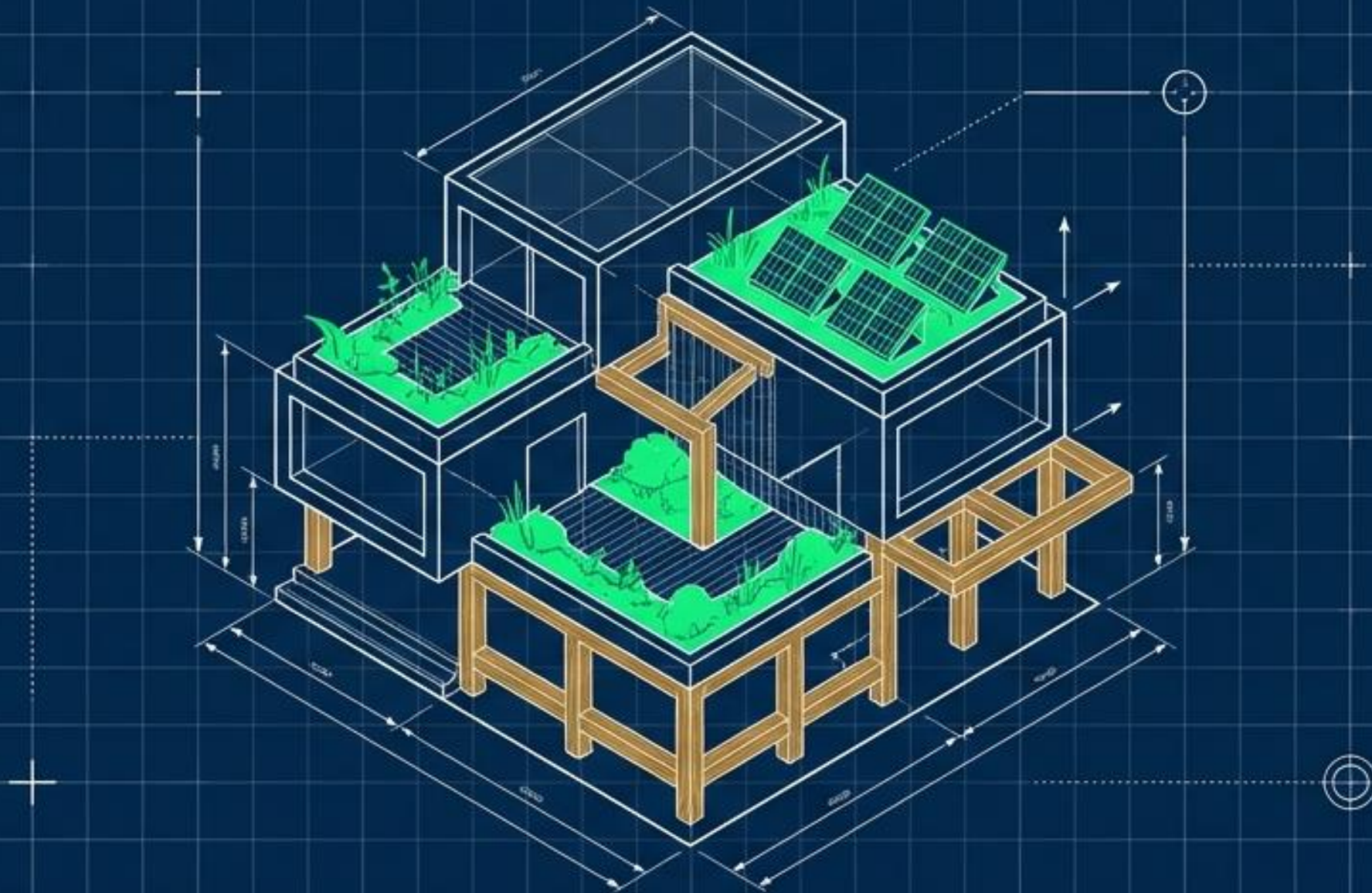


THE ARCHITECTURE OF A SUSTAINABLE BUSINESS DISSERTATION

BMSP6018 Strategic Blueprint | 8,000 Words to Master Level 6



Core parameters for the BMSP6018 project handover



Navigating the Generative AI compliance rules

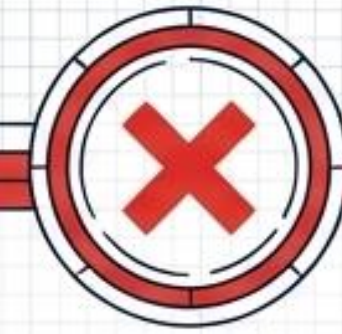


Green (Augmentation Allowed)

- **Research:** Searching bibliographies, summarizing, and comparing materials.
- **Structure:** Drafting argument flow and identifying headings.
- **Proofreading:** Checking grammar, syntax, and rephrasing your own text.

