Assignments for the week of September 11 to September 16, 2017

**MONDAY, SEPTEMBER 11**

0830 - 0900 Discussion Group: Marketing Management I

0905 - 1035 **MARKETING MANAGEMENT-I**
**EHSAN UL HAQUE**

**Topic:** Fundamentals of B-B Marketing

**Case:** Dominion Motors and Controls, Limited, 1980 (DMC)

**Assignment:**

1. What is your appraisal of the current situation caused by Bridges? Are the implications for DMC serious?

2. How are motors bought in the Canadian oil industry?

3. Evaluate the pros and cons of the four alternatives. Which of these would you recommend to DMC for the short-term? For the long-term?

**Read:** What is Industrial Marketing?

1035 - 1105 Tea break

1105 - 1135 Discussion Group: Operations Management Fundamentals

1140 - 1310 **OPERATIONS MANAGEMENT FUNDAMENTALS**
**ARIF I RANA**

**Topic:** Introduction

**Case:** Donner
Assignment:

1. What is the normal process flow of the production system at Donner? Draw a process flow diagram.

2. What orders would you schedule on the CNC drill? On the CNC router?

3. What is the capacity of the Dry Film Photoresist area? (Assume the order size is eight). How does capacity change with order size?

4. What is the standard labor time for an order of 1 board? 8 boards? 200s?

Read: Process Analysis 2.4-2.5

1310 - 1435 Lunch break

1435 - 1640 MANAGERIAL COMMUNICATION-I
AAMNA KHALID

Topic: Oral Communication – Elevator Pitches – Addressing “Tell me about yourself” – Pitch Yourself

TUESDAY, SEPTEMBER 12

0830 - 0900 Discussion Group: Statistical Analysis for Management

0905 - 1035 STATISTICAL ANALYSIS FOR MANAGEMENT
JAMSHED H KHAN

Topic: Hypothesis Testing and Interval Estimation Name

Case: Seacoast Community College District

Read: A, S&W, Ch. 9, “Hypothesis Testing”, Section 9.1 – 9.5

1035 - 1105 Tea break

1105 - 1135 Discussion Group: Financial Accounting

1140 - 1310 FINANCIAL ACCOUNTING
ASAD A ALAM

Topic: Income Statement

Lecture, short cases and exercises
**Assignment:** Please solve questions at the end of the case and the questions sent from the assigned chapter.

**Read:** Chapter 4

### WEDNESDAY, SEPTEMBER 13

0830 - 0900  Discussion Group: Marketing Management I

0905 - 1035  **MARKETING MANAGEMENT-I**  
**EHSAN UL HAQUE**

**Topic:** Qualitative Methods

**Read:**

1. Excerpts from “The Consumer Insight Workbook”
2. Class in Action Picture

**Assignment:**

1. Do the exercises listed on pp. 26, 28, 40, 42, 52 and 88. For all of these exercises note the following:
   a) Do the exercise as you read. Do not complete the reading before doing the exercises.
   b) In the reading several topics are suggested for conducting these exercises. You do not need to limit your exercises to these topics. I would strongly recommend that you select Pakistani examples.
   c) I need a handwritten (but legible) report of any three of these exercises. You need to submit one page per exercise, no more. You must be concise and insightful.
   d) For the exercise on p.88, use the photograph attached separately (also sent to you via email). You need to write on any two individuals. They have been numbered for easy identification

2. Be prepared to discuss the reading(s) and your exercises.

1035 - 1105  Tea break
1105 - 1135  Discussion Group: Operations Management Fundamentals

1140 - 1310  OPERATIONS MANAGEMENT FUNDAMENTALS
ARIF I RANA

**Topic:** Introduction

**Case:** Polyface: The Farm of Many Faces

**Assignment:**

1. Reflect on the differences between the operating systems of Polyface and the industrial model of food production. How would you characterise the key differences between the two?

2. What are the challenges of managing and growing economies of scale and economies of scope operations?

3. How would you measure the productivity of Polyface Farm?

1310 - 1435  Lunch break

1435 - 1640  MANAGERIAL COMMUNICATION-I
AAMNA KHALID

**Topic:** Oral Communication – Elevator Pitches – Addressing “Tell me about yourself” – Pitch Yourself

**THURSDAY, SEPTEMBER 14**

0830 - 0900  Discussion Group: Statistical Analysis for Management

0905 - 1035  STATISTICAL ANALYSIS FOR MANAGEMENT
JAMSHED H KHAN

**Topic:** Hypothesis Testing and Interval Estimation Name

**Case:** Cleveland Detergent Inc.

**Read:** A, S&W, Ch. 10, “Statistical Inference about Means and Proportions with Two Populations”

1035 - 1105  Tea break
1105 - 1135  Discussion Group: Financial Accounting

1140 - 1310  **FINANCIAL ACCOUNTING**

**ASAD A ALAM**

**Topic:** The Balance Sheet

**Case:** SKA

**Assignment:** Please solve questions at the end of the case and the questions sent from the assigned chapter.

**Read:** Chapter 5

1310 - 1400  Lunch break

1400 - 1500  **SESSION WITH SBA**

Session with Syed Babar Ali [Pro-Chancellor LUMS]

**Venue:** Auditorium 103

**Note:** Attendance is mandatory for all students.

**FRIDAY, SEPTEMBER 15**

0900 - 1300  **EXPERIENTIAL LEARNING-I**

**ANJUM FAYYAZ**

*Experiential Learning Session*

**SATURDAY, SEPTEMBER 16**

0830  **INDUSTRIAL FIELD STUDY**

**ARIF I RANA**

To be announced later.