, so you don't waste resources and time.
- Provide preliminary data that you can use to improve your chances for funding and convince stakeholders that you have the necessary skills and expertise to successfully carry out the research.

6. On this slide you can learn about some essential components for carrying out a well-designed research. It can help you to make the main research well and also you can draw down some conclusions before making the main one.

- You can publish the results in advance.
- a chance to determine whether your project is feasible
- A successful pilot study does not ensure the success of a research project.
- assess your approach and practice the necessary techniques required for your project.

If a pilot study does not lead to modification of materials or procedures then the data might be suitable for incorporation into the main study.

It may be necessary to carry out a second pilot study to assess the revised main study or in some cases the main study may have to be abandoned.

7. Let's see the process itself now step by step.

1. Define your hypothesis (or research questions)
2. Select a company

3. Choose only approx. 20 people from that company (friends, family members, colleagues)
  4. Prepare the questionnaire (at least 20-25 questions) that will give answers to your research questions
  5. Collect data (get back the filled questionnaires)
  6. Evaluate data/results
  7. Draw conclusions
  8. Make a summary of it
  9. Publish it!
8. Thank you for the attention and see you next time.

## *CHAPTER IV.*

## Methods of Literature Review and Content Analysis

1. Dear Students, Today we have 2 topics to discuss: Literature Review and Content analysis. Let's start.
2. The topics will be divided into subchapters. 1st I am talking about Methods of literature review.
3. In this subchapter you will get to know what literature review is, and overview. Collecting the available literature, Citations, Referencing, Bibliography, Referencing Systems
4. While searching for relevant literature for your thesis you need to evaluate the amount of literature, and select the most important ones according to your topic choice. A good literature review does not just summarize sources but it analyzes, synthesizes and critically evaluates the facts. Tries to give a clear picture of that certain subject.
5. Hereby I will talk to you the literature overview. It is the procedure when you read the most relevant literature into the field that you are planning to research/study through your thesis. You need to get you through the relevant history and context from that area, study the current history and practice. You need to find and get to know the most relevant and significant critical studies from that field. In some cases you can realize gaps and weaknesses in the existing studies or researches. You need to include at least 3 or 4 articles/books from the relevant research area in your thesis. Be careful not to use too old resources, they should be contemporary. After collecting the facts you must summarize them in one or more paragraphs.
6. In the followings I am talking about collecting the available literature. It is advisable not to use literature older than 10 years. As we have already talked about it should be contemporary. Present to 10 years back, and older seminal works.

As you are writing in English you need to find relevant English publications that are professional literature: for instance books, empirical research studies, theory and opinion papers, gov. reports and data, websites, ...

You need to use both Printed and online resources while working on your thesis.

I advise you to use Online libraries and databases (such as Questia, Scribd)-Good news that they are free!

If you are in Hungary in Dunaújváros you can visit and get the resources from UOD Library: print and online resources, databases. If you are in China it is not a problem, you can also reach libraries as well.

7. Hereby you can see some basic information about the bibliography that will contain the literature you use to work with while writing your thesis.

*Number of compulsory literature:*

- at least 20 different pieces of literature/thesis
- min. 10 books in English

Types of literature: books, journal articles, reports,...

*Does not count as different pieces of literature:*

- different chapters of the same book
- different pages of the same article
- the same book written by the same author, but edited in different years (e.g:1960,revised in 2010)

8. In connection with using other authors' words in your own work we need to talk about how to quote and refer to these authors. It is really very important because you are not allowed to use other people's words if you do not sign it correctly and clearly where the quotation is from. Every idea, fact, etc. that you have read somewhere in the literature must be "quoted" or referred to → Citations

*Plagiarism:* using an author's statements directly (word-by-word quotation), or indirectly (paraphrasing) without citing it.

PLAGIARISM = automatic failing of the thesis!

9. In-text citation=when quoting the author word by word:

”....” (Thompson, 2018, p. 234.) (APA 6th ed.)

In-text citation when quoting an idea by an author:

..... (Thompson, 2018). (APA 6th ed.)

Paraphrasing: summarising the content of another text in your own words. Needs citation!

10. On this slide you can see the most common referencing systems used in the professional, academic area in the world. I recommend you to use the guide to citation system of UoD.

11. In the next part of the lecture we are talking about Document and content analysis.

12. *I will mention the followings in this part:*

- What is content analysis?
- Topics Appropriate to Content Analysis
- Sampling in Content Analysis
- Coding in Content Analysis
- Strengths and Weaknesses of Content Analysis

13. Let's see what content analysis is. According to earl Babbie „ it is a study of recorded human communications. We can analyze: books, magazines, articles from different kinds of publications from the field of the interested area, etc.



14. You need to be aware of the fact what are those contents that could be relevant to you. (Your supervisor can also help you in finding the most appropriate literature in the field that you are writing.)
15. Let's see the sampling in content analysis. It is evident that not everything can be observed properly, that is why sampling is needed. Units of Analysis: issue, observation (those things that we examine in order to create summary description of all such units and to explain differences between them. Babbie, p. 95)

Sampling Techniques: can appear at all or any level of research (content of relevant works)

16. While doing content analysis you need to use sign posting system for yourself, you need to code and de-code the system so that you will be able to use it properly in your thesis.

