



**MBA PROGRAMME
CLASS OF 2025
SEMESTER I
Section B
Weekly Class Schedule**

FOR THE WEEK OF SEPTEMBER 18 TO SEPTEMBER 22, 2023

Auditorium 104		18-Sep Mon	19-Sep Tue	20-Sep Wed	21-Sep Thu	22-Sep Fri	23-Sep Sat
DG	0830-0900	FA-I	MC	FA-I	*	* <i>EL-1 (Joint)</i>	
Class 1	0905-1035	5	6	6	OB 7		
DG	1105-1135	MM		MM	*		
Class 2	1140-1310	5		6	OB 8		
DG	1435-1505	SAM			*		
Class 3	1510-1640	5			MC 7		
DG	1700-1730		OB		*	SAM	
Class 4	1735-1905		6		MC 8	6	

1. The soft copy of the weekly schedule is available on the main page of LUMS website

Old.lums.edu.pk/resources-Mba-Class-Schedule

2. For course titles and instructors, please turn overleaf.

* **Follow the timing given in the inner pages for MC 7&8, OB 7&8 and Friday, September 22.**

MBA CLASS OF 2025
Semester I (IA)
LIST OF COURSES BEING OFFERED

CODE	UNITS	COURSE TITLE	INSTRUCTOR(S)	SESSIONS
FA-I	0.5	Financial Accounting -I	Asad A Alam	14
MC	1	Managerial Communications	Anjum Fayyaz	28
MM	1	Marketing Management	Ehsan ul Haque	28
OB	1	Organisational Behaviour	Arif N. Butt	28
SAM	0.5	Statistical Analysis for Management	Jamshed H. Khan	14
<i>EL-I</i>	<i>1</i>	<i>Experiential Learning</i>	<i>Hassan Rauf/ M. Adeel Zaffar/ Samir Ahmed</i>	28

**SULEMAN DAWOOD SCHOOL OF BUSINESS
MBA PROGRAMME**

**CLASS OF 2025
AUDITORIUM A-104
Semester I (SIA)
(Section B)**

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Assignments for the week of September 18 to September 22, 2023
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MONDAY, SEPTEMBER 18

0830 - 0900 Discussion Group: Financial Accounting - I

0905 - 1035 **FINANCIAL ACCOUNTING-I**
ASAD A ALAM

Teaching Assistant: Ayesha Azam (ayesha.azam@lums.edu.pk)

Topic: The Four Major Financial Statements. Relationships among the F/S.
Major Uses of Financial Statements

Case: Chemalite

1035 - 1105 Tea break

1105 - 1135 Discussion Group: Marketing Management

1140 - 1310 **MARKETING MANAGEMENT**
EHSAN UL HAQUE

Teaching Assistant: Nadia Nazar (nadia.nazar@lums.edu.pk)

Topic: Market Opportunity Identification and Positioning

Case: Planters Nuts

Assignment:

1. Why is Planters struggling in 2012?
2. What positioning and other strategies would you recommend for Planters?

Read: Positioning: The Essence of Marketing Strategy

1310 - 1435 Lunch break

1435 - 1505 Discussion Group: Statistical Analysis for Management

1510 - 1640 **STATISTICAL ANALYSIS FOR MANAGEMENT**
JAMSHED H. KHAN

Teaching Assistants: Nabeel Javaid (nabeel.javaid@lums.edu.pk)

Topic: Sampling Design

Case: Dilawar Khan Hospital

Assignment:

1. What do these results show about the effect of the new system?
2. Does the data show that the new computer system reduced the time spent on "Nurse's Administration"?
3. Would you recommend this system to other hospitals?

Read: A, S&W, Ch. 10, "Statistical Inference About Means and Proportions With Two Populations" Section 21.1 - 21.4

Note: The data for Dilawar Khan Hospital has been placed in the file "Dilawar Khan Hospital.XLS" in the sub-directory called "<J:\indus\common\Jamshed\sam>" You are required to bring the printouts of the assignment to the class.