The Golden Rule

Always cite AI-generated output using UWTSD handbook standards, just as you would a textbook.

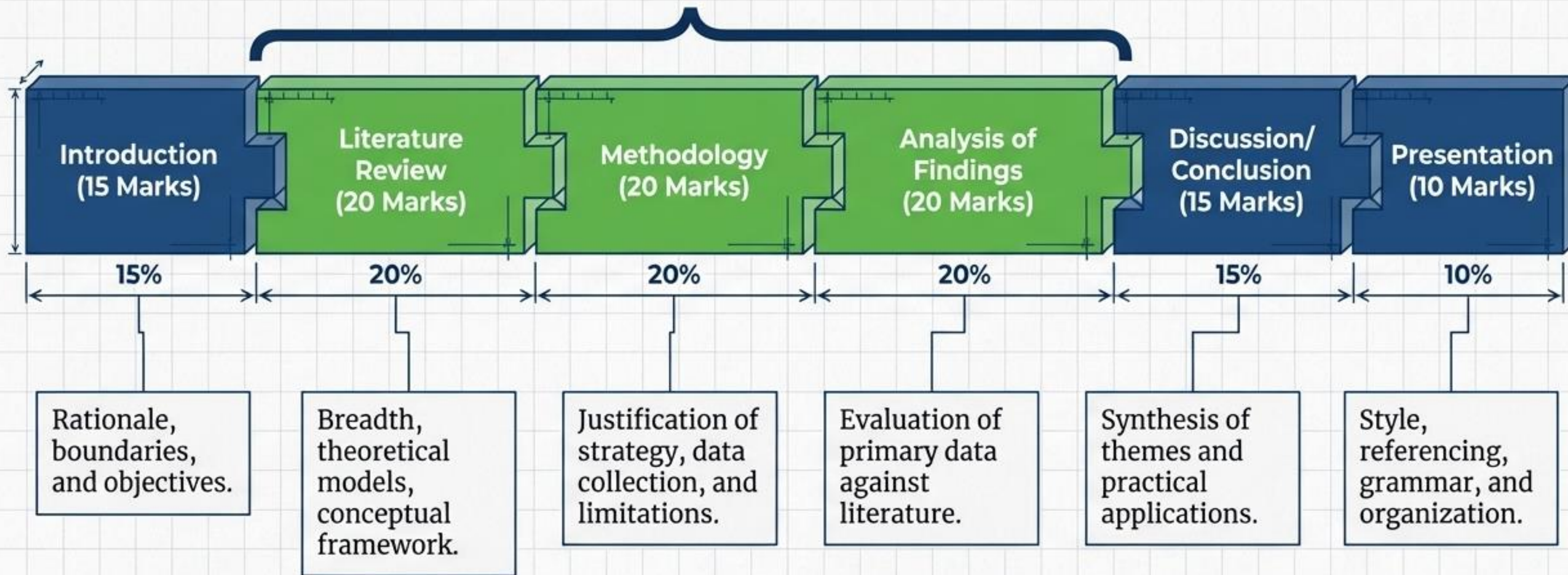


Red (Creation Prohibited)