Content analysis=coding operation

*Coding:*

- the process of transforming raw data into a standardized form (Babbie p. 325)
- Logic of conceptualization and operationalization
- Manifest (the visible surface content) and latent content (underlying meaning)
- Creating Code Categories: involve the interaction of theoretical concerns and empirical observations
- Counting and Record Keeping: amenable to data process (end product is numerical)
- Qualitative Data Analysis

17. As any other thing content analysis has its advantages (strengths) and disadvantages (weaknesses).

*Let's see 1st the advantages:*

- Economy in terms of time and money
- No research staff is needed
- No special equipment is needed
- Allowing the correction of errors
- Permits study of process occurring over a long time
- Unobtrusive measures

And now let's mention the disadvantages: Limited to the examination of recorded communications

Problems of validity

Likelihood of reliability

18. This is the end for this time, thank you for your patience and attention, dear students.

## The Chapters of the Thesis

1. This time we are getting into more details about the chapters of the thesis. We have already talked about them, but this time we are revising and getting more infos with examples.
2. More precisely the followings will be included: The 5 main Chapters
  - Introduction
  - Theoretical basis
  - Presentation of the work organization/ the company that you are writing about
  - Practical part
  - Summary
  - Conclusions
  - Bibliography
3. The 5 main chapters and the complementing chapters are Introduction, then the 5 numbered chapters, the conclusions, bibliography and finally the appendix.
4. In the Introductory part you need to include:
  - What is the problem?
  - What is the target?

- What is the task?
- What are the expected effects?
- Presentation of the thesis statement!
- Defining the hypothesis!

5. Let's see the 1st numbered part which will be based on the theories on the particular field you are researching. 1.1 Reasons for choice of subject (significance of subject, peculiarity of the subject in the present-day company practice )

1.2 fields related to the subject (complex ways of looking at and dealing with things)

1.3 the main subject reflected by the national and international press (with references according to the requirements, assorting and analyzing style that reflects the candidate's own point of view).

1.4 summary (highlighting the utilizable 20%, which is important for the further work, on the basis of the rule 80/ 20.)

After the presentation of the theoretical basis the own aspects should be declared. Please elaborate on the possible solutions. Emphasis should be put on own analytical work.

6. In the 2nd part you need to include 2.1 Story (indicating milestones, highlighting the most important dates, in American style)

2.2 Range of activities (not overall)

2.3 Organization (organizational scheme in the attachment, in the chapter verbal characterization based on the school-work)

2.4 Problem (presentation of the scientific problem which is the basis of the subject, highlighting and demonstrating the connection points that are important for the subject.)

2.5 development potentials (the most important innovations of the past 5 years)

7. In the 3rd and 4th numbered parts you should write about

3.1 Presentation of the organization having the problem

3.2 Presentation of the problem in a case study

3.3 Identification of the problems, definition of the main problem

3.4 Analysis

3.5 Definition of the target and evaluation criteria

3.6 Elaborating alternatives/ proposals for solution

3.7 Evaluation

3.8 Decision

3.9 Planning

3.10 Changes

8. The summary need to be numbered too. You must write about It is the summarization of the most important results of the thesis.

It includes the description of the most important causes revealed and the solutions chosen to solve them and the demonstration of the expected effects, that is to present why the own concept is better than the present one.

*It should be set up as follows:*

causes revealed by analysis,

suggestions to cease the causes revealed,

the expected technical, economic and management effects.

9. Finally the conclusion comes in which draw down the main facts, conclude the whole thesis, results of the research etc. You can also introduce new perspectives towards a new study/ research on that field of area. Future plans concerning the topic.
10. You might be confused a little bit about the difference between summary and conclusion. Nearly they are the same but in fact not. Let's see the difference. Summary or Conclusion (Summary: To sum up what you have talked about during your pres./ Conclusion: to conclude your pres.)

*Definitions:*

The summary is an abridged version of a text that only contains the main points.

The conclusion is the end or finish of a chapter or text.

*Purposes:*

The main purpose of a summary is to sum up the main points.

The purpose of a conclusion is to conclude the text smoothly.

11. The part of the thesis you need to put and list the literature from other authors is called bibliography. It is the literature used for the thesis and listed by the names of authors and indicated by ordinal numbers. Literatures are supposed to be grouped according to that if they were processed from the books of special literature, journals, internet, laws or company written materials.
12. At the end of the thesis you will list and edit the appendices you do not need/want to include into the main body of the thesis. These are charts, diagrams, the original version of the questionnaire you might have used. etc.,
13. Thank you for the kind attention.

## *CHAPTER V.*

## Sample for a questionnaire 01

Dear Customer,

Thank you for participating in this survey. I am a university student at the University of Dunaújváros and my major is Business Administration. This questionnaire (that you can find below) should be a part of my thesis. Please, help me by taking a few minutes to tell us about the brand Mercedes-Benz that you have experienced so far. The questionnaire is anonymous. If you have any further questions in connection with the research, you can contact me by e-mail: xxxxx

Thank you for your help.

Q1: What is your gender?

A. Male

B. Female

Q2: What is your age?

A. Under 16

B. 16-25

C. 26-35

D. 36-45

E. Older than 45



Q3: What is your monthly salary?

