1987–2027

Greenwich University

skm.
SCHOOL OF BUSINESS
A GREENWICH UNIVERSITY SCHOOL

Greenwich Works

BUILD BLOCK RUBRIC · FALL 2026–27

Marketing & Numbers · Launch Case CLIENT 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
GBBS445	**Global Business Strategy**	**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.	Mohammad Ali Saeed
GBCF435	**Corporate Finance**	**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.	Dr Rakesh Parkash
GBMK444	**Principles of Marketing**	**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.	Saria Ali Khan
GBMN441	**Principles of Management**	**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.	Rukhsar

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continued

CODE	COURSE	DIMENSION MARKED — 15 MARKS	TEACHER
GBST442	**Statistical Inference**	**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.	Zaeem Farooqui
GRQR316	**Quantitative Reasoning I**	**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.	To be assigned
GCIC313	**Applications of Information & Communication Technologies**	**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.	TEACHER TO BE NAMED