1987–2027

Greenwich University

skm.
SCHOOL OF BUSINESS
A GREENWICH UNIVERSITY SCHOOL

Greenwich Works

BUILD BLOCK BRIEF · FALL 2026–27

Business Core · Market-Entry Dossier CLIENT LANE

Project menu session 5 · this brief session 5 · project chosen session 6 · build from session 7 · 97 students · 20 teams at the final cut · courses: GBBA325, GBBC432, GBIB436, GEBF326, GEMM431, GHCC434, GHPH433, GHAA435, GHPP431

What your team is building

A real Karachi firm from Dr Rab Nawaz's client list, a real foreign market, one dossier the firm can use. Two target markets compared, one recommended; trade data, costing, mode of entry, communication plan, ethics and consumer-psychology chapters; pitch deck.

Your block's conveners. Dr Arifa Saeed (leads the block) · Ali Saeed.

ONE PROJECT, SEVERAL GRADEBOOKS

You submit **one** piece of work, and each course that marks it looks at a different dimension, out of 15. **At most eight courses mark one team file.** A course you take that falls outside those eight sets you a **lens note** instead — an individual piece on the same project from that course's angle, 3,000 words, same rubric, out of 15, with a viva out of 5. No student carries more than two: from a third, that course marks your viva out of 20 instead.

YOUR MARKS FROM THIS PROJECT

30 sessional work — a team mark of 15 from each course that marks your file, plus your own viva of 5, held in class in the Presentations & Viva week, plus your teacher's quizzes and assignments 10
30 the mid-term
40 the final

This replaces most coursework, not classes.

The projects in this block

Your team chooses one of these in session 6, with your convener. **At most two teams take the same project, and only on different sites or areas.** The full question, the work and the required pieces for each project are in the Ideas Book. Each line below says what your team leaves behind by December, and the skill you take away.

PROJECT	WHAT EXISTS BY DECEMBER	SKILL
Karachi Rice into the Gulf Reports to: TDAP · Rice Exporters Association of Pakistan	A costed Gulf entry dossier, pitch deck and five-year rice import dataset, handed to the named Karachi miller and offered to TDAP.	building a landed-cost model from trade data
Korangi Leather Direct to Europe Reports to: TDAP · Pakistan Tanners Association	A costed UK and Germany direct-to-consumer launch plan with import dataset, handed to the Korangi unit's owner and offered to TDAP.	costing an online marketplace launch

BUILD BLOCK BRIEF · FALL 2026–27

Business Core · Market-Entry Dossier CLIENT LANE

continued

PROJECT	WHAT EXISTS BY DECEMBER	SKILL
Software Services to Saudi Arabia Reports to: PSEB · Ministry of IT	A services-export plan, day-rate benchmark, sales playbook and financial model, handed to the named software house and offered to PSEB.	benchmarking a day rate against foreign competitors
Karachi Seafood into China Reports to: Marine Fisheries Dept · TDAP	A China entry plan with cold-chain costing, risk register and seafood import dataset, handed to the named processor and offered to TDAP.	costing a cold chain and keeping a risk register
A Masala Brand for the Diaspora Reports to: The client packer · TDAP	A diaspora survey dataset of 200 buyers, branded-entry plan and financial model, handed to the named spice packer and offered to TDAP.	running an online quota survey
Generic Medicines to Central Asia Reports to: DRAP · Pakistan Pharmaceutical Manufacturers' Association	**An export pricing study with one-page registration-route summaries for two markets, handed to the named manufacturer and offered to the PPMA.**	pricing a product for export against competitors
Karachi Surgical Instruments Online Reports to: TDAP · SMEDA	A one-page regulatory-route note and a costed B2B e-commerce launch plan with a demand model from import records, handed to the named trader and offered to SMEDA.	modelling demand from customs import records
Halal Cosmetics to Malaysia and Indonesia Reports to: TDAP · Halal Research Council	A two-market halal certification route map, launch plan and three-year model, handed to the named cosmetics maker and offered to TDAP.	mapping a certification route into a new market
Sindh Mangoes into Japan and the UK Reports to: TDAP · Department of Plant Protection	A costed two-market entry dossier and pitch deck, handed to the exporter and to TDAP.	building a landed-cost model from trade records
Karachi Towels under Their Own Name Reports to: TDAP · Towel Manufacturers' Association of Pakistan	A costed own-brand launch plan and pitch deck, handed to the manufacturer and to the association.	pricing a product for a foreign shelf
Franchising a Karachi Restaurant Brand Reports to: Franchise Association of Pakistan · SMEDA	**A costed franchise-versus-own-outlet dossier for two Gulf cities**, with a franchise proposition document, pitch deck and an outlet dataset, handed to the restaurant group and offered to the Franchise Association of Pakistan.	costing a franchise against a company-owned outlet