A: Less than 6,000 RMB

B: Between 6,000~12,000 RMB

C: Between 12,000~18,000 RMB

D: Over than 18,000 RMB

Q4: Are you interested in automobile industry?

A. YES

B. NO

Q5: How much do you know about the automobile industry?

A: I pay a lot of attention to it, I'm interested in cars a lot.

B: I pay little attention, but I have a general understanding of car brands.

C: I never pay attention, I know nothing about the automobile industry.

Q6: Do you know Mercedes- Benz brand?

A. YES

B. NO

Q7: Are you familiar with the models of Mercedes- Benz cars?

A. YES

B. NO

Q8: How long have you been/were you client of the company?

A. I am not a client to Mercedes-Benz

B. 1 year or less

C. 2–5 years

D. 6–9 years

E. 10 or more years

Q9: Can you name any celebrity who endorses Mercedes-Benz cars in advertisements?

A. YES

B. NO

Q10: Do you know who are the competitors of Mercedes-Benz?

A. YES

B. NO

Q11: Do you have the product of Mercedes-Benz?

A. YES

B. NO

Q12: Have you ever recommended a product of Mercedes-Benz to your friends or have your friends recommended it to you?

A. YES

B. NO

Q 13: Are you satisfied with the quality of Mercedes –Benz cars/products?

A very satisfied      B satisfied      C just so-so      D no

Q14: Are you satisfied with Mercedes-Benz customer care?

A very satisfied      B satisfied      C just so-so      D no

Q15: Are you satisfied with the quality of Mercedes-Benz after sales service?

A very satisfied      B satisfied      C just so-so      D no

Q16: What are the words come to your mind when you hear about Mercedes-Benz? You may choose more than one answer.

- A. Posh
- B. Advanced
- C. Classic
- D. Contracted
- E. Successful
- F. Upper-scale
- G. Creative
- H. Attractive
- I. Expensive
- J. Ordinary
- K. Others

Q17: Do you think that Mercedes-Benz has a positive word of mouth?

A. YES

B. NO

Q18: If you buy a Mercedes-Benz car what are your reasons for choosing this brand? You may choose more than one answer.

A. The brand's prestige

B. the high quality

C. After Sales Service

D. Relatives and friends rated it high after use

E. Technological innovation

F. The exterior design

G. The performance

H. The exquisite interior design

I. The high level of safety

J. The spacious vehicle space

K. The available configuration levels

L. The engine capacity

M. Other:

Q19: Do you think that Mercedes-Benz cars can provide a sense of superiority to you?

A. YES

B. NO

Q20: How do you feel about the quality of Mercedes-Benz cars?

A. They're excellent.

B. They're average.

C. They're lower than average.

D. I don't have a Mercedes-Benz car yet.

Q24: Do you think that the service quality provided by Mercedes-Benz is good?

A. YES

B. NO

Q22: Do you think that Mercedes-Benz cars can satisfy all you need?

A. YES

B. NO

Q23: If you are going to buy a luxury car, which brand will you prefer?

- A. Mercedes-Benz
- B. BMW
- C. Porsche
- D. Audi
- E. Infinite
- F. Others

Q24: Which of the following aspects do you think will most drive (or has driven) you to purchase a Mercedes-Benz?

- A. Brand awareness
- B. Brand association
- C. Perceived quality
- D. Brand loyalty

Q25: Do you think you are loyal to Mercedes-Benz?

- A. YES
- B. NO

Q26: Do you think there are signs on the market what are the deficiencies?

- A. Visual impact is not strong
- B. The corporate culture and mental outlook are not shown
- C. Art feeling is not strong
- D. Customer care
- E. Others

Q27: In business promotion, which aspects should be strengthened?

- A. The company's employee image
- B. International and domestic large-scale exhibition design
- C. Product design
- D. Customer care
- E. Others



Q28: In which aspects do you think the company is relatively weak?

- A. Corporate image design
- B. Corporate culture
- C. Business objectives
- D. Standardized management of the enterprise
- E. Customer care
- F. Others

## Sample for a questionnaire 02

### QUESTIONNAIRE

Dear customer,

Thank you for giving me the opportunity to do this research. I am a university student, and my major is Business Administration. This Questionnaire should be a part of my Thesis. Please, help me by taking a few minutes to tell us about the service and communication of Lego Group company that you have experienced so far.

1. What is your gender? (你的性别)

A: Female (女)

B: Male (男)

2. What is your age? (你的年龄)

A: Under 10 (10岁以下)

B: 10-15 (10-15岁)

C: 16-20 (16-20岁)

D: 21-25 (21-25岁)

E: 26-30 (26-30岁)

F: Over 30 (30岁以上)

3. Do you have children and how old are they? (你有孩子吗, 你的孩子多少岁)

A: Under 3 (3岁以下)

B: 4-6 (4-6岁)

C: 7-10 (7-10岁)

D: 11-14 (11-14岁)

E: I have no children (没有孩子)

4. Do you know LEGO? From where do you know it? (你知道乐高吗? 你是怎么知道的)

A: Film or TV programs (电影或者电视节目)

B: Newspaper or magazine (报纸或者杂志)

C: Internet (网络)

D: Lego event (乐高活动)

E: I don't know Lego (我不知道乐高)

