MONDAY, NOVEMBER 06

0830 - 0900 Discussion Group: Marketing Management - II

0905 - 1035 MARKETING MANAGEMENT-II
EHSAN UL HAQUE

Topic: Local and Global Pricing

Case: Medi-Cult: Pricing a Radical Innovation

Assignment:

1. What are the benefits of Medi-Cult’s IVM approach over the existing IVF method for patients, clinics, and doctors?

2. Should Medi-Cult adopt a skimming or penetration pricing?

3. What launch price(s) would you recommend for Denmark, France, UK and the USA?

Read: Note on Behavioral Pricing

1035 - 1105 Tea break

1105 - 1135 Discussion Group: Organisational Behaviour-I

1140 - 1310 ORGANISATIONAL BEHAVIOUR-I
ANWAR KHURSHID

Topic: Managing Your Boss

Case: Frank Mason (A)

Assignment:

1. How did Frank Mason get into this jam?

2. What were his key choice points where he could have done things differently?
3. What was his boss Nolan trying to do?

4. What could Mason do at the end of the case to get out of this predicament?

**Read:**

1. Managing Your Boss
2. Dealing with Your Incompetent Boss

1310 - 1435 Lunch break

1435 - 1640 **MANAGERIAL COMMUNICATION -II**
AAMNA KHALID

**Topics:**

1. Successfully Pitching an Idea using Persuasion and Motivation Theories, AIDA and FAB
2. Approaches
3. Understanding the Dynamics of Product Presentations and Making Result-Oriented Sales Pitches
4. Pitching to Consumers

**Read:** *(Read Before Session 3)*

1. Basics of Marketing Communication
2. How to Pitch a Brilliant Idea
3. Taking a Strategic Approach to Persuasion *(Read after session 3)*

**Assignment:** Prepare the product pitches using the given prompt and the detailed guidelines provided Presentation in sessions 5&6

**Reference Reading:** 5 Steps to a Perfect Sales Pitch

**TUESDAY, NOVEMBER 07**

0830 - 0900 Discussion Group: Finance Fundamentals

0905 - 1035 **FINANCE FUNDAMENTALS**
ATIF SAEED CH.

**Topic:** Introduction to Finance

**Case:** E.I. Du Pont De Nemours and Co.: Titanium Dioxide

**Assignment:**

1. What are Du Pont’s competitive advantages in TiO2 market as of 1972? How permanent or defensible are they? What must Du Pont do to retain its competitive advantages in future?
2. How might competitors respond to Du Pont’s choice of either strategy (growth, maintain) in the TiO₂ market? What other factors should Du Pont consider in making this decision?

3. Which strategy should Du Pont pursue?

4. Submit a one page assignment on the following question:

What are the differences between accounting and finance?

Note: You can discuss with each other but each student has to submit own assignment. The assignment is due at the beginning of class.

Read: B&E Chapter 1

1035 - 1105 Tea break

1105 - 1135 Discussion Group: Decision Analysis

1140 - 1310 DECISION ANALYSIS
ARIF I RANA

Topic: Introduction to Spreadsheet Based Modeling

Case: Sapphire Dairies (Pvt) Ltd. (A): Where did the business plan go wrong?

WEDNESDAY, NOVEMBER 08

0830 - 0900 Discussion Group: Marketing Management - II

0905 - 1035 MARKETING MANAGEMENT-II
EHSAN UL HAQUE

Topic: Pricing in the Digital Age

Case: The New York Times Paywall

Assignment:

1. Why are newspapers in trouble in the digital era?

2. Why did the previous attempts by The Times to monetize digital versions fail?

3. How do you evaluate the current Paywall design? Would it succeed?
4. Should the Times actively manage its transition from print to digital?

1035 - 1105 Tea break

1105 - 1135 Discussion Group: Organisational Behaviour-I

1140 - 1310 ORGANISATIONAL BEHAVIOUR-I
   ANWAR KHURSHID

   Topic: Motivation Concepts

   Case: Hausser Food Products Company

   Assignment:

   1. What factors de-motivate the sales people in the Florida sales team?
   2. What is the problem being faced by Brenda?
   3. Why is the sales team withholding information?
   4. What is the company doing to motivate its employees?

   Read: Motivation in Organisations

1310 - 1435 Lunch break

1435 - 1640 MANAGERIAL COMMUNICATION -II
   AAMNA KHALID

   Topics:

   1. Successfully Pitching an Idea using Persuasion and Motivation Theories, AIDA and FAB
   2. Approaches
   3. Understanding the Dynamics of Product Presentations and Making Result-Oriented Sales Pitches
   4. Pitching to Consumers

   Read: (Read Before Session 3)

   1. Basics of Marketing Communication
   2. How to Pitch a Brilliant Ide
   3. Taking a Strategic Approach to Persuasion (Read after session 3)

   Assignment: Prepare the product pitches using the given prompt and the detailed guidelines provided Presentation in sessions 5&6
Reference Reading: 5 Steps to a Perfect Sales Pitch

THURSDAY, NOVEMBER 09

0830 - 0900 Discussion Group: Finance Fundamentals

0905 - 1035 FINANCE FUNDAMENTALS
ATIF SAEED CH.

Topic: Forecasting and Ratios

Case: Cartwright Lumber Company

Assignment:

1. Why does Mr. Cartwright have to resort to so much borrowing?

2. Evaluate his financing needs. Will his request for funds be sufficient?

3. What should Mr. Cartwright do in the future?

4. Work out the ratios in “Assessing a Company’s Future Financial Health” and submit before class.

Read:

1. B&E Chapters 2 and 3

2. Assessing a Company’s Future Financial Health

1035 - 1105 Tea break

1105 - 1135 Discussion Group: Decision Analysis

1140 - 1310 DECISION ANALYSIS
ARIF IRANA

Case: Reid’s Raisins Company

Read:

1. P&B Chapter 2, (2.1-2.3)

2. Chapter 5

3. Chapter 3 (just in case)
### FRIDAY, NOVEMBER 10

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<tr>
<th>Time</th>
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<tr>
<td>0900 - 1300</td>
<td>EXPERIENTIAL LEARNING-I&lt;br&gt;ANJUM FAYYAZ&lt;br&gt;&lt;i&gt;Experiential Learning Session&lt;/i&gt;</td>
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<td>1300 - 1430</td>
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### SATURDAY, NOVEMBER 11

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<tr>
<td>0830 - 0900</td>
<td>Discussion Group: Finance Fundamentals</td>
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<tr>
<td>0905 - 1035</td>
<td>FINANCE FUNDAMENTALS&lt;br&gt;ATIF SAEED CH.&lt;br&gt;&lt;b&gt;Topic&lt;/b&gt;: Time Value of Money (TVM)&lt;br&gt;&lt;b&gt;Read&lt;/b&gt;: B&amp;E Chapter 4&lt;br&gt;&lt;b&gt;Assignment&lt;/b&gt;: Read the assigned readings. We will discuss the reading in class.</td>
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