

Thesis Guidelines /Business English Specialisation / BA Programme

Specialization Thesis (“Modulzáró dolgozat”) Guidelines

Students are required to write a thesis (“modulzáró dolgozat”, which is not to be confused with your BA thesis “szakdolgozat”) to conclude the Business English (or any other) specialization. The topic of the thesis should have direct bearing on some aspect of Business English.

The thesis may take the form of either

- 1) a min. 4000-word study (thoroughly researched, with at least 5-10 references) and targeting an essentially pragmatic issue with some theoretical implications, or
- 2) a min. 3000-word study (with 5-10 references) plus a presentation (a PowerPoint slide show with 15-20 slides or a set of web pages) that supplements (rather than repeats) your thesis. In general, your presentation should contain multimedia elements (e.g. hypertext, graphics/photos/other visual elements, sound effects or background music), charts or organization charts as appropriate, tables, and you can also use object animation, slide transitions, external hyperlinks, etc. It is not enough to come up with 20 slides of bulleted lists. You must discuss the content of the presentation with your supervisor, i.e. the instructor who supervises the essay part of your thesis. No separate supervision is required for the presentation-compilation subtask. A public presentation of your work is not required.

Thesis supervision can be provided by any of the full-time members of the Institute, on your request. It is up to you to approach a supervisor and negotiate a topic. Do not forget to sign up for the “modulzáró dolgozat” course in the Neptun system (you may or may not see your actual supervisor assigned to the “modulzáró dolgozat” course; in the latter case, please contact Mezőné Fenyvesi Margarita).

Avoid **plagiarism** completely and include a signed anti-plagiarism statement in your thesis. Ask your supervisor for further information if needed. Please note that plagiarism will automatically result in a failing grade.

“Recycling” policy

You are not allowed to use your essays, seminar project works or PowerPoint presentations that have already earned credits for you.

Deadline

Unlike your BA thesis, this specialization thesis behaves like a normal course in Neptun. Final year students must observe the special deadlines that apply to all of their courses. Also ask your supervisor how much time he/she needs to read the thesis and give you a grade, and you must finish your work accordingly.