BUILD BLOCK BRIEF · FALL 2026–27

Business Core · Market-Entry Dossier CLIENT LANE

continued

PROJECT	WHAT EXISTS BY DECEMBER	SKILL
Karachi Auto Parts into East Africa Reports to: Engineering Development Board · PAAPAM	**A costed East Africa entry plan with a distributor pack**, pitch deck and a vehicle-parc dataset for both markets, handed to the named manufacturer and offered to the Engineering Development Board.	sizing a market from vehicle-registration data
Remittances Home from Italy and Spain Reports to: Pakistan Remittance Initiative · Pakistan Banks' Association	**A costed corridor entry plan for Italy and Spain**, a five-year corridor cost-and-volume dataset and a board pitch, handed to the named institution and offered to the Pakistan Remittance Initiative.	working out the true price of a cross-border payment

What each course marks

CODE	COURSE	WHAT THIS COURSE MARKS — 15 MARKS
GBBA325	**Big Data Analytics** Asif Khalid	**This course marks the data work:** where the market data came from and whether it can bear the weight put on it, the cleaning and its record, the analysis and its assumptions, the clarity of the dashboard, and the honesty with which uncertainty is stated. 15 marks, team.
GBBC432	**Business Communication** Dr Mariam Minhas	**This course marks the document and the delivery:** the structure and clarity of the dossier, the correctness of its English, the design of the investor pitch, the handling of questions on the day, and the professionalism of the correspondence with the client. 15 marks, team.
GBIB436	**International Business** Dr. Emad ul Karim	**This course marks the entry-mode decision and its justification:** the country and risk assessment, the mode comparison, the cultural and regulatory read, and the quality of the recommendation defended in the Presentations & Viva week. 15 marks, team.
GEBF326	**Introduction to Business Finance** Dr Rakesh Parkash	**This course marks the money:** the costing of the entry, the funding requirement and where it comes from, the break-even and payback calculation, the discounted cash-flow case, and whether the numbers in the dossier survive being checked. 15 marks, team.
GEMM431	**Microeconomics & Macro Economics** Dr. Arifa Saeed	**This course marks the macro read:** the choice of indicators, the accuracy with which published data is used, the demand estimate and the reasoning behind it, the elasticity and pricing argument, and the policy risks named for the target market. 15 marks, team.

BUILD BLOCK BRIEF · FALL 2026–27

Business Core · Market-Entry Dossier CLIENT LANE

continued

CODE	COURSE	WHAT THIS COURSE MARKS — 15 MARKS
GHCC434	**Civics & Community Engagement** Husna Allam	**This course marks the stakeholder and community assessment in the dossier:** who is affected at home and in the target market, what consultation was actually carried out and with whom, the obligations identified, and the social-licence risks named. 15 marks, team.
GHPH433	**Philosophy & Critical Thinking** Muhammad Umer	**This course marks the reasoning in the dossier:** the assumptions the team left unstated, the weakest inference in the entry case, the quality of the counter-argument put against it, and the honesty of the ethical exposure identified. 15 marks, team.
GHAA435	**Applied Area of Psychology** Aisha Ismail	**This course marks the applied-psychology angle of the dossier:** the people side of the market entry — consumer, workforce or wellbeing — the assessment approach chosen and justified, and whether the recommendation follows from it. 15 marks, team.
GHPP431	**Positive Psychology** Aisha Ismail	**This course marks the wellbeing chapter of the dossier:** which positive-psychology constructs bear on the workforce or customers in the target market, the measure chosen, and whether the claim is supported by evidence. 15 marks, team.