5. Which communication channel of Lego do you prefer? (Multiple choice) (你喜欢乐高的哪个沟通方式? 多选)

A: Facebook(脸书)

B: Email(邮件)

C: Advertisement and movies (广告和电影)

D: LEGO Events(乐高活动)

E: Official website customer service (官方客服)

F: Face to face (面对面交流)

G: Telephone (电话)

6. Do you think Lego products are suitable for adults? (你认为乐高的产品时候成人玩吗? )

A: Yes

B: No

7. How often do you buy a toy for your child? (多久给你的孩子买一次玩具)

A: Once a week (一周一次)

B: Once a month (一个月一次)

C: Special occasions (e.g. birthday) (特殊日子, 生日等)

D: As often as the child wants (看孩子喜欢)

8. Do your children have Lego's toys? (你的孩子有乐高玩具吗)

A: Yes (有)

B: No (没有)

9. Do you think Lego has an impact on your or your children's lives? (乐高对你孩子的生活有影响吗?)

A: Yes (有)

C: No (没有)

10. What do you think about the Lego toys? (你觉得乐高玩具怎么样?)

A: Very good (很好)

B: Good (不错)

C: General (一般般)

D: Not good (不满意)

11. What would you choose to buy Lego products? (你怎么购买乐高的产品?)

A: Lego store (乐高实体店)

B: Online shop (网店)

C: Both (都可以)

12. Considering only your most recent purchase experience, how likely would you be to recommend the purchase of Lego toys to a friend or a colleague?  
(仅考虑您最近的购物体验, 您有多大可能会向朋友或同事推荐购买乐高玩具?)

A. Very likely (很可能)

B. Likely (可能)

C. No sense (没有意义)

D. Not likely (不太可能)

E. Not at all likely (根本不可能)

13. Overall, I am very satisfied with Lego Group company's service and communication. (总的来说, 我对乐高集团公司的服务非常满意)

- A. Strongly Agree (强烈同意)
- B. Somewhat Agree (有些同意)
- C. Neither Agree or Disagree (既不同意也不反对)
- D. Somewhat Disagree (有点不同意)
- E. Strongly Disagree (强烈反对)

14. Have you ever contacted customer service? (你曾经联系过客户服务吗?)

- A. Yes (有)
- B. No (没有)

15. If you contacted customer service of Lego Group, have all problems been resolved to your complete satisfaction?  
(如果您联系乐高集团的客户服务部门, 是否已解决所有问题以使您完全满意?)

- A. Yes, by the company or its representatives (是, 由公司或其代表)
- B. Yes, by me or someone outside the company (是, 由我或公司以外的某人)
- C. No, the problem is not resolved (不, 问题没有解决)

16. How would you rate the communication skills of the company's representatives? (你如何评价公司代表的沟通技巧? )

- A. Excellent (非常好)
- B. Very good (很好)
- C. Good (好)
- D. Fair (可以接受)
- E. Poor (不行)

17. How satisfied are you overall with the documentation provided? 你对所提供的文件感到满意吗? )

- A. Very satisfied (很满意)
- B. Satisfied (满意)
- C. Neutral (可以接受)
- D. Dissatisfied (不满意)
- E. Very dissatisfied (不满意)

18. Do you think Lego marketing activities are numerous? (你觉得乐高的活动多吗? )

- A: Yes (多)
- B: No (不多)



19. How much are you willing to pay for Lego products? (你愿意花多少钱买乐高的产品?)

A: Under 300 Dollar/RMB (300以下)

B: 300–500 (300到500)

C: 500–1000 500到1000)

D: 1000–1500 (1000到1500)

E: Over 1500 (1500以上)

20. Do you think the company's earnings have direct relationship with the customer service? (你认为公司的收入与客户服务有直接关系?)

A. Yes (有)

B. No (没有)

21. Do you think the customer service culture of Lego Group will drive the company economic growth? (您认为乐高集团的客户服务文化将推动公司的经济增长吗?)

A. Yes (是的)

B. No (不认为)

22. What are those things that Lego Group needs to improve? (Please write it down) (你觉得乐高有什么需要提高的地方? 请写下来)

## Questionnaires

1. Dear Students, this lecture will get you to learn about some basic information in connection with research methodology. I am going to talk about questionnaires.
2. First of all we are going to learn about basic terminology of research methodology. We are talking about Quantitative and Qualitative methodologies and last but not least how to make a questionnaire.
3. In this slide you can see some basic terms connected to research methodology such like primary, secondary research and quantitative and qualitative methods of collecting data. Primary research means that you will carry out through an own questionnaire, interview or SWOT based on your own research. Secondary research means to use data that previously other researchers collected and you can use it to your own research. Let's see what is quantitative methodology. Quantitative research is defined as a systematic investigation of phenomena by gathering quantifiable data and performing statistical, mathematical, or computational techniques. Quantitative research collects information from existing and potential customers using sampling methods and sending out online surveys, online polls, questionnaires, etc., the results of which can be depicted in the form of numerical. Later we will talk in details about examples of it. And now what is qualitative methodology, Qualitative research is defined as a market research method that focuses on obtaining data through open-ended and conversational communication. This method is not only about "what" people think but also "why" they think so.
4. In this slide we are starting to get closer to quantitative methodology. 1st you need to set hypothesis that is based on a theory, and you must test it to support it or not. There are Cause-effect scenario: single/multiple variables, Dependent and independent variable, Deductive reasoning (general → specific). Deductive reasoning (general → specific), Sample: large number of items (over 100), Measurement instruments: e.g. surveys, tests, observations
5. There are different kinds of data collection tools for instance questionnaires. The data recording is in numerical format, there are many types of systems by which you can make calculations such as SPSS system. The data can be analysed by these. Uses descriptive, correlation, prediction and control methods

Researcher controls many aspects of the research; generalization

Business example: relationship between employee self-care strategies to mediate stress and their level of productivity.

