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BUILD BLOCK BRIEF · FALL 2026–27

Digital Business Lab VENTURE LANE

Project menu session 5 · this brief session 5 · project chosen session 6 · build from session 7 · 54 students · 11 teams at the final cut · courses: GBCE691, GBCE692, GBEM693, GBEM694, GBET565, GBHR562, GEPG563, GBSM682

What your team is building

A digital venture or a digital transformation of a real firm, with analytics, neuromarketing, cross-cultural marketing, AI automation, e-commerce, HR and macro chapters; launched to real customers by session 12.

Your block's convener. Rafia Khan.

WEEKEND TRACK

5 students in this block (1 team) are taught only at the weekend. Their check-ins, guest session and Review slot run in weekend slots. No team mixes weekday and weekend students.

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
Export Karachi on Marketplaces Reports to: TDAP · SMEDA	**Live reworked marketplace listings held by one Karachi SME, with five weeks'** measured traffic and conversion, findings handed to TDAP and SMEDA.	reading listing analytics to raise conversion
The Kirana Goes Digital Reports to: SMEDA	A WhatsApp ordering and inventory system running in three kiranas with their staff trained, and a digital-inclusion note handed to SMEDA.	building a dashboard on free tools
AI Customer Desk for a Karachi Brand Reports to: The client brand's owner · PSEB	An AI response layer running on one client brand's messages, with four weeks of measured conversion, held by the brand's owner.	deploying and measuring a customer-service bot

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PROJECT	WHAT EXISTS BY DECEMBER	SKILL
Cross-Border Freelance Studio Reports to: PSEB · Ministry of IT & Telecommunication	**A studio that rebuilt five freelancers'** profiles, pricing and proposals for a fee, with five weeks' measured results and a chapter on payment routes handed to PSEB and the Ministry.	positioning and pricing services for foreign clients
Data for the Dhaba Reports to: SMEDA	A sales-tracking and stock-alert set-up on the owner's own phone in three eateries, with a policy note handed to SMEDA.	running an A/B test with sales as outcome
The Subscription Test Reports to: State Bank of Pakistan (payments)	A weekly study-kit subscription sold on campus for five weeks, with a recurring-payments brief handed to the State Bank of Pakistan.	analysing churn and renewal data

What each course marks

CODE	COURSE	WHAT THIS COURSE MARKS — 15 MARKS
GBCE691	**Business Analytics & Decision Making** Usama Khalid	**This course marks the analytics:** whether the right question was asked, whether the data behind it can be trusted, whether the model or dashboard is correct and honestly scaled, and whether the team can show the decision the numbers drove. 15 marks, team.
GBCE692	**Neuromarketing & Consumer Psychology** Mohammad Mubashir Mussawar	**This course marks the consumer evidence:** whether the test asked a real question, whether the design and consent were sound, whether the analysis is honest about a small sample, and whether the change made to the offer actually follows from the result. 15 marks, team.
GBEM693	**Global Marketing & Cross-Cultural Strategies** Farhan Ahmed Shaikh	**This course marks the market side:** whether the segment was chosen from evidence rather than convenience, the clarity and defensibility of the positioning, whether the mix was adapted for a reason and the reason is stated, and how the cultural risk in the message was handled. 15 marks, team.
GBEM694	**AI and Automation in Marketing** Usama Khalid	**This course marks the machine:** whether the stack works end to end from capture to conversion, whether the AI-produced content was verified before it went out, whether performance is measured honestly rather than flattered, and whether consent and privacy were handled properly. 15 marks, team.