What to hand in

- **GBBA325 Big Data Analytics** — By session 11 a hosted dashboard for the target market — demand, price and competitor data, built in Python or a no-code tool with AI assistance and published at a live URL — with the cleaned data set and the transformation log.
- **GBBC432 Business Communication** — By session 11 the finished dossier formatted to a house standard, and a hosted one-page pitch site for the client — written and laid out with AI assistance and published at a live URL — together with the pitch deck.
- **GBIB436 International Business** — By session 11 a hosted market-entry brief for the client — country screen, risk register, mode comparison and the recommendation, built with AI assistance and published at a live URL — plus the entry chapter of the dossier.
- **GEBF326 Introduction to Business Finance** — By session 11 a hosted costing and cash-flow model for the entry — built with AI assistance and published as a live dashboard the client can open — together with the two-page financial case inside the dossier.

BUILD BLOCK BRIEF · FALL 2026–27

Business Core · Market-Entry Dossier CLIENT LANE

continued

- **GEMM431 Microeconomics & Macro Economics** — By session 11 a four-page macro brief on the target market with a hosted data page — indicators, charts and sources, assembled with AI assistance and published at a live URL — feeding the demand estimate inside the dossier.
- **GHCC434 Civics & Community Engagement** — By session 11 the stakeholder and community assessment inside the dossier, plus a short hosted client brief page built with AI tools, the consultation notes with consent records, and AI declaration.
- **GHPH433 Philosophy & Critical Thinking** — By session 11 an assumption audit and written critique of the dossier — unstated premises, the weakest inference, the strongest objection, the ethical exposure — published on the team's hosted dossier page with AI declaration.
- **GHAA435 Applied Area of Psychology** — By session 11 the team files an applied-psychology chapter of four pages inside the dossier, with the assessment approach, its evidence and a recommendation.
- **GHPP431 Positive Psychology** — By session 11 the team files a wellbeing chapter of three pages inside the dossier, with a named construct, a measure, and sourced evidence.

How big the file is

The written file is **3,000 words for every member**, plus or minus ten per cent — 15,000 words for a team of five, 12,000 for four, 9,000 for three — plus the artefacts: the evidence or data log with its instrument, interview notes and consent log, any program with its tests, the pitch deck, the AI declaration, the draft-to-final revision log, the two-page brief for the body the project reports to, delivered by the team, and the handover page (data, methods, what next year's team should do). In the venture and client lanes the live thing itself is the largest artefact. Each member owns one section of 3,000 words with their name on it, one artefact they built, and one part they can defend alone at viva. A lens note is 3,000 words on the same project. The full format is in "The Folio — required format", in the portal.

Dates

Session 5	12 Oct	Your personal brief, with your claim code, in class. The project menu — twenty minutes of class: your block's projects, each with its title, its problem in one line and who it is for; your team notes the three it likes. And the full projects, the same week: this brief, the Ideas Book and the format sheet, in the portal. Read your three projects in full.
Guest session	Session 4 or 5	A practitioner from outside the university speaks to your school, on whichever of those two sessions the speaker can make. Attendance is compulsory. Each student writes one page on it for their own file; it is not marked.