6. Now let's talk about qualitative methodology. It is when you devolve into situations so that you can better understand a situation/phenomenon within its natural environment or context. You can draw conclusions from the participants' point of view. Also you can collect textual information. If the sample is smaller the interaction could be more extensive between the researcher and participants. Research designs: e.g. grounded theory, case study, ethnography, participatory action research, narrative research

Data collection tools: e.g. field observation notes, interview, focus-groups, non-reactive measures: content analysis, document analysis

No manipulation of the settings/environment.

7. No hypothesis/-es → emerging themes and patterns → develops theories

Inductive reasoning (specific → general)

Data analysis: coding, analysis, categories, emerging patterns/themes, theory development

Narrative presentation of findings

Pro: deep investigation, participants' perspectives, holistic picture

various disciplines, topics and research questions

Business example: how volunteerism affects employee motivation and satisfaction at a nonprofit organization

Mixed methods research: continuum of the 2 methodology

8. Hereby the types of qualitative research methods are shown.

9. Ask yourself what data you require and how you will use it. This will help you come up with useful questions, as well as the order in which you will ask them. Tip: Ideally, the questionnaire will be short, so decide which of your goals are essential and which might be unnecessary.

Begin with a broad span of questions, then narrow them down until each one relates to your goals in some way. Keep questions and answers simple, using as few words as possible. You may want to rely on open-ended questions, closed-ended questions, or a mix of the two.

Closed-ended questions have a specific range of options respondents can choose from. [2] These questions may be yes-or-no questions, true-or-false questions, or questions that ask the respondent to agree or disagree with a statement. Closed-ended questions may look like open-ended questions, but will have only a few options respondents can use to answer. Closed-ended questions might look like these: “Have you shopped here before?,” “If so, how often do you shop here?” (This question would have a few explicit answers from which respondents could choose--“once a week” to “once a month,” for instance) “How satisfied were you with your experience today?” (Likewise, this question would have limited responses – “very satisfied” to “very dissatisfied”) “Would you recommend this store to a friend?,”

Open-ended questions solicit answers that you may not anticipate, and do not have a specific range of answers to choose from. Open-ended questions are a chance for respondents to communicate their specific experience or expectations. Such questions might look like these: “How will you use your purchase?” “Where else do you normally shop?” “Who referred you to this store?” Open-ended questions are good for clarifying a previous answer--“Why do you feel this way?,”

Avoid leading questions especially; Leading questions indicate that the asker is looking for a certain answer and will limit what answers your responders are comfortable supplying. Either tailor possible answers or change the wording of your question so as to avoid leading your respondents to answer in a particular way.

Questions should be worded so as to maximize clarity. Confused respondents will skew your data, so questions should be as understandable as possible. Avoid double negatives, unnecessary clauses, or unclear subject-object relationships.

11. There are many options open to you. You may use an online service to design your questionnaire. You can then send links to your questionnaire over e-mail. You may use a phone or mail campaign to cold-call respondents. Or you can execute a campaign in-person, using professionals or volunteers to lead surveys.

There are advantages and disadvantages to each method, and each method has limits on what you can do. Ask yourself which delivery method best suits the subject matter of your questionnaire, as well as the data you want to receive. For instance: Surveys delivered on the computer, by phone, and by mail can reach a broad range of people, whereas surveys administered in-person are time-intensive and limits who can participate (which may be useful). Surveys delivered on the computer, in person, and by mail can utilize pictures, whereas phone interviews cannot. Respondents may be too shy to answer certain questions in person or by phone. Decide if you want to give clarifications to your questions if the respondent doesn't understand something; only interviews given by a live person can deliver clarifications.

A computer survey will require the respondent to have access to a computer. If your questionnaire concerns private issues, a computer survey may work best. The form of your questionnaire matters just as much as its content. You should aim to order questions so that they follow each other logically or mark clear shifts from section to section. Other kinds of questions may impact how a respondent fills out the questionnaire. “Qualifiers” are questions that screen certain respondents out, preventing them from completing other questions. Position these at the beginning of your questionnaire.

It’s often easier to attract respondents if you offer something in return for their time. Online, mail, or phone questionnaires could offer a coupon after questionnaire completion. In-person questionnaires could offer merchandise in exchange for participation. Questionnaires are also a good way to attract attention to mailing lists or membership offers, which may otherwise go unnoticed by respondents.

