Assignments for the week of November 20 to November 24, 2017

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Session</th>
<th>Instructor</th>
<th>Topic</th>
<th>Case</th>
<th>Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONDAY, NOVEMBER 20</td>
<td>0830 - 0900</td>
<td>Discussion Group: Marketing Management - II</td>
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<td>0905 - 1035</td>
<td>MARKETING MANAGEMENT-II</td>
<td>EHSAN UL HAQUE</td>
<td>Topic: Managing Channel Partners</td>
<td>Case: San Fabian Supply Company (Philippines)</td>
<td>1. Is MacDowell being fair to San Fabian?</td>
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<td></td>
<td>2. What does San Fabian do for MacDowell? Can MacDowell do it better?</td>
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<td>3. As San Fabian top boss what would be your plan of action?</td>
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<td></td>
<td>1035 - 1105</td>
<td>Tea break</td>
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<td>1105 - 1135</td>
<td>Discussion Group: Organisational Behaviour-I</td>
<td>ANWAR KHURSHID</td>
<td>Topic: Foundations of Group Behaviour</td>
<td>Case: The Slade Company</td>
<td>1. What are the important norms for the Sarto Group? How do these norms affect productivity, satisfaction and development of individual members?</td>
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<td>1140 - 1310</td>
<td>ORGANISATIONAL BEHAVIOUR-I</td>
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<td>2. What are the determinants of social status and influence within the plating department? The Sarto Group? The Clark Group? Be as specific as you can?</td>
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</table>
3. As Porter, what managerial implications would you draw from your analysis of the social system in the plating department?

**Read:** Foundations of Group Behaviour

1310 - 1435 Lunch break

1435 - 1640 **MANAGERIAL COMMUNICATION -II**

AAMNA KHALID

**Topics:**

1. Change and Communication
2. Advocating Change by Motivating and Inspiring your Audience

**Read:** *(Before session 7)*

1. Change through Persuasion
2. Communication as a Change Tool
3. Designing and Implementing Effective Change Communication

*(Read after session 7)*

1. Now Hear This: the 9 laws of Successful Advocacy
2. Communicating Workplace Change

**Assignment:** Individual Speech + supporting write-up Presentations in session 11 and 12

**Reference Readings:**

1. Leading Change: Why Transformation Efforts Fail
2. Advocacy – Make a Memorable Case
3. Advocacy – Make the Idea Matter
4. Advocacy – Your Idea is Only as Good as Your Story

**TUESDAY, NOVEMBER 21**

0830 - 0900 Discussion Group: Finance Fundamentals

0905 - 1035 **FINANCE FUNDAMENTALS**

ATIF SAEED CH.

**Topic:** Bond Valuation

**Case:** Tombstones

**Read:** B&E Chapter 5
1035 - 1105  Tea break

1105 - 1135  Discussion Group: Decision Analysis

1140 - 1310  **DECISION ANALYSIS**
               ARIF I RANA

  **Case:**  Canonical Decision Problems (1, 2, 4)

1310 - 1430  Lunch break

1430 - 1500  **SESSION WITH THE DEAN**

  Session with Dr. Jawad Syed (Dean SDSB)

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

**WEDNESDAY, NOVEMBER 22**

0830 - 0900  Discussion Group: Marketing Management - II

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

  **Topic:**  Distribution in the Digital Age

  **Case:**  HP Consumer Products Business Organisation: Distributing
             Printers via the Internet

  **Assignment:**

  1.  How does HP go to the market at this time? Why?

  2.  What kind of on-line presence do you think HP should have? Why?

  3.  What risks do you see in your strategy? How would you manage them?

  **Read:**  Changing Channels: The Impact of the Internet on Distribution Strategy

1035 - 1105  Tea break

1105 - 1310  **ORGANISATIONAL BEHAVIOUR-I**
               ANWAR KHURSHID

  **Topic:**  Managing a Task Force

  **Case:**  The Overhead Reduction Task Force
Assignment:

1. If you were Larry Williams, what would you seek to accomplish in your noon meeting with Georgia Dixon? How would you approach her to increase the likelihood that you would achieve your purposes?

2. If you were Larry Williams, what would you seek to accomplish in the initial meeting of your task force? Specifically, what would you do or say in the first few minutes of the first task force meeting to get the task force off to a good start?

Read: Managing a Task Force

1310 - 1435 Lunch break

1435 - 1640 MANAGERIAL COMMUNICATION -II
AAMNA KHALID

Topics:

1. Business Plans (model) that Get Noticed
2. Pitching to Investors

Read: How to Write a Winning Business Plan (Read before session 8)
(Read after session 8)

1. How to Write a Great Business Plan
2. The Business Plan

Assignment: Business plan evaluation exercises

Reference Reading: Business Plan in a Day Task

THURSDAY, NOVEMBER 23

0830 - 0900 Discussion Group: Finance Fundamentals

0905 - 1035 FINANCE FUNDAMENTALS
ATIF SAEED CH.

Topic: Stock Valuation

Read: B&E Chapter 7

1035 - 1105 Tea break
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>1105 - 1135</td>
<td>Discussion Group: Decision Analysis</td>
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<tr>
<td>1140 - 1310</td>
<td><strong>DECISION ANALYSIS</strong>&lt;br&gt;ARIF I RANA</td>
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<tr>
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<td><strong>Case</strong>: Canonical Decision Problems (5, 6)</td>
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**FRIDAY, NOVEMBER 24**

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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>0900 - 1300</td>
<td><strong>EXPERIENTIAL LEARNING-I</strong>&lt;br&gt;ANJUM FAYYAZ</td>
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<td><em>Experiential Learning Session</em></td>
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<td>1300 - 1430</td>
<td>Juma and Lunch break</td>
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<td>1430 - 1830</td>
<td><strong>LEADERSHIP AND TEAM BUILDING</strong>&lt;br&gt;ANWAR KHURSHID</td>
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<tr>
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<td><strong>Topic</strong>: Assessing Your Leadership Potential</td>
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<td><strong>Activity</strong>: Campbell Leadership Descriptor (TBD in Class)</td>
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