**MONDAY, OCTOBER 16**

0830 - 0900  Discussion Group: Marketing Management I

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

**Topic:** Managing Brands Over Time

**Case:** Unilever Canada: Redefining the Axe Brand

**Assignment:**

1. How do consumers currently perceive AXE? Which emotional motivators has AXE historically appealed to in consumers?

2. What was the objective of Unilever’s Comprehensive Global Masculinity Study? What were the key learnings from the study?

3. Using the template provided in case Exhibit 13, create a one-page client brief outlining your recommendations for the 2016 campaign. (This is a group assignment. Be ready to present your recommendations in the class using computer. Submit a copy of your presentation at the end of the class).

**Read:** Positioning: The Essence of Marketing Strategy

1035 - 1105  Tea break

1105 - 1135  Discussion Group: Operations Management Fundamentals

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

**Topic:** Quality Management and Process Improvement
Case: Improving Process Capability at Packages Ltd.

Assignment:

1. Why did Packages adopt a structured problem solving methodology to overcome quality problem? What was the reason for quality improvement?

2. Why did Quality Circle team members find crease stiffness lab values abnormal?

3. What is the significance of using Process Capability tool for data analysis?

Read: MQPC 2.3

1310 - 1435 Lunch break

1435 - 1640 MANAGERIAL COMMUNICATION-I
AAMNA KHALID

Final Project Presentations + Project Submission (Group)

TUESDAY, OCTOBER 17

0830 - 0900 Discussion Group: Statistical Analysis for Management

0905 - 1205 STATISTICAL ANALYSIS FOR MANAGEMENT
JAMSHED H KHAN
(Double Session)

Topic: Time Series Analysis

Case: Kool Kamp, Inc.

Read: Developing Forecasts with the Aid of Time Series Decomposition

1205 - 1435 Break

1435 - 1505 Discussion Group: Financial Accounting

1510 - 1640 FINANCIAL ACCOUNTING
ASAD A ALAM

Topic: Statement of Cash Flows

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

Read:
1. Chapter 23

WEDNESDAY, OCTOBER 18

0830 - 0900  Discussion Group: Marketing Management I

0905 - 1035  MARKETING MANAGEMENT-I
EHSAN UL HAQUE

Topic: Product Policy in the Digital Age

Case: Bank of America: Mobile Banking

Assignment:
1. What benefits does mobile banking provide customers? Why is the adoption slow?
2. Why is BOA interested in mobile banking?
3. What lessons can the Bank learn from its online banking operations? What are the costs and benefits of having customers migrate to online banking?
4. What short- and long-term threats and opportunities do you see for the banks from mobile technology?

1035 - 1105  Tea break

1105 - 1135  Discussion Group: Operations Management Fundamentals

1140 - 1310  OPERATIONS MANAGEMENT FUNDAMENTALS
ARIF I RANA

Topic: Wrap-up

Case: Donner
Assignment:

1. How is Donner doing? What problems do you see?

2. Why do these problems exist?

3. What are the information flows within the Donner factory? Trace an order as it moves from the originating customer to completion.

4. What specific action do you recommend Plummer take to address these problems?

5. (Add strategic questions: given what you studied in various courses (mkt, OM, OB, Acct), what are some of the strategic and operational challenges that Donner faces. As Plummer how would you address these?

6. Do these challenges offer some new opportunities; if so, how would you go about capitalising,

Read: Different Strategy for Different Objectives Link with, HR, Process, Mkt Reqs, Mach Intro Quality Tools/Philosophy. JIT

1310 - 1435 Lunch break

1435 - 1640 MANAGERIAL COMMUNICATION-I
AAMNA KHALID

Final Project Presentations + Project Submission (Group)

THURSDAY, OCTOBER 19

0830 - 0900 Discussion Group: Statistical Analysis for Management

0905 - 1035 STATISTICAL ANALYSIS FOR MANAGEMENT
JAMSHED H KHAN

To be announced later.

1035 - 1105 Tea break
Discussion Group: Financial Accounting

1140 - 1310

FINANCIAL ACCOUNTING
ASAD A ALAM

**Topic:** Statement of Cash Flows

**Case:** Statement of Cash Flows – Three Examples

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

**Read:**

1. Chapter 23

Lunch break

1400 - 1530

SESSION WITH THE MBA PLACEMENT OFFICE

Orientation Session

**Venue:** Auditorium 103

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

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**FRIDAY, OCTOBER 20**

0900 - 1300

EXPERIENTIAL LEARNING-I
ANJUM FAYYAZ

Experiential Learning Session