1987–2027

Greenwich University

skm. SCHOOL OF BUSINESS
A GREENWICH UNIVERSITY SCHOOL

Greenwich Works

BUILD BLOCK RUBRIC · FALL 2026–27

Business Core · Market-Entry Dossier CLIENT LANE

For course teachers · 20 teams · one sheet per team per course

How to use this sheet

Take one sheet per team. You are marking **only your own course's dimension** of the shared file — the row against your course code below. The five criteria are the same in every course and every block, so a 14 means the same thing across the university. The team mark of 15, with the viva of 5 you hold in the Presentations & Viva week and your own quizzes and assignments 10, makes the sessional 30 of the hundred. Where your course falls outside a team's eight, you mark that student's **lens note** on this same sheet instead.

FOUR STANDING RULES

The window. The file goes in between Sat 12 and Wed 16 December, and the whole window is on time; nothing is accepted after Wednesday 16 December. **Individual adjustment.** You may move one member up to two marks above or below the team mark on the evidence of the viva and the team charter, with a one-line reason in the comment box. **Moderation.** The convener samples three files per block and will ask you to re-mark, with them present, if your marks sit three or more (out of 15) away from the other courses on the same file. **One or two enrolled members.** Where your course marks a Folio for one or two enrolled members of the team, mark their named sections; integration (2) asks whether the section belongs to the Folio, not whether the Folio holds together; no ±2 on a one-member marking.

The 15 marks

CRITERION	MAX	WHAT YOU ARE LOOKING FOR	AWARDED
Substance in this course's dimension	6	Does the part this course marks actually work? Is it right, complete and at the level expected of this year?	
Evidence and method	3	Is the claim supported? Was the method appropriate, followed, and reported honestly?	
Integration with the team's file	2	Does this part fit the rest of the work, or does it sit beside it? Is the file one document or five stapled together?	
Presentation and professionalism	2	Is it legible, cited, complete and handed in on time, in the form asked for?	
Revision and response to feedback	2	Did the draft change after the session-10 review, and can the team say why?	
Total	15		

TEAM NUMBER

COURSE MARKING THIS SHEET

COMMENT TO THE TEAM

COURSE TEACHER

DATE

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Bands

BAND	DESCRIPTION
13–15	**Professional. Could be handed to the client**, the customer or the community as it stands. Reasoning is explicit and the evidence supports every claim.
10–12	Sound. Complete, correct and defensible, with gaps that are visible but not damaging.
8–9	Adequate. The work exists and meets the brief, but is thin in evidence, craft or integration.
5–7	Weak. Incomplete, or complete but not supported. Would need substantial rework to be usable.
0–4	Not submitted, or so far short of the brief that it cannot be assessed.

The dimensions in this block

Each course marks only its own row. The wording below is the same as the one printed in that course's outline, so a student reading their outline and a teacher reading this sheet are looking at the same sentence.

CODE	COURSE	DIMENSION MARKED — 15 MARKS	TEACHER
GBBA325	**Big Data Analytics**	**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.	Asif Khalid
GBBC432	**Business Communication**	**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.	Dr Mariam Minhas
GBIB436	**International Business**	**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.	Dr. Emad ul Karim
GEBF326	**Introduction to Business Finance**	**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.	Dr Rakesh Parkash

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CODE	COURSE	DIMENSION MARKED — 15 MARKS	TEACHER
GEMM431	**Microeconomics & Macro Economics**	**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.	Dr. Arifa Saeed
GHCC434	**Civics & Community Engagement**	**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.	Husna Allam
GHPH433	**Philosophy & Critical Thinking**	**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.	Muhammad Umer
GHAA435	**Applied Area of Psychology**	**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.	Aisha Ismail
GHPP431	**Positive Psychology**	**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.	Aisha Ismail