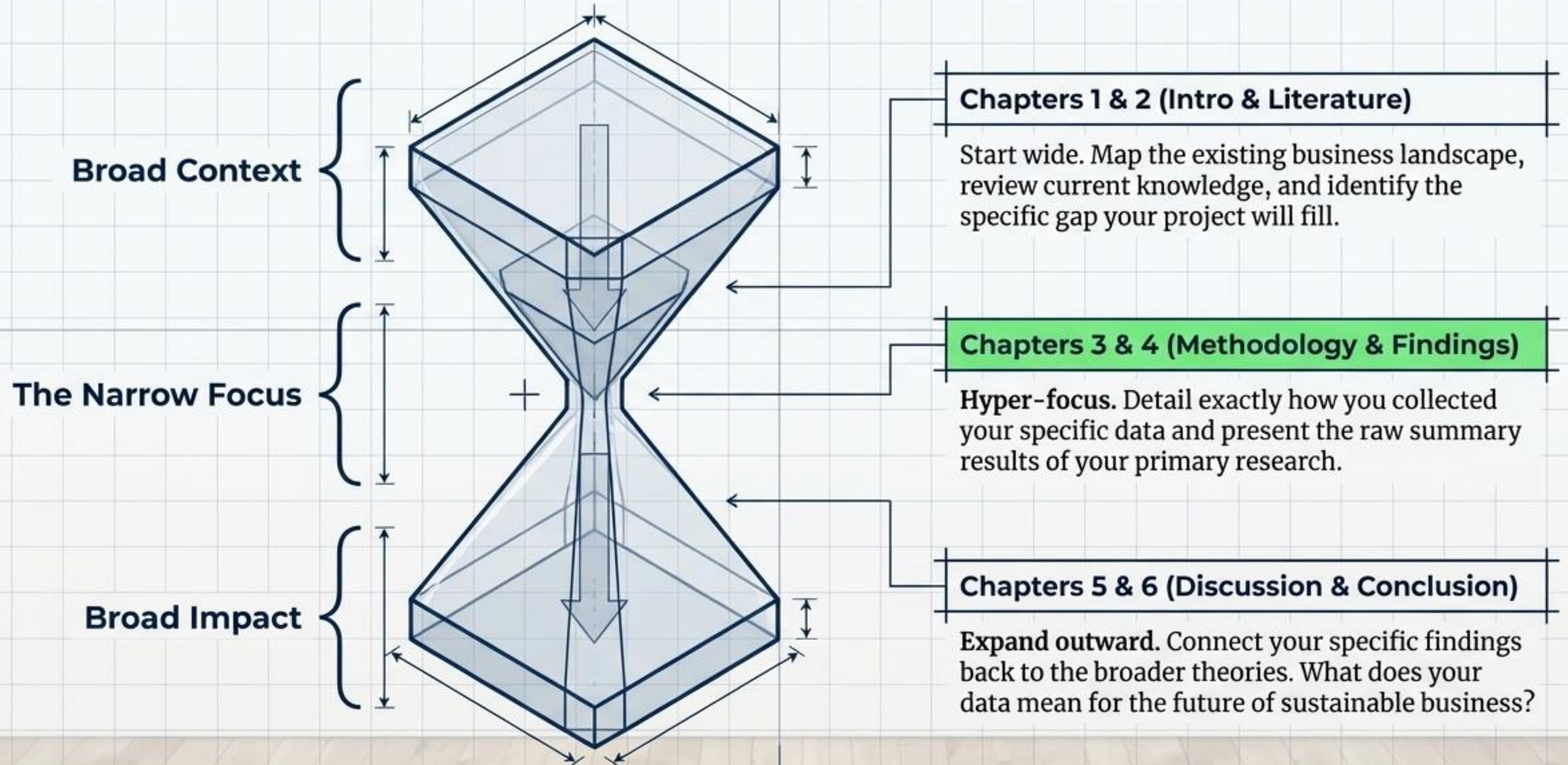
- **Writing:** Generating any final text for submission.
- **Creative:** Generating images or graphics.
- **Programming:** Creating or checking code.

Sixty percent of your grade rests on the structural core

The Central Pillar: 60%



The structural flow follows an hourglass methodology



Groundwork: Establishing context and literature (35 Marks)

