1987–2027

Greenwich University

curate Hospitality & Tourism
A GREENWICH UNIVERSITY SCHOOL

Greenwich Works

BUILD BLOCK RUBRIC · FALL 2026–27

Destination Pakistan CLIENT LANE

For course teachers · 2 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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continued

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
GBTD446	**Sustainable Tourism Development & Policy**	**This course marks the policy test:** the stakeholder map and who was actually consulted, the environmental and social impact assessment, the carrying-capacity judgement, and the conditions, limits and monitoring plan attached to the proposal. 15 marks, team.	Muhammad Wasay
GBTE442	**Tourism Economics**	**This course marks the economics of the plan:** the demand estimate and the evidence behind it, the cost and revenue model, the impact and leakage assessment, and whether the case survives questioning about who in the host area actually gains. 15 marks, team.	Dr. Arifa Saeed
GBHT445	**Cultural & Heritage Toursim**	**This course marks the heritage judgement:** the accuracy and sourcing of the site account, the interpretation plan and who it speaks to, the visitor management and conservation constraints recognised, and the evidence that the community whose heritage it is was consulted and agreed. 15 marks, team.	Asim Naseer
GBLE555	**Tourism & Hospitality Laws & Ethics**	**This course marks the legal and ethical position:** the compliance register against the instruments that actually apply, where liability sits and how it is allocated by contract, the employment and consumer obligations identified, and the quality of the ethical reasoning where the law is silent. 15 marks, team.	Muhammad Wasy

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continued

CODE	COURSE	DIMENSION MARKED — 15 MARKS	TEACHER
GBMT562	**Social Media and Influencer Marketing in Tourism**	**This course marks the campaign:** the audience and platform choice and the evidence for it, the content produced and its fit to the destination, the creator selection and brief, the disclosure and ethical compliance of everything published, and the honesty of the results read. 15 marks, team.	TEACHER TO BE NAMED