MONDAY, SEPTEMBER 17

0830 - 1000  **FINANCIAL MARKETS**  
SAMIR AHMED  

**Topic:** Derivatives Exchanges: CME  

**Case:** CME Group

1000 - 1030  Tea break

1030 - 1200  **BUSINESS STRATEGY**  
M SHAFIQUE

**Topic:** Setting Aspirations

**Case:** Nestle SA: NHWS

**Read:**
1. Setting Aspirations

1200 - 1230  Break

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

**Guest Speaker:** Dr. Faisal Sultan (CEO, SKMCH&RC)

1400 - 1500  Lunch break

1500 - 1630  **CORPORATE GOVERNANCE**  
KHALID A MIRZA

**Topic:** Derelict Board
**Read:** “Satyam Computers Corporate Governance Fiasco (A): Siblings Are Dearer Than Shareholders”

1630 -1715  
**Break**

1715 - 2015  
**CONSUMER ANALYTICS**  
**Venue:** IST Lab-4  
**FARRAH ARIF**

**Topic:** Marketing Essentials Simulation  
**Read:** Manual

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**TUESDAY, SEPTEMBER 18**

0830 -1000  
**STRATEGY & MANAGEMENT IN DEVELOPING ECONOMIES**  
**SYED ZAHOOR HASSAN**

**Topic:** Productivity and Capability Challenges  
**Case:** SIL: Strategy and Roadmap for Next Five Years

**Assignment:**

1. Assess the progress that SIL had made towards its vision and mission in the last four years. To what extent is the value chain of SIL aligned with the vision and mission? What is the role of core values at SIL?

2. What distinctive core competencies does SIL footwear possess? What capabilities are available to SIL footwear that can be leveraged in domestic and export markets? Does SIL possess any ‘dynamic’ capabilities?

3. What should be the strategy that SIL should follow for next 5 years – where? What? How? Why? Please be specific. How should core values, vision and mission impact this strategy?

4. What should be the main strategic themes for next 5 years at SIL – for footwear? For tyre? To what extent should these be similar? Or different?

5. Are there any additional capabilities that SIL needs to achieve success with the proposed strategy? How should SIL acquire and use these capabilities?

6. What role could management at senior and middle levels need to play in making the proposed strategy successful?
Read:

1. Why do Firms in Developing Countries Have Low Productivity?
2. MS Chapter 1: Focusing and Tunneling
3. Review: MS Chapter 6: The Scarcity Trap

1000 - 1030 Tea break

1030 - 1200 THE BUSINESS OF ENTERTAINMENT NABEEL SARWAR

Topic: The Multiplex Cinema Business in Pakistan

Guest Speaker: Ms. Mariam Elbacha, CEO, Cinepax Pakistan Ltd.

1200 - 1230 Break

1230 - 1400 SALES FORCE MANAGEMENT M LUQMAN AWAN

Topic: Compensation, Recruitment Motivation, Performance Evaluation

Case: Raymond James Financial

Assignment:

1. Develop a financial model for a branch office in RJA and RJFS. Analyse it at the FA level. How do they compare across these models? What are the pros & cons of each? When and why is RJA more attractive than RJFS? What would Quazi look like?

2. What is the value of a FA? Does this vary between regional broker / dealers and warehouse’s? Why? Why do some pay front money and others don’t? Why isn’t front money paid to independent contractors?

3. How does RJF make sure the “right” FAs end up in RJA vs RJFS? Which FAs would be the right targets for Quasi? How would you make sure that they select the Quasi option? Who would not be right for Quasi? How would you make sure they don’t select Quasi?
4. Prepare a test market strategy for Quasi. Be sure to think through the important details including (but not necessarily limited to): Which geographic markets should be included? Who will be responsible for recruiting? What are you hoping to learn from the test market? What will be the metrics you will use to evaluate the model?

5. Based on this analysis, do you think RJF should introduce Quasi? Be specific. Should they go ahead and test market it? Should they go ahead without a test market? Should they not even bother? What are the biggest risks of Quasi?

Read: Smarter Segmentation for Your Sales Force

1400 - 1500 Lunch break

1500 - 1630 CAREER DYNAMICS AND PROFESSIONAL DEVELOPMENT
GHUFRAN AHMAD

Topic: Creating Stretch Assignments

Case: LVMH

Assignment:

1. Jennifer was doing an MBA at INSEAD when she was recruited by LVMH. How do you think she handled the recruitment interview given her previous career in engineering in her native Lebanon?

2. Why do you think Jennifer resisted the idea of becoming a mentor when she was put in charge of LVMH’s HR operations in Asia?

3. Why does LVMH place so much emphasis on internal job mobility?

4. Why does LVMH want to realign its culture as it moves from a successful holding company to a global business group?

Read:

1. How Managers Become Leaders
2. Becoming the Boss
WEDNESDAY, SEPTEMBER 19

0830 -1000  **FINANCIAL MARKETS**  
SAMIR AHMED

**Topic:** Fixed Income and Money Markets: The London Interbank Market

**Case:** Barclays and the LIBOR Scandal

1000 - 1030 Tea break

1030 - 1200 **BUSINESS STRATEGY**  
M SHAFIQUE

**Topic:** Generic Strategies

**Case:** Merck and Pfizer

**Read:**


**Supplementary Readings:**


1200 - 1230 Break

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

**Topic:** Collaborations and Fundraising

**Case:** Go Red for Women

**Assignment:**

1. How and why has AHA evolved over the last few decades?
2. Why is the AHA attempting to court corporate sponsors in a historically non-profit environment?
3. Was Go Red successful? Why?
4. How should the AHA go about addressing the three programs raised at the end of the case?

**Read**: Profits for Non-profits: Find a Corporate Partner

1400 - 1500 Lunch break

1500 - 1630 **CORPORATE GOVERNANCE**  
**KHALID A MIRZA**

**Topic**: Director Responsibilities

**Read**: “Corporate Governance. The Jack Wright Series # 1 – Jack Wright, Director”

1630 -1715 Break

1715 - 1845 **CONSUMER ANALYTICS**  
**FARRAH ARIF**

Guest Speaker Session – Brand Health Tracking (BHT)

**THURSDAY, SEPTEMBER 20 TO FRIDAY, SEPTEMBER 21**

*Ashura Holidays*