1987–2027

Greenwich University

skm.
SCHOOL OF BUSINESS
A GREENWICH UNIVERSITY SCHOOL

Greenwich Works

BUILD BLOCK RUBRIC · FALL 2026–27

Enterprise & Money · Venture Launch VENTURE LANE

For course teachers · 9 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
GBEP564	**Entrepreneurship**	**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.	Dr. Emad ul Karim
GBSC552	**Supply Chain Management**	**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.	Sohail Sultan
GEFM443	**Financial Management**	**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.	Mohammad Ali Saeed
GEFT446	**Fintech**	**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.	Dr Muhammad Asif

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CODE	COURSE	DIMENSION MARKED — 15 MARKS	TEACHER
GEMA553	**Management Accounting**	**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.	Jawed Muslim
GHSY551	**Psychology**	**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.	Aisha Ismail
GBOB555	**Organizational Behavior**	**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.	Uzma Khalid