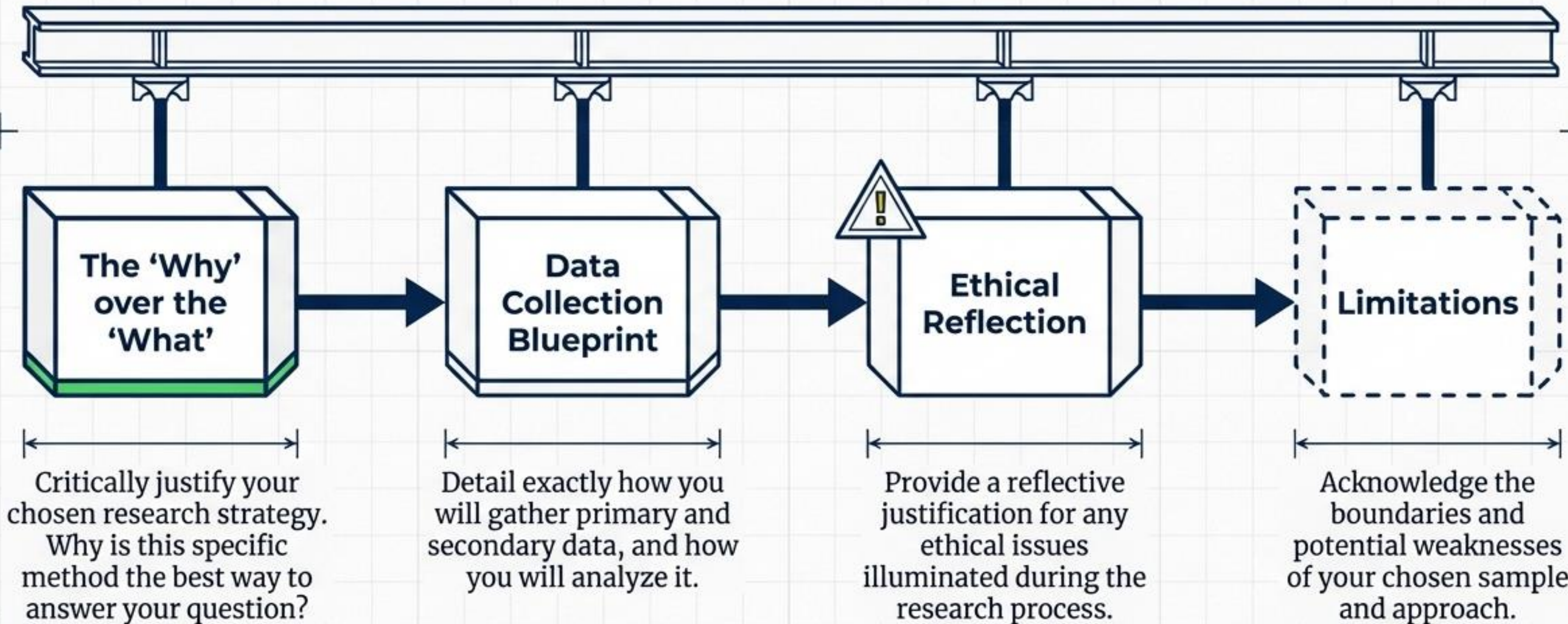
Chapter 1: Introduction (15%)

- ✓ Define the underlying themes and rationale.
- ✓ Assess project feasibility and set clear boundaries.
- ✓ Establish unambiguous research objectives.

Chapter 2: Literature Review (20%)

- ✓ Engage with credible, current sources (primarily from the last 5 years).
- ✓ Move beyond description: critique and synthesize different scholarly explanations.
- ✓ Set up the specific research questions that your methodology will answer.

