1987–2027

Greenwich University

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SCHOOL OF BUSINESS
A GREENWICH UNIVERSITY SCHOOL

Greenwich Works

BUILD BLOCK BRIEF · FALL 2026–27

Marketing & Numbers · Launch Case CLIENT 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: GBBS445, GBCF435, GBMK444, GBMN441, GBST442, GRQR316, GCIC313

What your team is building

A real product or service launch planned end to end for a client firm — strategy, marketing, management, finance, statistics — with a launch experiment run for real in the four areas; the case goes to the client and the authority.

Your block's convener. Maliha Khaqan.

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
Launching a Pakistani Sneaker Reports to: The client brand · Pakistan Footwear Manufacturers Association	A two-weekend pop-up with measured sales, plus a 300-buyer survey dataset and launch plan, handed to the client footwear brand.	setting a price by statistical test
The Solar Kit for Flats Reports to: Private Power & Infrastructure Board (PPIB) · Sindh Energy Dept	A priced offer tested in two buildings, with interest counts, 200-household survey and payback model, handed to the client firm and PPIB.	running a household survey by appointment

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PROJECT	WHAT EXISTS BY DECEMBER	SKILL
Launching a Micro-Gym Reports to: The client operator · Sindh Sports Board	**A two-price experiment record**, soft-launch or pre-registration results and finance model, handed to the client operator and offered to Sindh Sports Board.	designing and reading a pricing experiment
The Water ATM Reports to: KWSC · Sindh Local Government	A four-week usage record of one water unit, unit economics and maintenance plan, handed to the client firm and offered to KWSC.	working out unit economics from measured use
Launch a Local Ride-Share for Women Reports to: Sindh Transport Dept	**A demand model from 300 survey responses, pricing and waitlist-test results, handed to the client platform and offered to Sindh Transport Department.**	modelling demand from stated-preference survey data
A Deodorant for Pakistan's Heat Reports to: The client FMCG (regulator to be confirmed)	A concept-test dataset from 300 respondents, fragrance-strip experiment results and launch plan, handed to the client FMCG.	running a statistical concept test

What each course marks

CODE	COURSE	WHAT THIS COURSE MARKS — 15 MARKS
GBBS445	**Global Business Strategy** Mohammad Ali Saeed	**This course marks the strategy:** the industry and competitor read behind the launch, the position claimed and what defends it, the fit with the client's resources, the export or expansion option assessed, and the risks named with a response set against each. 15 marks, team.
GBCF435	**Corporate Finance** Dr Rakesh Parkash	**This course marks the money:** the cost and revenue model behind the launch, the funding requirement and where it comes from, the discount rate and how it was arrived at, the NPV and break-even, and the sensitivity analysis showing what the case depends on. 15 marks, team.
GBMK444	**Principles of Marketing** Saria Ali Khan	**This course marks the market case:** the segmentation and the segment chosen, the positioning against a named competitor, the marketing mix and its internal consistency, the launch plan and its budget, and the measures set to judge whether it worked. 15 marks, team.

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CODE	COURSE	WHAT THIS COURSE MARKS — 15 MARKS
GBMN441	**Principles of Management** Rukhsar	**This course marks the plan and the running of it:** the objectives and how success will be judged, the schedule and who owns each part, the structure and decision rights inside the team, the risks and the controls set against them, and evidence of how the team actually worked. 15 marks, team.
GBST442	**Statistical Inference** Zaeem Farooqui	**This course marks the evidence:** how the market claim was turned into a testable hypothesis, the sampling plan and its limits, the test chosen and why, the assumption checks, the effect size reported alongside the p-value, and the honesty of the conclusion drawn. 15 marks, team.
GRQR316	**Quantitative Reasoning I** To be assigned	**This course marks the arithmetic underneath the launch case:** the sizing and estimation, the ratios and percentage changes reported, the descriptive statistics on the survey data, the honesty of the charts, and whether every figure in the document can be reproduced from the workings. 15 marks, team.
GCIC313	**Applications of Information & Communication Technologies** TEACHER TO BE NAMED	**This course marks the ICT layer of the launch case:** the digital tools chosen and why, the data handled in spreadsheets and cloud services, the file organisation, and the security and backup of the team's work. 15 marks, team.

What to hand in

- **GBBS445 Global Business Strategy** — A hosted strategy brief and competitor board built with AI tools — industry analysis, positioning map, the entry or expansion option, and the risk table — submitted in session 11 with AI declaration.
- **GBCF435 Corporate Finance** — A working financial model for the launch — a hosted spreadsheet and one-page dashboard built with AI tools, carrying the costing, funding plan, NPV, break-even and sensitivities — submitted in session 11 with AI declaration.
- **GBMK444 Principles of Marketing** — By session 11 a hosted launch microsite for the product — offer, positioning, pricing and a working sign-up or order form, built with AI tools and published at a live URL — with the costed launch plan behind it.
- **GBMN441 Principles of Management** — A hosted launch plan and team dashboard built with AI tools — objectives, milestones, roles and decision rights, the risk register and the control measures with live status — submitted in session 11 with AI declaration.

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- **GBST442 Statistical Inference** — A hosted analysis notebook and one-page results brief built with AI tools — data, code, assumption checks, test output and the plain-language conclusion — submitted in session 11 with AI declaration.
- **GRQR316 Quantitative Reasoning I** — By session 11 a hosted launch-case dashboard built with AI tools — market size, the cost and price model, survey summary charts and a sensitivity table — published with the underlying workbook and AI declaration.
- **GCIC313 Applications of Information & Communication Technologies** — By session 11 the team files an ICT annex to the launch case: the tool stack, the shared data structure, the backup and access record, and a one-page security note.

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 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.

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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.

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