1987–2027

Greenwich University

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SCHOOL OF BUSINESS
A GREENWICH UNIVERSITY SCHOOL

Greenwich Works

BUILD BLOCK BRIEF · FALL 2026–27

# Enterprise & Money · Venture Launch VENTURE LANE

Project menu session 5 · this brief session 5 · project chosen session 6 · build from session 7 · 44 students · 9 teams at the final cut · courses: GBEP564, GBSC552, GEFM443, GEFT446, GEMA553, GHSY551, GBOB555

## What your team is building

**A venture built and launched with real customers by session 12, on the Rs 25,000 the University gives each venture team.** Business model, supply chain, financial management, fintech rails, management accounts, a psychology-of-the-customer chapter; the venture file reports its findings to the authority that regulates the space.

**Your block's convener.** Haris Yaseen.

### WEEKEND TRACK

**4 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 |
|---|---|---|
| **Thrift Karachi**<br>Reports to: SMEDA | A consignment resale service that traded five weeks, with management accounts, and findings on informal resale handed to SMEDA. | keeping management accounts for a small business |
| **The Campus Tiffin**<br>Reports to: Sindh Food Authority | **A prepaid lunch subscription run five trading weeks through a licensed kitchen, with a student-food note handed to the Sindh Food Authority.** | running subscriptions and digital payments |
| **Fix-It Cycle**<br>Reports to: Cantonment Board Clifton | A bicycle-repair booking service with fixed prices and two repair points that traded five weeks, with a cycling-infrastructure note handed to Cantonment Board Clifton. | pricing a service and managing a parts float |

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| PROJECT | WHAT EXISTS BY DECEMBER | SKILL |
|---|---|---|
| **Tutor Match**<br>Reports to: Greenwich University Student Affairs Office | An on-campus peer-tutoring booking service that ran five weeks among enrolled students, with a note on peer tutoring handed to the Student Affairs Office. | matching and scheduling a service |
| **Kitchen to Kirana**<br>Reports to: Sindh Food Authority · SMEDA | A registered, labelled product in five kiranas, or a documented licensing pathway, with findings handed to Sindh Food Authority and SMEDA. | taking a food product through registration |
| **Rider Insurance Demand Test**<br>Reports to: SECP Insurance Division | A priced micro-insurance product design with numbered non-binding pledge cards from riders, and a regulatory note handed to the SECP Insurance Division. | pricing a product and testing willingness to pay |
| **Second-Hand Textbooks**<br>Reports to: Greenwich University Library · Sindh HEC | **A campus textbook resale and rental scheme with Spring pre-orders taken, and an affordability note handed to University Library and Sindh HEC.** | managing inventory and working capital |

## What each course marks

| CODE | COURSE | WHAT THIS COURSE MARKS — 15 MARKS |
|---|---|---|
| GBEP564 | **Entrepreneurship**<br>Dr. Emad ul Karim | **This course marks the opportunity and the launch:** the evidence behind the gap, the business model and how its assumptions were tested, the quality of the offer that went live, what the market said back, and the honesty of the post-mortem. 15 marks, team. |
| GBSC552 | **Supply Chain Management**<br>Sohail Sultan | **This course marks the supply side:** how the supplier was chosen and on what terms, whether the inventory and delivery decisions were sized from evidence, the landed cost per unit including returns, and whether the fulfilment flow survived contact with real orders. 15 marks, team. |
| GEFM443 | **Financial Management**<br>Mohammad Ali Saeed | **This course marks the money behind the venture:** the unit economics and how they were derived, the pricing decision, the funding requirement and its sources, the twelve-month cash plan, and whether the model survives a change in its assumptions. 15 marks, team. |
| GEFT446 | **Fintech**<br>Dr Muhammad Asif | **This course marks the money movement:** the payment rail chosen and why, the order-to-cash flow from first click to settled funds, the fees and settlement times costed, the regulatory position of the arrangement, and the fraud and data controls put in place. 15 marks, team. |

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| CODE | COURSE | WHAT THIS COURSE MARKS — 15 MARKS |
|---|---|---|
| GEMA553 | **Management Accounting**<br>Jawed Muslim | **This course marks the cost side:** the cost model behind the offer, fixed and variable costs separated and evidenced, the contribution and break-even volume, the budget set at session 8 and the variances against it, and the management accounts produced at the end. 15 marks, team. |
| GHSY551 | **Psychology**<br>Aisha Ismail | **This course marks the behavioural evidence behind the venture:** the interview and observation design, what participants actually said, how the offer uses attention, habit and social proof, and where the team drew the line between persuasion and manipulation. Consenting adult participants only; no clinical claims. 15 marks, team. |
| GBOB555 | **Organizational Behavior**<br>Uzma Khalid | **This course marks the human side of the venture:** how the team was structured and its decision rights written down, how motivation and conflict were handled when the pressure arrived, the quality of the observation evidence kept, and the honesty of the account of how the team worked. 15 marks, team. |

## What to hand in

- **GBEP564 Entrepreneurship** — A live offer by session 11 — a site, a WhatsApp catalogue, a Daraz or Instagram listing, whichever the market actually uses — built with AI tools and hosted; the one-page venture file; AI declaration.
- **GBSC552 Supply Chain Management** — A working order-to-delivery tracker built with AI tools and hosted — supplier file, stock position, packing and courier steps, returns and landed cost per unit — live by session 11 and running against real orders, with AI declaration.
- **GEFM443 Financial Management** — By session 11 a hosted cash and pricing model for the venture — built with AI assistance and published as a live dashboard the panel can open — together with the one-page funding case and AI declaration.
- **GEFT446 Fintech** — A working payment and order-to-cash setup for the venture — a live wallet or gateway, an order form or checkout built with AI tools and hosted, and the reconciliation sheet — in place by session 11 with AI declaration.
- **GEMA553 Management Accounting** — A working management accounts pack for the venture — a hosted costing and budget model built with AI tools, with contribution, break-even, the monthly budget and variances against actuals — submitted in session 11 with AI declaration.

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- **GHSY551 Psychology** — By session 11 the behavioural evidence pack filed with the live offer — consent forms, an interview and observation log from consenting adult participants, and the tested landing-page or catalogue copy built with AI tools and hosted with the venture team.
- **GBOB555 Organizational Behavior** — The venture's live offer, built with AI tools and hosted, together with a hosted team operating pack — charter, roles, decision rights, meeting record and the log of what was revised — submitted 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. |
| **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. |

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| **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 |
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