Assignments for the week of November 06 to November 10, 2017
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MONDAY, NOVEMBER 06
0830 - 1000  FINANCIAL MARKETS
       SAMIR AHMED
   Topic: Stock Exchanges: Deutsche Borse
       Case: Deutsche Borse
1000 - 1030  Tea break
1030 - 1200  RETAIL MANAGEMENT
       ARIF RANA
   Topic: Operations
       Case: TESCO Plc.
       Read: The Old Pillars of New Retailing
1200 - 1230  Break
1230 - 1400  CAREER DYNAMICS AND PROFESSIONAL DEVELOPMENT
       GHUFRAN AHMAD
   Topic: Crafting the Unique You
       Case: Amy Kelly’s Written Interview
   Assignment:
       1. What are the distinct features of the “extended” life-career story or narrative of Amy Kelly?
       2. What specific themes do you identify in the narrative?
       3. How the narrative may help Amy Kelly get a suitable job?
       4. What types of jobs would be suitable to Amy Kelly? Why?
5. How you may improve the narrative? What specific changes you would suggest?

6. How you may summarise the narrative of Amy Kelly in a single paragraph?

Read:

1. Crafting Career Narrative for New Professionals
2. What’s Your Story

1400 - 1500  Lunch break

1500 - 1630   CORPORATE GOVERNANCE
              KHALID A MIRZA

Topic: Governance Failure (i)

Read:

1. “The Fall of Enron”
2. “What happened at Enron?”

TUESDAY, NOVEMBER 07

1030 - 1200   CORPORATE LAW
              NABEEL SARWAR

Topic: Partnership

Case: Haji Fruit Merchants and Sons

Assignment: Be prepared for class discussion.

Read:

1. Sections 39-45 and Section 69 of the Partnership Act, 1932
2. Avtar Singh, Chapters 18, 19 and 20
3. The Joint Venture Concept – Motives and Different Kinds of Joint Ventures

Note: Please bring Partnership Act, 1932 (Bare Act) into class.

1200 - 1230   Break
ORGANISATIONAL POWER AND POLITICS
MOHSIN BASHIR

Topics:
1. Understanding Organisational Environment and its Impact on Organisational Politics
2. Understanding the Role of Organisational Culture as a Source of Power

Read:
1. Pfeffer Chapter 5
2. Pfeffer Chapter 15

Assignment:
1. What is the difference between resources and symbols?
2. How does resource dependency result in a power differential between people in an organisation?

1400 - 1500
Lunch break

1500 - 1630
CHANNEL MANAGEMENT
M LUQMAN AWAN

Topic: Adding Channel

Case: Natureview Farm

Assignment:
1. How has Natureview succeeded in the natural food channel?
2. What are the two primary types of Growth strategies under consideration by Natureview?
3. a) How do the three options compare financially in terms of yearly revenue, gross margin, required investment and profit potential?
   b) If the venture capitalist extended their deadline for meeting the $20 Million revenue target by 12 to 18 months would that change your recommended action plan?
4. What are the strategic advantages and risks of each option? What channel management & conflict issues are involved?
5. What action plan should company pursue? What changes in the current marketing mix, sales, brand and channel partner arrangements do you recommend in order to implement the action plan?

Read:

1. Building and Editing the Channel Value Chain I The Key Principles-Transforming your Go to Market Strategy
2. Building and Editing the Channel Value Chain I A Framework for Getting Started-Transforming your Go to Market Strategy

1630 - 1730  Break

1730 - 1900  BUSINESS TO BUSINESS
ARIF IJAZ

Topics:

1. Human to Human Managing
2. Marketing Complexity

Case: Rambus Inc.

Read:

1. Cisco Video - To Sell is Human
2. Managing Marketing Complexity: A Three-Ring Circus

WEDNESDAY, NOVEMBER 08

0830 - 1000  FINANCIAL MARKETS
SAMIR AHMED

Topic: Stock Exchanges: Pakistan Stock Exchange Ltd

Guest Speaker Session

1000 - 1030  Tea break

1030 - 1200  RETAIL MANAGEMENT
ARIF RANA

Topic: Operations

Case: Aldi: A German Retailing Icon

Read: Localisation: The Revolution in Consumer Markets
1200 - 1230  Break

1230 - 1400  CAREER DYNAMICS AND PROFESSIONAL DEVELOPMENT  

GHUFRAN AHMAD

**Topic:** Finding the Right Organisation/Job

**Case:** What’s After an MBA

**Assignment:**

1. What is the importance of carefully thinking through one’s early career choices? Was the method that Goyal followed to help him choose the right career effective?

2. What strategies do companies use to attract high-quality talent?

3. As a self-evaluation exercise, list the factors that would be important to you and would influence your choice of job role and company. What process would you follow to come to a decision regarding the industry, company, function, and job role that would be the best fit with your career aspirations and life goals?

4. If you were Goyal, which job option would you choose to pursue?

**Read:** Note on Interviewing

1400 - 1500  Lunch break

1500 - 1630  CORPORATE GOVERNANCE  

KHALID A MIRZA

**Topic:** Governance Failure (ii)

**Read:** Procomp Informatic: Stepping on Ethical Landmines in Asia

**THURSDAY, NOVEMBER 09**

1030 - 1200  CORPORATE LAW  

NABEEL SARWAR

**Topic:** Company Law (Introduction)

**Case:** Maple Power Ltd.

**Assignment:** Be prepared for class discussion.
Read:
1. Sections 2 and Sections 9-18, 27 and 52 of the Companies Act, 2017
2. Avtar Singh, Chapter 38

Note: Please bring Companies Act, 2017 (Bare Act) into class.

1200 - 1230     Break

1230 - 1400    ORGANISATIONAL POWER AND POLITICS
MOHSIN BASHIR

Topic: Applying Resource Dependency to Organisational Politics

Case: Gary Loveman and Harrah’s Entertainment

Assignment:
1. What were Gary Loveman’s sources of power?
2. Do you see any significant similarities or differences between Gary Loveman’s and Yasar Rashid's strategies?

Read: Pfeffer Chapter 6

1400 - 1500     Lunch break

1500 - 1630    CHANNEL MANAGEMENT
M LUQMAN AWAN

Topic: Managing Multiple Channels

Case: Cisco Systems: Managing the Go-to Market Evolution

Assignment:
1. How have Cisco’s channels evolved in the last 10-15 years? Why have they evolved that way? What does the future look like?
2. What grades would you give Cisco for managing that evolution? Good or a bad? Why?
3. Against the background of your answer to questions #1 and #2, how should Cisco distribute VoIP products? Through Voice VARSs? Data VARs? Or both?
4. What are your reactions to the “Pyramid” model advanced in Figure C of the case? What is the core concept of this model? Is there an alternative evolutionary model that Cisco should adopt?

Read: Stewarding Multiple Channels-Transforming your Go to Market Strategy

1630 - 1730 Break

1730 - 1900 BUSINESS TO BUSINESS
ARIF IJAZ

Topic: Industry Analysis and Strategy
Case: Kohinoor Maple Leaf Cement – The Journey of Business Transformation

Read:
1. What is Strategy: Porter
2. The Five Forces that Shape Strategy: Porter

FRIDAY, NOVEMBER 10

0900 - 1300 MBA PROJECT
SHAKEEL S JAJJA

Work on MCP Project