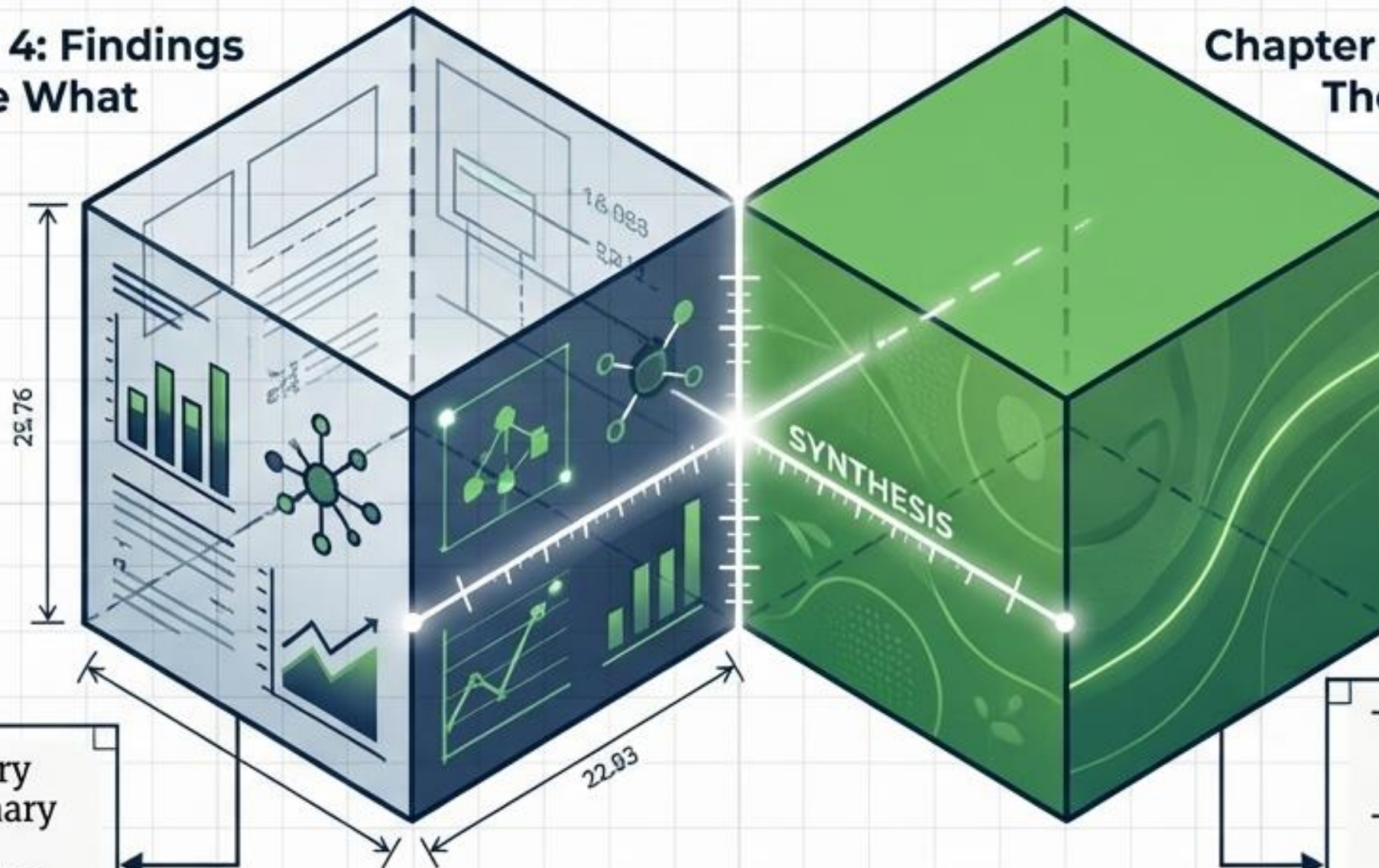
Framing: Justifying your methodological choices (20 Marks)



Interior: Revealing data and analyzing the implications (20 Marks)

Chapter 4: Findings The What

Chapter 5: Discussion & Analysis The So What



- Present the summary results of your primary research.
- Use clear figures, tables, and charts to display data accurately.

- Evaluate your new findings directly against the literature reviewed in Chapter 2.
- Do your results corroborate or refute the established body of theory?
- Draw logical inferences and explore the reasons behind your specific results.

+ The Roof: Synthesizing conclusions and final polish (25 Marks)