Friends, employees and family members can be good testers. You may have them try your questionnaire while it’s still in development, or you may have them test a finished draft. Ask your testers for feedback. They may alert you to sections that confused them or felt out of place. User impressions about the questionnaire are just as important as the actual questionnaire. After you test, do some number crunching to ensure you are collecting the data you need. If you are not getting the information you want, adjust the questionnaire. You may need to reword some things, add introductions, or rearrange, add, or delete questions so your questionnaire leads you toward your goals.

If demographics are of major concern, ask demographic questions up front.

Save personal or complicated questions for the end of the questionnaire. Respondents will not feel as overwhelmed by these questions and may be more likely to be open and honest.

- 12.1. Remember that a questionnaire is often part of a larger campaign. They can be altered and reused multiple times in order to target different demographics, ask different questions, or better align with your goals. After reviewing your results, you may find that, though your questions make sense, they aren’t quite the right ones you need to achieve your goals.

For instance, you may find that a question such as “How often do you shop here?” limits your demographic to those who shop at a brick-and-mortar store. If you want to see how people purchase a specific product, you may want to broaden your question to include online shopping.

Your implementation method may also be limiting your data. For instance, surveys administered online may be answered largely by respondents with higher-than-average computer knowledge.

- 12.2. Some of your questions may work during testing, but may not work as well out in the field. Your questions must make sense to the specific demographic you are targeting. Ask yourself if your respondents are truly understanding what is being asked, or if your survey is so standard that respondents are not responding thoughtfully.

For instance, a question such as, “Why do you shop here?” may be too broad a question, which could mislead your respondents. If you want to know if the store’s decor has an impact on shopping habits, you could instead ask respondents to describe how they feel about the store’s decor, branding, etc.

- 12.3. See if your open-ended questions are working the way you need them to work. They may be too open, in which case respondents may ramble. They may not be open enough, in which case the data you received won’t be as valuable. Ask yourself what role your open-ended questions are playing in your questionnaire and tailor them as needed.
13. In the followings you can see some tips on how you can carry out a survey/questionnaire. Of course there are hundreds of possibilities I just listed here some of the most common ones used in Social Science researches.
14. Thank you for your attention. See you next time.

## *CHAPTER VI.*

## Final Year Thesis sample additional material

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UNIVERSITY OF DUNAÚJVÁROS



Business Administration BA  
Business Communication Specialisation

THESIS

Title of the thesis

NAME

Business Administration BA

University of Dunaújváros

Dunaújváros

2017



Number: A-xxx-TKT-2017[KA1]

NAME  
Business Administration candidate

Title of the thesis: Aaaa[KA2]

The major chapters of thesis:

1. Chapter 1.

2. Chapter 2.

3. Chapter 3.

4. Chapter 4.

5. Chapter 5.[KA3]

Name of the first supervisor/ consultant (a professor of the university):

name

signature

Name of the second supervisor/consultant (expert outside the university):

name

signature

The thesis is submitted:

PH.

Director of Institute

Dr Andrea Keszi-Szeremlei gives this number.

Write the title of your thesis here.

Write the title of the major chapters of your thesis here.

Consultant from the Institute

Date	Signature

External consultant

Date	Signature

2. The thesis can be submitted:

..... (day) ..... (month) 2017.

...

the second supervisor (from a company)

..... (day) ..... (month) 2017.

.....

the first supervisor (from the university)

3. The thesis **is allowed to be** - **is not allowed to be** forwarded to evaluation.

The referee's name:.....

..... (day) ..... (month) 2017.

.....  
Director of Institute

4. Evaluation of the thesis: Suggestion of thesis reviewer .....

Suggestion of the Institute.....

Decision of final examination committee.....

.....  
chairman of the final  
examination committee

Dunaújváros, ..... (day) ..... (month) 2017.

DECLARATION

I , **NAME**, Business Administration major, hereby declare that **Title of the thesis** (available printed and in electronic form) can be used by the professors, tutors and students of the University of Dunaújváros, or others in case of interest (e.g. for acknowledgement, or the library reading room) for their further work considering the protection of copyright law.

At the same time, I sincerely declare that this thesis is the result of my own research work.

Dunaújváros, .....

.....  
Name

Your signature.

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        2.1.1 Title of the third level's heading ..... 8

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## INTRODUCTION

The Introduction has to contain the following information about the thesis:

- why you have chosen this topic and title
- what parts (chapters) your thesis consists of
- what research methods you have used
- your hypothesis.

---

## 1. TITLE OF CHAPTER 1. (Literature review)

### 1.1 Title of the heading at the second level

Aaaaa

#### 1.1.1 Title of the heading at the third level

The first chapter is a review of the latest professional literature of the field, i.e. books, journal articles, reliable online resources, none more than 10 years old!

---

## 2. TITLE OF CHAPTER 2. (Company profile)

Aaaa

### 2.1 Title of the heading at the second level

Aaaaa

#### 2.1.1 Title of the heading at the third level

---

### 3. TITLE OF CHAPTER 3.

#### 3.1 Title of the heading at the second level

Aaaaa

##### 3.1.1 Title of the heading at the third level

An example: The rise of Social Media has greatly changed the paths of information transfer.

As a result, the two most affected fields are the media and public relations marketing.