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CODE	COURSE	WHAT THIS COURSE MARKS — 15 MARKS
GBET565	**Emerging Trends & E Commerce in Digital Era** Umer Naeem	**This course marks the shipped thing and the plan behind it:** the channel and model chosen for the SME, the storefront built with its checkout and fulfilment, the analytics instrumentation, the automation put in place, and the twelve-week growth plan costed. 15 marks, team.
GBHR562	**Human Resource Management** Shomayl Chowdry	**This course marks the people side:** whether the roles were derived from the work rather than guessed, the quality of the job descriptions and selection method, whether pay and benefits are lawful and affordable, and whether the people cost is carried honestly into the venture's numbers. 15 marks, team.
GEPG563	**Pakistan & Global Economy** Dr. Arifa Saeed	**This course marks the economic case:** whether the sector and demand read is supported by published data, whether the cost, pricing and exchange-rate exposure of the venture are correctly identified, and how honestly the evidence is used. 15 marks, team.
GBSM682	**Strategic Management** Usman Aleem	**This course marks the strategy:** whether the industry and competitor analysis is evidenced, whether the chosen position follows from it, whether the advantage claimed is real and durable, and whether the decision to persevere or change was made against a measure set in advance. 15 marks, team.

What to hand in

- **GBCE691 Business Analytics & Decision Making** — A live analytics view of the venture, built with AI tools and hosted — visits, conversion, cost per customer and margin on one screen — with the metric definitions written down, submitted by session 11 with AI declaration.
- **GBCE692 Neuromarketing & Consumer Psychology** — A tested and revised offer live on the venture's site by session 11 — the two variants, the consented test protocol, the participant record and the result — published with AI declaration.
- **GBEM693 Global Marketing & Cross-Cultural Strategies** — A hosted landing page for the venture in two market variants, built with AI tools — positioning statement, adapted copy, pricing and channel for each — live by session 11 with the segment evidence and AI declaration.
- **GBEM694 AI and Automation in Marketing** — A working automation live on the venture's site and channels by session 11 — capture form, email or WhatsApp sequence, a chatbot and a CRM record — with the campaign content, the performance data and AI declaration.

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- **GBET565 Emerging Trends & E Commerce in Digital Era** — A live storefront or site for the SME, built with AI tools and hosted, with working checkout, product data, analytics installed and at least one automation running, plus the growth plan — due session 11 with AI declaration.
- **GBHR562 Human Resource Management** — A hosted people pack for the venture, built with AI tools — organisation chart, job descriptions, a structured interview guide, a compliant offer letter template and a live people-cost model — submitted by session 11 with AI declaration.
- **GEPG563 Pakistan & Global Economy** — A live site or storefront for the SME, built with AI tools and hosted, by session 11, with a four-page economic environment brief — sector, demand, input costs, currency and policy exposure — and AI declaration.
- **GBSM682 Strategic Management** — A hosted one-page strategy brief for the venture, built with AI tools — industry analysis, chosen position, the advantage claimed and the measures that would falsify it — published alongside the live offer by session 11 with AI declaration.

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.
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.

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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

What counts as done

A live offer that a stranger could buy from, and at least one paying customer who is not a relative or a classmate, evidenced by a receipt or transaction record with the customer's identity removed.

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Money

The University funds each venture team with Rs 25,000; how to draw it is announced by the Office of the Vice Chancellor before Session 7, when the build starts. Everything your customers pay goes into a University account opened for your team and held by Finance; refunds and the Rs 25,000 are paid from the same account. No takings are kept in a personal account or wallet. Every rupee in and out is accounted for, with receipts, in the venture file; unspent funds are returned. You may also raise sponsorship on top. The University is not a party to your venture and carries no liability for it.

Legal ground

No company is registered at this stage. You operate as a sole-proprietor offer; customer payments go into the University account Finance holds for your team, never a personal wallet. The University is not a party to your venture and carries no liability for it. You may not contract in the University's name.

Sign-off

Food, health, cosmetic and childcare offers need written approval, given through the portal, before anything is offered for sale.

Marks

Your mark does not depend on how much you sell. It depends on the evidence behind the gap, the quality of what you built, what the market told you, and the honesty of your post-mortem. A venture that fails and is analysed well can earn full marks.

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.

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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