BUILD BLOCK BRIEF · FALL 2026–27

Business Core · Market-Entry Dossier CLIENT LANE

continued

Session 6	19 Oct	Your team makes its final choice of project with your convener and names itself. Sealed prediction: before any data, your team writes what it expects to find, signs it and seals it with your convener. Your convener opens it at your team's first viva. It carries no marks. Straight after, your team fills in the ethics screening sheet in class (the ethics sheet and any field plan are due Sat 24 Oct). Then design the instrument or find the client, and split the sections.
Sessions 6–7	19 Oct – 8 Nov	Data collection may begin once your team's ethics screen is cleared. The mid-term (26 Oct – 1 Nov) comes between the two sessions. The build itself starts in session 7.
Session 7	2 Nov	One-page plan uploaded to the portal by Sat 7 Nov: the question, the instrument or the client charter, who owns what. Not marked — it is the gate. This week the convener merges the marking courses' requirements into the file's sections, so the team writes one document and not eight. Clients matched to teams; field plans signed. Build starts: rubric issued, roles confirmed, team charter uploaded by Sat 7 Nov. Build-with-AI workshop for venture and client teams.
Session 8	9 Nov	Iqbal Day, Mon 9 Nov, is a holiday; Monday classes are made up on Tue 10 Nov. Scope agreed with the convener. Client or subject confirmed. Your school arranges its industrial visit for some point between now and session 11.
Session 10	23 Nov	Draft review, inside a normal class: each course teacher sees the teams in their own section for about ten minutes each — show what exists, not what you plan. The convener samples three files per block.
Session 11	30 Nov	The artefact goes live or reaches its first complete state.
Session 12	7 Dec	The last class. Final file uploaded in the Folio submission window, Sat 12 – Wed 16 Dec, with its AI declaration, the two-page brief written for the body your project reports to, and the handover page (data, methods, what next year's team should do). Venture teams evidence the first paying customer. The whole window is on time; nothing is accepted after Wednesday 16 December.
Presentations & Viva	14–19 Dec	No new teaching. Vivas in class: each course holds its own, team by team, in its class in the Presentations & Viva week — about three minutes per student, on your own part as that course sees it. Alumni viva panels sit through the week; the main panel day is Sat 19 Dec.
The Karachi Review	Mon 21 Dec	Your team exhibits at its own table, across the campus, all day. The day opens with a thirty-minute handover of studies to the public bodies who asked for them; press and industry attend. Eleven panels — a teacher and an alumnus each — circulate the exhibition and score you at your table, about eight minutes a team. Not marked separately; the panel sheet goes to every course marking the file.
Weekend	–	Weekend cohorts hold all of the above in their Saturday and Sunday slots; the Karachi Review runs on a weekend afternoon.

Rules for this lane

BUILD BLOCK BRIEF · FALL 2026–27

Business Core · Market-Entry Dossier CLIENT LANE

continued

What counts as done

A working deliverable in the client's hands, hosted where it needs to be hosted, with the files and accounts handed over and the client's written comment on record.

The client relationship

You get two meetings — one to take the brief, one to show progress — plus a short written comment at the end. Ask for no more. You never ask for a fee and never accept one. Where the work needs spending — printing, adverts, hosting, materials — the client pays it directly, or there is no spend: any paid activity is optional and client-funded, and the team spends nothing of its own.

Confidentiality

Whatever the client marks confidential stays inside the team and the supervisor. Never accept customer records, financial account details or personal data about identifiable people, and never put any of it into an AI tool.

If the client goes quiet

Tell your convener in the same week. Every client-lane block has an internal Greenwich brief as a fallback — the GX record, the alumni directory, Journey 40 and departmental systems all need building.

Marks

You are marked on the work, not on the client's mood. A difficult client, honestly handled and documented, is not a penalty.

Two teams to a project, at most

No project is taken by more than two teams, and two teams share one only on different sites or areas. Your convener records your choice in session 6 and may refuse a third team.

Before you leave campus

Whatever your lane: no team collects data before its ethics screen is cleared, and no team leaves campus before the fieldwork gate opens on Saturday 10 October, the duty phone exists and the team has signed out on the sign-out sheet. The duty number is on your field card.

BUILD BLOCK BRIEF · FALL 2026–27

Business Core · Market-Entry Dossier CLIENT LANE

continued

Using AI

You are expected to use Claude and similar tools — to research, to build, to draft, to model numbers. Three rules. Check everything a tool gives you before you use it, and record the check. Declare what you used in the AI declaration bound into the file, as the HEC *Framework on the Use of Generative AI Tools* (2026) requires. Be able to explain, at the viva, everything your team built. **Work you cannot explain is not credited to you.** Undeclared use, or use to fabricate data, references or results, is academic misconduct. Never put real client, patient or examinee data, or anything identifying a real person, into a tool.

BLOCK CONVENER	PROGRAMME HEAD	DATE ISSUED