**MONDAY, NOVEMBER 12**

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**Case:** Saudi Arabia: Getting the House in Order

**TUESDAY, NOVEMBER 13**

0830 - 1000 **CHANNEL MANAGEMENT**
M. LUQMAN AWAN

**Topic:** Managing Multiple Channels

**Case:** CISCO Systems Managing 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:** Chapter 9: Stewarding Multiple Channels

1000 - 1030 Tea break

1030 - 1200 **ISLAMIC BANKING**
SAAD AZMAT

**Topic:** Islamic Law, Legal Theory and Riba

**Case:** The Text of the Historic Judgment on Interest Given by the Supreme Court of Pakistan

**Read:** Chapter 4: Islamic Law of Usury, Risk and Property

1200 - 1230 Break

1230 - 1400 **ORGANIZATIONAL POWER & POLITICS**
MOHSIN BASHIR

**Topic:** Applying Resource Dependency to Organisational Politics

**Case:** Khalid Mirza at SECP
Assignment:

1. What were Khalid Mirza’s source of power?

2. Do you see any significant similarities or differences between Khalid Mirza’s and Nasir Rashid’s strategies?

Read: Pfeffer Chapter 6: Location in the Communication Network

1400 - 1500  Lunch break

1500 - 1630 SUPPLY CHAIN MANAGEMENT
   M. NAIMAN JALIL

Case: Barilla Spa (A)

Assignment:

1. Diagnose the underlying causes of the difficulties that the JITD program was created to solve. What are the benefits and drawbacks of this program?

2. What conflicts or barriers internal to Barilla does the JITD program create? What causes these conflicts? As Giorgio Maggiali, how would you deal with these?

3. Why are Barilla's customers so resistant to the JITD idea? How might Maggiali be more successful in persuading customer to at least try the JITD program?

4. In the environment in which Barilla operated in 1990, do you believe JITD would be feasible? Effective? If so, which customer would you target next? How would you convince them that the JITD program was worth trying? If not, what alternatives would you suggest to combat some of the difficulties that Barilla's operating system faces?

Read: The Bullwhip Effect in Supply Chains

WEDNESDAY, NOVEMBER 14

0830 - 1000 INTERNATIONAL FINANCE
   SAMIR AHMED

Topic: Foreign Exchange Markets and Currency Derivatives II

Case: Foreign Exchange Markets and Transactions
1000 - 1030  Tea break

1030 - 1200  **BRAND MANAGEMENT**  
**MOEEN NASEER BUTT**

**Topic**: Brand Positioning  
**Case**: Dentonic Toothpaste  
**Brand Discussion**: Repositioning of Lifebuoy  
**Supplementary Reading**: Brand Positioning Process, Brand Positioning Types and Errors

1200 - 1230  Break

1230 - 1400  **PROJECT MANAGEMENT**  
**ARIF IQBAL RANA**

**Topic**: The Toolkit  
**Case**: The Boeing 767: From Concept to Production (A)

**Assignment**:

1. How would you describe Boeing’s approach to project management? What are its basic elements? Its strength and weaknesses?

2. How does Boeing manage Risk? (Please consider all the following financial risk, marker risk, technological risk and production).

3. Which method should Boeing use to convert the first 30 767s from three-persons to two-person cockpits? Why?

**Read**: Chapter 8: Managing Risk: Scanning the Hazy Horizon

1400 - 1500  Lunch break

1500 - 1630  **BUSINESS GOVERNMENT RELATIONS**  
**KHALID A. MIRZA**

**Topic**: The Global Financial Crisis of 2007-2008  
**Case**: The 2007-2008 Financial Crisis: Causes, Impacts and the Need for New Regulations
THURSDAY, NOVEMBER 15

0830 - 1000  
**CHANNEL MANAGEMENT**  
M. LUQMAN AWAN

**Topic:** Concept of Power, Conflict

**Case:** RCI Master Distributor: Evolution of Supplier Relationships

**Assignment:**

1. How has the role of Master Distributor in general, and RCI in particular, evolved in this industry?

2. What values do the various intermediaries bring to the customer?

3. What strategy should RCI adopt?
   - Integrate downstream (buy wholesaler)
   - Integrate upstream (buy manufacturer)
   - Merge horizontally (with a master distributor)
   - Stay the course and find a niche
   - Get out of the business

4. How has RCI’s relationship with GE, Component and Masato evolved? Who has the power in each of those cases? Why?

5. What should RCI do about Component and Masato’s threat to pull product exclusivity?

**Read:**

1. Chapter 5: Aligning and Influencing the Channel Value Chain I
2. Chapter 6: Aligning and Influencing the Channel Value Chain II

1000 - 1030  Tea break

1030 - 1200  
**ISLAMIC BANKING**  
SAAD AZMAT

**Topic:** Sale (Ba’i) and Murabaha in Islam

**Read:**

1. MTU (Some Basic Rules of Sale) Pgs. 65-106
2. MBG Chapter 10
3. MBG Chapter 11

1200 - 1230  Break
1230 - 1400  
**ORGANIZATIONAL POWER & POLITICS**  
MOHSIN BASHIR

**Topic:** Organisational Power and Pakistani Culture

**Read:** What is an Organisation’s Culture?

1400 - 1500 
Lunch break

1500 - 1630  
**SUPPLY CHAIN MANAGEMENT**  
M. NAIMAN JALIL

**Case:** Leitax (A)

**Assignment:**

1. Based on the description of the planning system before redesign project which function or individuals should be held responsible for the planning problems in FY 2002? In FY 2004?

2. Assess the consensus forecasting process (CFP) used at Leitax.

3. Based on the description in the text and the evidence in Exhibits 6 and 9, what went wrong with the SF6000 forecast?

4. What are the core elements of CFP that Flower and McMillan should strive to maintain?

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**FRIDAY, NOVEMBER 16**

0900 Onwards  
**MBA CONSULTING PROJECT**  
SHAKEEL S JAJJA

Work On MCP Project

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**SATURDAY, NOVEMBER 17**

0830 - 1000  
**CHANNEL MANAGEMENT**  
M. LUQMAN AWAN

**Topic:** Concept of Power, Conflict

**Case:** Atlas Copco (A); Gaining and Building Distribution Channels

**Assignment:**

1. What grade would you give Atlas-Copco for its entry strategy? Why?
2. What phases of entry strategy do you like? Why?

3. What phases of entry strategy do you dislike? Why?

4. What does the four level franchising agreement do for the company’s customers?

5. What does it do for its distributors?

6. What does it do for the company?

7. What would you do differently to ensure a gain in Market share?

**Read:** Chapter 7: Stewardship in Action I- Supplier Case Studies

1000 - 1030 Tea break

1030 -1200 **ISLAMIC BANKING**
**SAAD AZMAT**

**Topic:** Sale (Ba’i) and Murabaha in Islam

**Read:**

1. MTU (Some Basic Rules of Sale) Pgs. 65-106
2. MBG Chapter 10
3. MBG Chapter 11

1200 - 1230 Break

1230 - 1400 **ORGANIZATIONAL POWER & POLITICS**
**MOHSIN BASHIR**

**Topic:** Culture Appropriate Organisational Politics

**Case:** Debi Coleman

**Assignment:**

1. What are the significant cultural symbols (language ceremonies, myths etc.) at Apple?

2. In what ways has Debi Coleman use Apple’s culture to gain power?