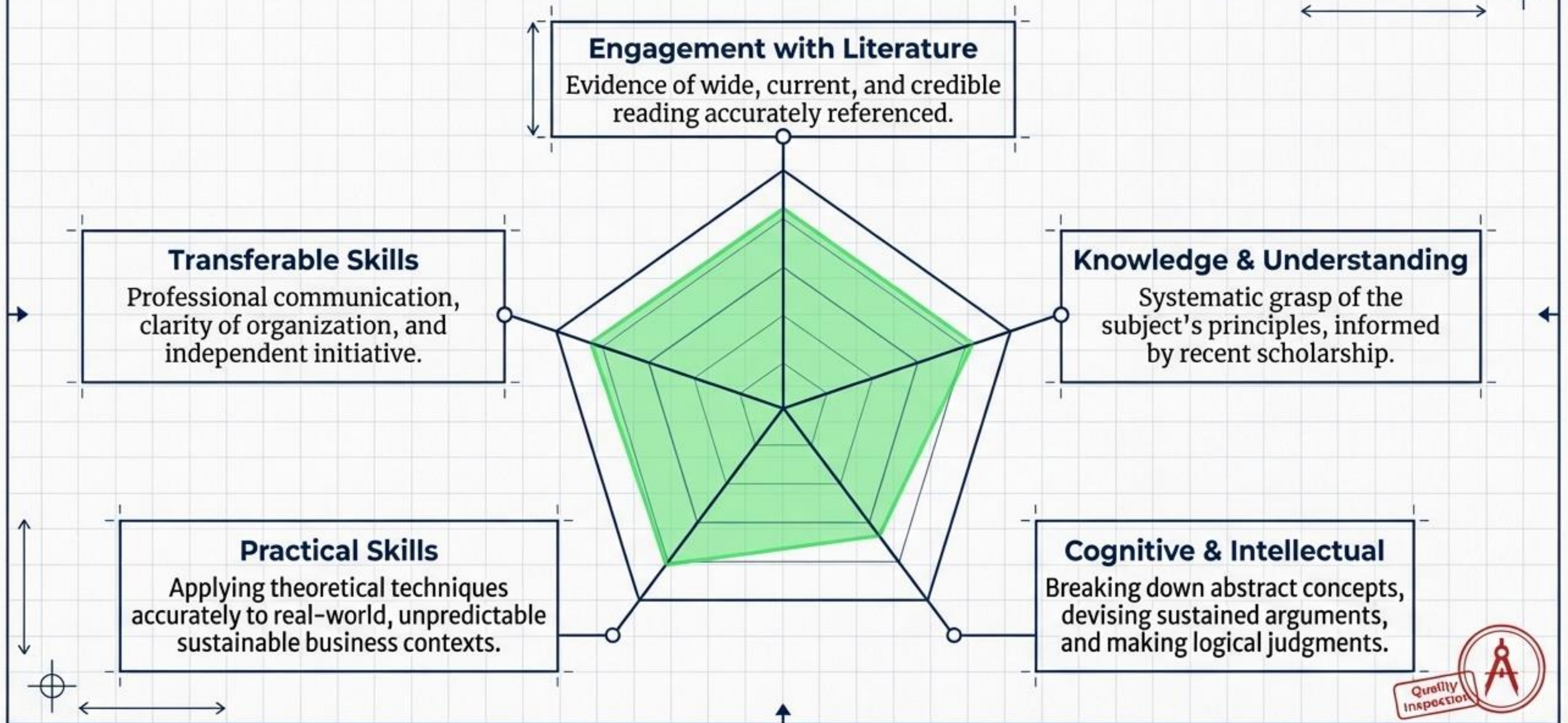
+ Chapter 6: Conclusion (15 Marks)

- ◆ Summarize key findings and explicitly respond to your original research questions.
- ◆ Point to implications for both theory and sustainable business practice.
- ◆ Offer clear directions for future research.

Presentation & Polish (10 Marks)

- ◆ Flawless Harvard Referencing (alphabetical list of used sources).
- ◆ Strict adherence to academic conventions, grammar, and fluency.
- ◆ Double-spaced paragraph formatting throughout the document.

The evaluator's lens: Five core level-6 competencies



The Distinction Matrix: Moving from competent to exceptional

	Good (60-69%)	Exceptional (85-100%)
Thinking	Reasonably detailed knowledge; mostly valid arguments based on standard evidence.	Sophisticated, nuanced awareness of ambiguity; investigates contradictory information to build persuasive, original arguments.
Application	Identifies problems and proposes basic solutions using standard methods.	Proposes excellent solutions in complex contexts; shows assimilation of cutting-edge processes and clear innovation.
Execution	Mostly ordered presentation; competent communication.	Exceptionally coherent, fluent, and highly professional; demonstrates an appetite for further academic development.

