**MONDAY, DECEMBER 03**

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<th>Time</th>
<th>Course</th>
<th>Instructor</th>
<th>Topic</th>
<th>Case</th>
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<td>0830 - 1000</td>
<td><strong>INTERNATIONAL FINANCE</strong></td>
<td>SAMIR AHMED</td>
<td><strong>Topic</strong>: International Capital Budgeting II</td>
<td><strong>Case</strong>: Globalising the Cost of Capital and Capital Budgeting at AES</td>
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<td>1000 - 1030</td>
<td>Tea break</td>
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<td>1030 - 1200</td>
<td><strong>BRAND MANAGEMENT</strong></td>
<td>MOEEN NASEER BUTT</td>
<td><strong>Topic</strong>: Special Topics in Branding</td>
<td><strong>Case</strong>: Altius Golf and the Fighter Brand</td>
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<td>1200 - 1230</td>
<td>Break</td>
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<td><strong>Read</strong>: Co-Branding</td>
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<td>1230 - 1400</td>
<td><strong>PROJECT MANAGEMENT</strong></td>
<td>ARIF IQBAL RANA</td>
<td><strong>Topic</strong>: New Product Development</td>
<td><strong>Case</strong>: We’ve Got Rhythm! Medtronic Corporation’s Cardiac Pacemaker Business</td>
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**Assignment:**

1. Review the history of how Medtronic nearly lost its position as market leader in the 1970s and 1980s. Try to chart on a piece of paper the root causes of those outcomes.
2. Which of the improvements in the new product development process that the Medtronic management team implemented strike you as having been particularly crucial to turning the company around?

3. What do the concepts of product line architecture and train schedule mean in the pacemaker business? What are the costs and benefits of having implemented these concepts as the Medtronic management team has done? What elements of Medtronic’s approach could be applied in very different business settings?

4. Evaluate the nature of senior management involvement in Medtronic’s implementation of its product development system. Which elements of the system does senior management need to be intimately involved in, and which can it delegate or pay less attention to?

**Read**: The New Product Development Imperative

1400 - 1500 Lunch break

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

**Topic**: Development in South Korea

**Case**: State and Markets in South Korea

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**TUESDAY, DECEMBER 04**

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

Work on Project

1000 - 1030 Tea break

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

**Topic**: Sukuk I (Islamic Bonds)

**Case**: Sitara Chemical

**Read**:

1. Ijarah Sukuk Ali (Pgs. 28-55)
2. AAOIFI 2008

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1200 - 1230 Break

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

**Topic**: Losing Power

**Case**: Ayesha Memorial Hospital (A)

**Assignment**:

1. How did the things get so bad for Qureshi?
2. What should Qureshi have done differently in the spring of 2015?
3. What should he do now? What would you do if you were in his place?

1400 - 1500 Lunch break

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

Guest Speaker Session

**WEDNESDAY, DECEMBER 05**

0830 - 1000 **INTERNATIONAL FINANCE**
SAMIR AHMED

**Topic**: Eurobond Markets

**Case**: Carrefour S.A.

1000 - 1030 Tea break

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

**Topic**: Special Topics in Branding

**Case**: Intel Inside

**Read**: Ingredient Branding

**Brand Discussion**: Brands Equals Experience
1200 - 1500 Break

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

**Topic:** Coping with a Difficult Regulatory Environment

**Case:** Citibank, N.A. in China

**Supplementary Reading:**

1. China (A): The Great Awakening
2. Speech at the University of Chicago: Greater China Conference on the “Role of the Financial Sector in China’s Development”

**THURSDAY, DECEMBER 06**

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

**Topic:** Gender and Power

**Guest Speaker:** Sadia Hamid (Regional Business Manager, Oracle Pakistan)

**Note:** Self-Reflective assignment due before this session.

1400 - 1500 Lunch break

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

**Case:** Merloni Elettrodomestici SpA: The Transit Point Experiment

**Assignment:**

1. Discuss the rationale and impact of inventory policy changes prior to 1986?

2. What are the costs and benefits of Merloni’s current distribution system? Of a transit point-based distribution system?

3. Should Merloni replace its network of regional warehouses with transit points? If so, what contingency plans and support systems are necessary to support the new logistics network? If not, what changes, if any, would you recommend Merloni make to its current distribution system?
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| 0900 - 1200  | **PROJECT MANAGEMENT**                      | Zehra Waheed         | Project Management Simulation: Scope, Resources, Schedule  
|             | *(LAB Session)*                             |                      | **Read**: Simulation Handout                 |
|              |                                             |                      | **Venue**: Trading LAB (SDSB Ground Floor)    |
| 1200 Onwards | **MBA CONSULTING PROJECT**                  | Shakeel S Jajja      | Work on MCP Project                           |