---

**4. TITLE OF CHAPTER 4.**

**4.1 Title of the heading at the second level**

Aaaaa

**4.1.1 Title of the heading at the third level**

Aaaaa

---

## 5. TITLE OF CHAPTER 5.

### 5.1 Title of the heading at the second level

Aaaaa

#### 5.1.1 Title of the heading at the third level

Aaaaa

---

## CONCLUSIONS AND RECOMMENDATIONS

Aaaa

---

## SUMMARY

Short summary of the thesis that consists of:

- justification of topic choice
- overview of literature review part (1 paragraph)
- summary of research results
- justification (or refusal) of the hypothesis
- closing remarks

---

## BIBLIOGRAPHY

1. Steve Krug: A Common Sense Approach to Web Usability. (3<sup>rd</sup> Edition) (Voices That Matter). New Rider; 3<sup>rd</sup> edition (January 3, 2014), xx pages

2.

Write your list of literature in alphabetic order.

**LIST OF FIGURES**

Number	Title	Page

**LIST OF TABLES**

Number	Title	Page

---

## APPENDIX

- tables
- questionnaire

Help for you (Delete when you are ready)

References:

Table

x. table: Title of the Table

Table 5.1b - Comparison of Results for 200 kHz Lens				
Trial	Retina Radius cm	3 dB Beamwidth degrees	Sidelobe Height dB	Sidelobe Position degrees
1:Experimental	9.398	3°	-19.5, -22	4 to 6°
1:Simulation	9.398	2.9°	-16.7	4.4°
1:Simulation	8.49	2.2°	-16.0	3.5°
2:Experimental	9.398	2.3°	-10 to -12	3 to 4°
2:Simulation	9.398	2.2°	-16.7	3.8°
2:Simulation	9.245	2.2°	-15.6	3.6°
3:Experimental	9.398	2.5°	-15	3°
3:Simulation	9.398	2.2°	-16.5	3.6°
3:Simulation	9.279	2.2°	-15.6	3.5°

Source:xxxx

Picture



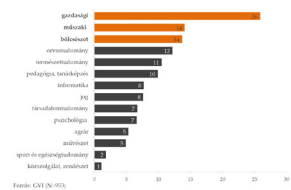
Source: [www.arcep.hu](http://www.arcep.hu)<sup>1</sup>

<sup>1</sup> Name of the author: Title of the page or article, [http://www.arcep.hu/product\\_2334199.html](http://www.arcep.hu/product_2334199.html) , Date of downloading: 2017.03.05.



1. picture: Title of the picture

Figure:



Source: MKIK GVI, 2016. <sup>2</sup>

1. figure : Title of the figure

<sup>2</sup> Name of the author (year): Title of the article, Publisher, Year of publication, page number

## Planning the length of the thesis additional material

### Planning the length of the thesis

- Table of contents: 1–2 pages
- Introduction: 1 page
- Literature review: 15–20 pages
- Research part: 15–20 pages
- Summary: 1–2 pages
- Bibliography: 1–2 pages
- Altogether: 45–50 pages*

## *GUIDELINES TO PREPARE A THESIS*

## **Guidelines to Prepare a Thesis**

**Dunaújváros  
2016**

**University of Dunaújváros  
Department of Economics**

1

**The first page inside the thesis**  
**Business Administration and Regional Development BSC**

**Title**  
**(to express the subject-matter briefly and to raise attention)**

**A Thesis written and submitted by:**

*Name*

**Business Administration/Regional Development candidate**

**Dunaújváros**  
**2016**

2

Worksheet

Number:

Name: .....  
Business Administration candidate

Title of the thesis:

Main chapters of thesis:

Name of the first supervisor/ consultant (a professor of the college):

.....  
name signature

Name of the second supervisor/consultant (expert outside the college):

.....  
name signature

The thesis is submitted:

.....

PH. \_\_\_\_\_  
Director of Institute:

Remarks: The candidate is supposed to fill in the parts in bold letters.

Consultancy sheet of thesis

Consultant from the Institute

Date	Signature

Outside consultant

Date	Signature

2. The thesis can be submitted:

..... (day) ..... (month) 2016.

.....  
the second supervisor (from company)

..... (day) ..... (month) 2016.

.....  
the first supervisor (from college)

3. The thesis **is allowed to be** - **is not allowed to be**

forwarded to evaluation.

The referee's name:.....

..... (day) ..... (month) 2015.

.....  
Director of Institute

4. Evaluation of the thesis: Suggestion of thesis reviewer .....  
Suggestion of the institute .....  
Decision of final examination committee .....

Dunaújváros, ..... (day) ..... (month) 2016.

.....  
chairman of the final  
examination committee

DECLARATION ON THESIS

I hereby ..... name  
..... major declare that  
..... entitled thesis (available printed and in  
electronic form) can be used by the professors, tutors and students of College of  
Dunaújváros or others in case of interest (eg. acknowledgement, for reading room)  
for their further work considering the protection of copyright law.  
At the same time, I sincerely declare that this thesis is the result of my own  
research work.

Dunaújváros, .....



