1987–2027

Greenwich University

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SCHOOL OF BUSINESS
A GREENWICH UNIVERSITY SCHOOL

Greenwich Works

BUILD BLOCK RUBRIC · FALL 2026–27

Digital Business Lab VENTURE LANE

For course teachers · 11 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
GBCE691	**Business Analytics & Decision Making**	**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.	Usama Khalid
GBCE692	**Neuromarketing & Consumer Psychology**	**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.	Mohammad Mubashir Mussawar
GBEM693	**Global Marketing & Cross-Cultural Strategies**	**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.	Farhan Ahmed Shaikh
GBEM694	**AI and Automation in Marketing**	**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.	Usama Khalid

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CODE	COURSE	DIMENSION MARKED — 15 MARKS	TEACHER
GBET565	**Emerging Trends & E Commerce in Digital Era**	**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.	Umer Naeem
GBHR562	**Human Resource Management**	**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.	Shomayl Chowdry
GEPG563	**Pakistan & Global Economy**	**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.	Dr. Arifa Saeed
GBSM682	**Strategic Management**	**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.	Usman Aleem