Assignments for the week of October 16 to October 20, 2017

<table>
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<th>MONDAY, OCTOBER 16</th>
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| 0830 - 1000       | **FINANCIAL INSTITUTIONS**  
                  | SAMIR AHMED  
                  | Project Presentations |
| 1000 - 1030       | Tea break |
| 1030 - 1200       | **THE BUSINESS OF ENTERTAINMENT**  
                  | NABEEL SARWAR  
                  | **Guest Speaker:** Mr. Duraid Qureshi, CEO, HUM Network Ltd. |
| 1200 - 1230       | Break |
| 1230 - 1400       | **STRATEGIC MANAGEMENT OF NON-PROFIT ENTERPRISES**  
                  | EHSAN UL HAQUE  
                  | **Guest Speaker:** Mr. Syed Asaad Ayub Ahmad [CEO The Citizen Foundation] |
| 1400 - 1730       | Break |
| 1730 - 1900       | **CONSUMER ANALYTICS**  
                  | FARRAH ARIF  
                  | **Topic:** Case Exercise with Conjoint Analysis and Cluster Analysis  
                  | **Case:** Royal Tag: The Challenge of Introducing a New Product Line  
                  | **Assignment:** Questions are given in the case.  
<pre><code>              | **Read:** Rediscovering Market Segmentation |
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<table>
<thead>
<tr>
<th>Time</th>
<th>Course</th>
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<th>Topic/Activity</th>
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| 0830 - 1000 | CORPORATE FINANCE                    | FAZAL JAWAD SEYYED    | **Topic:** Behavioural Finance Insights for Corporate Finance  
**Read:** B&E Chapter 6: Risk and Return (PP 274-76) |
| 1000 - 1230 | Break                               |                       |                                                     |
| 1230 - 1400 | SUPPLY CHAIN MANAGEMENT              | ARIF I RANA           | Guest Speaker Session                                |
| 1400 - 1500 | Lunch break                         |                       |                                                     |
| 1500 - 1630 | SALES FORCE MANAGEMENT              | M LUQMAN AWAN         | Wrap Up Session                                     |
| 1630 - 1715 | Break                               |                       |                                                     |
| 1715 - 2015 | NEOTIATION SKILLS                   | GHUFRAN AHMAD         | **Topic:** Negotiating Job Offers                   
**Case:** Name Your Price (A)  
**Exercise:** To be provided in class  
**Assignment:**  
1. What single piece of advice you would offer to Monroe Davies?  
2. What compensation package you believe Monroe is likely to propose?  
3. In your opinion, how Jim Hummer is likely to respond to the proposal of Monroe? |
4. Why do you think Jim asked Monroe to fill out the complete compensation package? Should Jim have asked for the base salary only?

5. How Monroe should respond to the email from Jim?

Read: 15 Rules for Negotiating a Job Offer

WEDNESDAY, OCTOBER 18

1030 - 1200  THE BUSINESS OF ENTERTAINMENT
NABEEL SARWAR

Topic: Broadcasting, Cable and Streaming

Case: Netflix

Assignment:

1. Was Netflix disruptive? How? How do you evaluate Blockbuster’s response?

2. Did Hastings make the right move in trying to separate the DVD-by-mail business from the streaming business?

3. Did Netflix’s advantage travel from DVD-by-mail to streaming?

4. What Should Hastings do, now that he has let the public outcry force him to undo the split?

1200 - 1230  Break

1230 - 1400  STRATEGIC MANAGEMENT OF NON-PROFIT ENTERPRISES
EHSAN UL HAQUE

Topic: Strategising and Managing Growth

Case: BRAC

Assignment:

1. Why has BRAC been so successful?

2. How do you think the government of Bangladesh views BRAC?

3. What growth strategies should BRAC consider?

Read: Should Non-Profit Seek Profits
1400 - 1730  
Break

1730 - 1900  
**CONSUMER ANALYTICS**  
FARRAH ARIF

*Topic*: Price Sensitivity Analysis  
*Case*: Roya Tag & Kit Kat  
*Assignment*: To be announced later.