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1.2 fields related to the subject (complex ways of looking at and dealing with things)	
1.3 the main subject reflected by the national and international press (with references according to the requirements, assorting and analyzing style that reflects the candidate's own point of view).	
1.4 summary (highlighting the utilizable 20%, which is important for the further work, on the basis of the rule 80/ 20.)	
After the presentation of the theoretical basis the own aspects should be declared. Please elaborate on the possible solutions. Emphasis should be put on own analytical work.	
<b>2. Presentation of the work organization/ the company that you are writing about</b>	
2.1 <u>Story</u> (indicating milestones, highlighting the most important dates, in American style)	
2.2 <u>Range of activities</u> (not overall)	
2.3 <u>Organization</u> (organizational scheme in the attachment, in the chapter verbal characterization based on the school-work)	
2.4 <u>Problem</u> (presentation of the scientific problem which is the basis of the subject, highlighting and demonstrating the connection points that are important for the subject.)	
2.5 <u>development potentials</u> (the most important innovations of the past 5 years)	
<b>3. Practical part</b>	
3.1 Presentation of the organization having the problem	
3.2 Presentation of the problem in a case study	
3.3 Identification of the problems, definition of the main problem	

- 3.4 Analysis
- 3.5 Definition of the target and evaluation criteria
- 3.6 Elaborating alternatives/ proposals for solution
- 3.7 Evaluation
- 3.8 Decision
- 3.9 Planning
- 3.10 Changes

#### 4. Summary

It is the summarization of the most important results of the thesis.

It includes the description of the most important causes revealed and the solutions chosen to solve them and the demonstration of the expected effects, that is to present why the own concept is better than the present one.

It should be set up as follows:

- causes revealed by analysis,
- suggestions to cease the causes revealed,
- the expected technical, economic and management effects.

**Bibliography:** It is the literature used for the thesis and listed by the names of authors and indicated by ordinal numbers. Literatures are supposed to be grouped according to that if they were processed from the books of special literature, journals, internet, laws or company written materials.

For example:

Takács Zs. – Steinhalt, N. (1992): *Counselling, as a professional service to prepare international competitiveness*. Management Science nr. 1., pp. 5-10.

When referring to sources available on the Internet the date of latest download should be written as well.

For example:

In: e-Világ [<http://www.pointernet.pds.hu/ujzagok/evilag/2006-ev/06/20070219211857725000000674.html>] [2008.11.21.]

**Reference to online material should not be more than 20% of the Bibliography.**

**ITEMS IN BIBLIOGRAPHY SHOULD BE PUT IN ALPHABETICAL ORDER!****Appendices:**

Charts on which diagrams are based should be placed here, indicated with ordinal number, and those large-sized graphs should be seen here, which may distract intelligibility in the thesis, and the documents that are to support intelligibility, and which are being referred to in the text.)

For example:

Appendix: 3: National Association of the Human Resources Counsellors

**Layout and Format of the thesis****Requirements concerning the format:**

- The thesis should be printinted of A/4 paper of one page layout
- Sould be 1,5 spaced and the edge should be of 2,5 cm
- Page number should be placed in the middle
- The text should be written with Times New Roman or Ariel letter types 12 size

Length of the thesis: should be between **50-70 pages** long without bibliography and appendix.

The text should be divided into sub chapters in the following way:

- 1. Chapter
- 1.1. Sub chapter
- 1.1.1. Sub chapter

A chapter should be at least 1 page long, one sub chapter should be at least half-page long.

The exact formal layout of the thesis:

**a) External cover**

- black coloured
- A/4 size
- Text:       TESIS (reccomended size: 24, bold)  
                  NAME (reccomended size: 16, bold)  
                  Placing: 20 mm from the bottom margin, right hand margin  
                              next to the name 15mm
- number of the thesis should be found in the lectronic thesis system (<https://komint.duf.hu> can be accessed with neptun code and password)
- cover should be black artificial leather, the writing in gold letters

**b) Internal cover:**

- name of the institution, size: 14, CAPITAL LETTER
- emblem of the institution (diameter 26 mm)
- naming of the document: THESIS, size 18, CAPITAL LETTER
- title of the thesis, size: 14, CAPITAL LETTER
- name (size 13) and major (size 12)
- year of making the thesis: size 14

**c) original copy of theme notice**

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- d) thesis consultation sheet – with original signature
- e) assessment sheet of the thesis
- f) declaration about the thesis
- g) signed privacy statement (if necessary, in case it is accepted by the Institute)
- h) table of contents
- i) content part of the thesis
- j) summary
- j) bibliography
- k) Annex – those that can be laced (the rest has to be placed in the packet of the cover)
- l) Appendix – exposition on the most important theoretical phrases

## Thesis submission

The document should be submitted in two copies and a CD ROM, which should be placed in the back cover pocket of the leather-bound. On the CD the thesis should be placed as one file in Adobe Reader format.

The CD should contain the following files:

- name of the author
- major and specialization
- date of submission
- title of thesis
- 2-3 key words
- Name.business-administration major.pdf  
Should contain: the whole thesis with annexes and appendixes

The thesis can be submitted in case both the internal and the external supervisor declare this in writing. In case they do not declare it, the thesis cannot be submitted.

The thesis cannot be submitted in the following cases:

- more than 30% of the writing is not own, independent work
- any quotation stays without reference in the bibliography, or any plagiarism can be proved
- the candidate has not fulfilled the 3 occasions of the personal consultation

The thesis has to be handed in personally on the secretariat of the Institute of Social Sciences.

Maximum 1 week postponement of the submission can only happen due to the request submitted to the Study Office through the Neptun system.