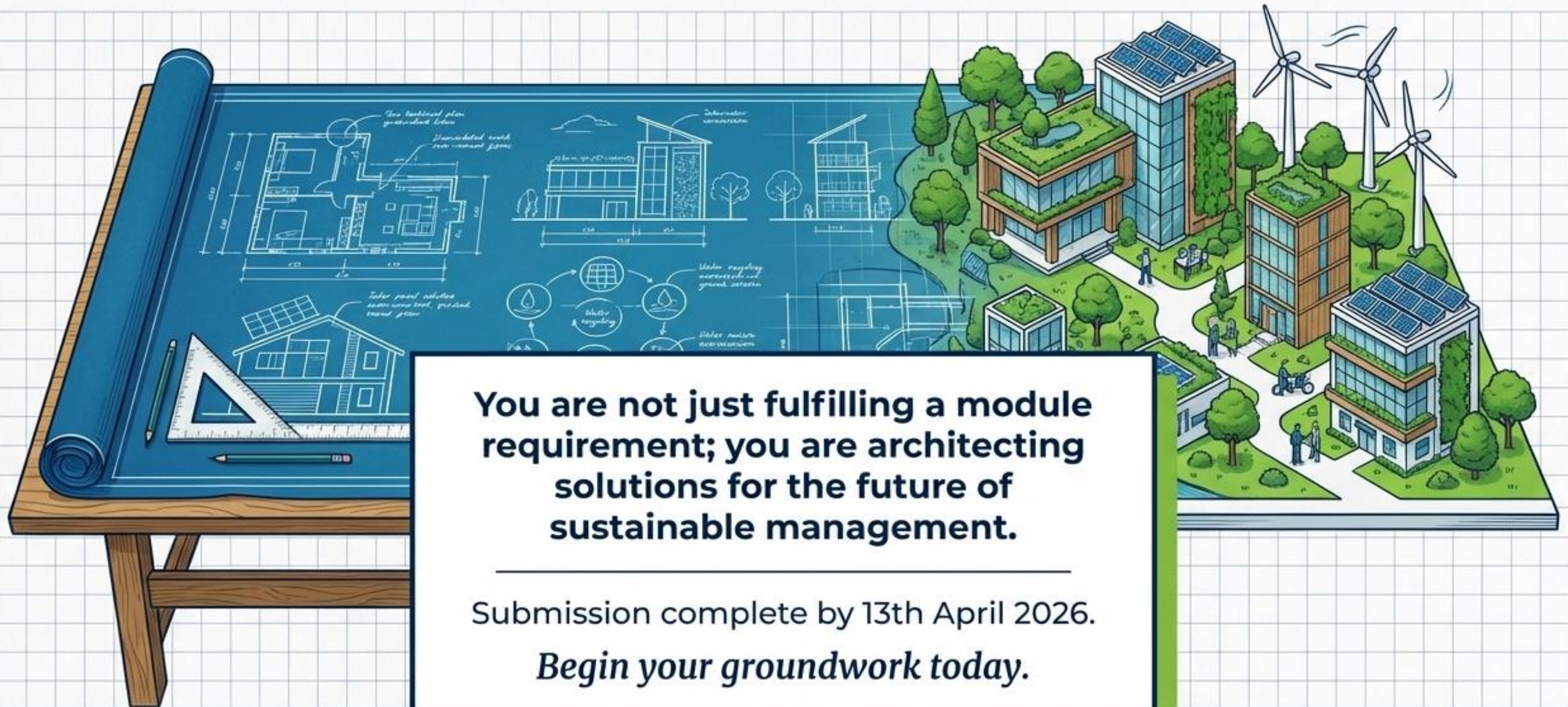
Description earns a pass; critical synthesis and nuance earn a distinction.

Final pre-submission inspection checklist

- ☒ **The Abstract:** Is it under 300 words and perfectly balanced? (1/3 problem, 1/3 aims/methodology, 1/3 findings).
- ☒ **The Structure:** Are the Table of Contents, Figures, Tables, and Acronyms accurately listed and paginated?
- ☒ **The Declaration:** Is the signed statement of own work included and complete?
- ☒ **The Delivery:** Are you prepared to submit electronically via Turnitin AND provide a single bound copy?
- ☒ **The Boundaries:** Is your final word count within the 6,400 to 9,600 range (8,000 +/- 20%)?



Laying the foundation for sustainable enterprise



You are not just fulfilling a module requirement; you are architecting solutions for the future of sustainable management.

Submission complete by 13th April 2026.

Begin your groundwork today.