TUESDAY, SEPTEMBER 19

0830 - 0900 Discussion Group: Managerial Communications

0905 - 1035 **MANAGERIAL COMMUNICATIONS**
ANJUM FAYYAZ

Teaching Assistant: Madiha Khursheed (madiha.khursheed@lums.edu.pk)

Topic: Effective Oral Communication

Read:

1. Effective Oral Presentation
2. How to Give a Stellar Presentation
3. Want to Give a Killer Presentation

1035 - 1700 Break

1700 - 1730 Discussion Group: Organisational Behaviour

1735 - 1905

ORGANISATIONAL BEHAVIOUR

ARIF N. BUTT

Teaching Assistant: Nadia Nazar (nadia.nazar@lums.edu.pk)

Topic: Performance Appraisal and Feedback

Case: Performance Appraisal Challenge at Pakistan Civil Aviation Authority (CAA)

Assignment:

1. Discuss the evolution of the performance appraisal system in CAA. Do a comparative analysis of ACR, PAR 2007, PAR II 2008 and PAR 2009-2014.
2. What challenges does CAA face with respect to the current performance appraisal system?
3. What is an effective performance appraisal system? How do you think CAA can ensure the effectiveness of its appraisal system?
4. If you were Sumair Saeed, how would you ensure adherence to the performance appraisal system and ultimately, a buy-in for it amongst CAA employees?

Read: Performance Management and Appraisal

WEDNESDAY, SEPTEMBER 20

0830 - 0900 Discussion Group: Financial Accounting - I

0905 - 1035

FINANCIAL ACCOUNTING-I

ASAD A ALAM

Teaching Assistant: Ayesha Azam (ayesha.azam@lums.edu.pk)

Topic: Income Statement and Related Information

Case: Reporting Income for Dot.Coms

Read: Chapter 4 (P)

1035 - 1105

Tea break

1105 - 1135 Discussion Group: Marketing Management

1140 - 1310 **MARKETING MANAGEMENT**
EHSAN UL HAQUE

Teaching Assistant: Nadia Nazar (nadia.nazar@lums.edu.pk)

Topic: New Product Development

Case: Procter & Gamble, Pakistan: The Ariel Launch

Assignment:

1. What is the opportunity in the detergent market in Pakistan? Is it significant?
2. What positioning and marketing mix decisions would you recommend? Why?

THURSDAY, SEPTEMBER 21

0830 - 0900 Discussion Group: Organisational Behaviour

0905 - 1235 **ORGANISATIONAL BEHAVIOUR**
(Double Session) **ARIF N. BUTT**

Teaching Assistant: Nadia Nazar (nadia.nazar@lums.edu.pk)

Topic: Teambuilding

Case: MediSys Corp.

Assignment:

1. What are the opportunities and challenges of a cross functional team?
2. What factors are affecting the IntensCare team's behaviour, culture and outcomes?
3. What should Jack Fogel Do?

Read:

1. Managing High Performance Teams
2. Belbin Roles

1235 - 1435 Break

1435 - 1505 Discussion Group: Managerial Communications

1510 - 1840
(Double Session) **MANAGERIAL COMMUNICATIONS**
ANJUM FAYYAZ

Teaching Assistant: Madiha Khursheed (madiha.khursheed@lums.edu.pk)

Topic: Presentation by Groups

Rubrics Oral and Written

FRIDAY, SEPTEMBER 15

0900 - 1700
(Joint) **EXPERIENTIAL LEARNING-I** **Venue:** Auditorium B-3
HASSAN RAUF/MAZ/SA

Teaching Assistant: Sidra Khalid (sidrakch@gmail.com)

1700 - 1730 Discussion Group: Statistical Analysis for Management

1735 - 1905 **STATISTICAL ANALYSIS FOR MANAGEMENT**
JAMSHED H. KHAN

Teaching Assistants: Nabeel Javaid (nabeel.javaid@lums.edu.pk)

Topic: Sampling Design

Case: Kamoki Poultry Feeds

Assignment:

1. Compute the total sample size for optimal allocation in which your desired error is no more than $\pm \$ 20$ for a 95% confidence level.
2. What size samples should be taken in each stratum? What should you do in stratum 1?
3. Suppose that after taking samples the accountant for KPF found that total audited value for the samples in each strata was \$2,600,000 for strata 1, \$3,750,000 for strata 2, \$2,040,000 for strata 3, and \$1,440,000 for strata 4. Make an estimate of average account size. Will KPF be able to obtain the loan?
4. Find the standard error of this estimate

Read: A, S&W, Ch. 21, "Sample Survey" Section 21.5 - 21.7