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**THURSDAY, OCTOBER 19**

0830 - 1000  
**CORPORATE FINANCE**  
FAZAL JAWAD SEYYED

*Topic*: Exchange Rate Risk Management  
*Case*: Carrefour S.A.

*Read*: B&E Chapter 17: Multinational Financial Management

1000 - 1030  
Tea break

1030 - 1200  
**STRATEGY & MANAGEMENT IN DEVELOPING ECONOMIES**  
SYED ZAHOOR HASSAN

*Case*: From Mobilink to Jazz and Beyond: A Transformation Journey

*Assignment*:

1. Be prepared to discuss the readings and review the relevant concepts from earlier classes and readings.

2. What are the main aspects of the context and related trends that could impact Jazz and its business prospects? Which of these trends are relevant for the entire telecom industry and which are more specific to developing countries? What aspects specific to the context in Pakistan have a direct impact on Jazz and its strategic choices?

3. How has the strategy at Jazz evolved over the recent years? What factors have triggered the related changes? What has been the impact of this evolution? How is Jazz different now as compared to Mobilink in 2014?
4. As Aamir what are your fundamental choices? What decisions do you need to take now? What dimensions of strategy are going to be impacted?

5. What would you, as Aamir, do to address the issues and questions mentioned in the case? How would you justify your actions to your investors, Vimplecom, and the core senior team at Jazz?

**Note:** Please work in groups of two to prepare a short report (maximum of four pages) that captures what you learn during this session and how this relates to what we have discussed in our earlier sessions. Please submit this report to ahmadali@lums.edu.pk not later than Saturday 21th Oct 2017 (5:00PM).

**Read:**

1. Hello, Mobile Operators? This is Your Age of Disruption Calling
2. A Future for Mobile Operators: The Keys to Successful Reinvention

1200 - 1230  Break

1230 - 1400  **SUPPLY CHAIN MANAGEMENT**  
**ARIF I RANA**

**Topic:** Nokalb Genetics (Pakistan) Ltd: Supply Chain Management

**Case:** Ten Guiding Principles for High-Impact SCM

1400 - 1445  Break

1445 - 1530  **SESSION WITH THE PROGRAMME DIRECTOR**  
**ATIF SAEED CH**

**Venue:** Auditorium 303 (3rd Floor, SDSB)

1530 - 1540  Break

1540 - 1700  **SESSION WITH THE MBA PLACEMENT OFFICE**

**Venue:** Auditorium 103

**FRIDAY, OCTOBER 20**

1030 - 1200  **STRATEGY & MANAGEMENT IN DEVELOPING ECONOMIES**  
**SYED ZAHOOR HASSAN**

**Topic:** Formulating and Executing a Successful Strategy in Developing Economies
**Case:** LOLC Micro Credit

**Assignment:**

A.

1. What is ‘microfinance’ and ‘microcredit’? What are the differences between the micro-leasing and group lending sub-sectors within the Sri Lankan microcredit sector?

2. While LOLC Microcredit (LOMC) was still a purely micro-leasing player, what would have been the arguments for and against it expanding into group lending?

3. For a typical low-income customer, what are the pros and cons of trying to get a group loan from a microfinance company versus going to a moneylender?

4. In expanding from micro-leasing to group lending, in what ways did LOMC adapt its business model to ensure continued success even in the new market segment?

5. Despite being a for-profit entity, what makes LOMC so concerned about societal impact? What steps is it taking in this regard, and how can it improve further?

6. What are the big opportunities and challenges LOMC faces in Sri Lanka? How should it prioritize its attention across these?

7. How aggressively should the LOLC group pursue microfinance opportunities in Myanmar? Should Myanmar entity be under LOMC or organized as an independent unit?

B.

1. Is ‘fortune at the bottom of the pyramid’ at mirage or a recipe or for miracle? Be prepared to discuss this dilemma.

**Read:**

1. Serving the World’s Poor, Profitably
2. Fortune at the Bottom of the Pyramid: A Mirage
3. How Microfinance Really Works
4. MS Chapter 8: Improving the Lives for Poor