MONDAY, DECEMBER 11

0830 - 0900   Discussion Group: Marketing Management - II

0905 - 1035   MARKETING MANAGEMENT-II
                EHSAN UL HAQUE

                Topic: Marketing Communication in Digital Age

                Case: BBVA Compass: Marketing Resource Allocation

                Assignment:

                1. What is the role of offline and online advertising in acquiring checking account customers?

                2. Are all checking account customers equally lucrative?

                3. Is the budget allocation among various search and display outlets optimal? Which ones would you increase? Why?

                Read: Social Media

1035 - 1105   Tea break

1105 - 1135   Discussion Group: Organisational Behaviour-I

1140 - 1310   ORGANISATIONAL BEHAVIOUR-I
                ANWAR KHURSHID

                Topic: Basic Approaches to Leadership

                Case: L J Summers Company

                Assignment:

                1. What is your evaluation of the programs instituted by Mr. Blain Summers? Mr. Jon Reese?
2. What is your assessment of the leadership of L. J. Summers? Jon Reese? Blain Summers?

3. As Mr. Jon Reese, what action would you take to resolve the problems of the company?

**Read:** Leadership

1310 - 1435 Lunch break

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

**Topic:** Business Plan Pitch – Pitching a Business Plan to a Panel of Investors. (Service Based) (A 1 minute Elevator Pitch Needs to be Recorded and Played)

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**TUESDAY, DECEMBER 12**

0830 - 0900 Discussion Group: Finance Fundamentals

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

**Topic:** Introduction to Options/Real Options

**Case:** Real Options Exercises

**Assignment:** Complete all exercises and submit them in class.

**Read:**

1. B&E, Chapter 8
2. B&E, Chapter 26 *(Skim)*
3. Note on Option Pricing

1035 - 1105 Tea break

1105 - 1135 Discussion Group: Decision Analysis

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

**Case:** Ski Jackets Production

**Read:** P&B Ch. 15 “Introduction to Simulation”

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1310 - 1435 Tea break

1435 - 1735 **ORGANISATIONAL BEHAVIOUR-I**
   ANWAR KHURSHID

   Topic: Transformational and Situational Leadership

   Video: Remember the Titans

   Read: How to Choose a Leadership Pattern

**WEDNESDAY, DECEMBER 13**

0830 - 0900 Discussion Group: Marketing Management - II

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

   Topic: Branding

   Case: Snapple

   Assignment:

   1. Why was Snapple such a big success in the late eighties/early nineties?

   2. Did Quaker make an error in buying Snapple or did they manage it badly?

   3. As Mike Weinstein what would you do? Why?

   Read: If Nike Could Just Do It

1035 - 1210 Break

1210 - 1240 Discussion Group: Finance Fundamentals

1245 - 1415 **FINANCE FUNDAMENTALS**
   ATIF SAEED CH.

   Topic: Short Term Financial Management

   Case: Dell’s Working Capital
Assignment:

1. What is Carrefour’s growth strategy? Has it been successful?

2. Evaluate the company’s financial strategy. What are the critical problems facing the firm? Are joint ventures more profitable than franchises?

3. Can the Carrefour strategy be replicated?

Read: B&E Chapter 16

1415 - 1435 Break

1435 - 1640 MANAGERIAL COMMUNICATION -II

AAMNA KHALID

Topic: Business Plan Pitch – Pitching a Business Plan to a Panel of Investors. (Service Based) (A 1 minute Elevator Pitch Needs to be Recorded and Played)

THURSDAY, DECEMBER 14

0830 - 0900 Discussion Group: Finance Fundamentals

0905 - 1035 FINANCE FUNDAMENTALS

ATIF SAEED CH.

Topic: Foreign Currency/International Finance

Case: Jaguar PLC – 1984

Read:

1. B&E Chapter 17
2. The Foreign Exchange Market: Background Note and Problem Set

1035 - 1105 Tea break

1105 - 1135 Discussion Group: Decision Analysis

1140 - 1310 DECISION ANALYSIS

ARIF I RANA

Case: Ebony Bath Soap
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