**MONDAY, APRIL 01**

<table>
<thead>
<tr>
<th>Time</th>
<th>Course</th>
<th>Instructor/Case/Guest</th>
<th>Details</th>
</tr>
</thead>
</table>
| 0830 - 1000 | MANAGEMENT CONTROL                          | M JUNAID ASHRAF/AYESHA BHATTI | **Case:** Management Control in Sales Force of Life Insurance Industry  
**Assignment:** Identify the forms of controls that sales force is subjected to. Which of these controls are more effective than others?  
**Read:** Chapters 2 and 3: Result, Actions, Personnel and Cultural Controls (Review) |
| 1000 - 1230 | Break                                        |                       |         |
| 1230 - 1400 | AGRIBUSINESS AND VALUE CHAIN MANAGEMENT     | SYED ZAHOOR HASSAN  | **Topic:** Role of Technology in Agri Value Chains  
**Guest Speaker:** Mr. Habib (Telenor)  
**Case:** Mango Export Value Chain in Pakistan and Opportunities for Leveraging IT/Magri at a Telenor (TBD)  
**Assignment:**  
1. What are the main challenges and opportunities related to enhancing value creation in fruit value chains in a country like Pakistan?  
2. What are the main stages and players involved in Mango value chain in Pakistan? How is value being created and captured in this chain?  
3. Based on the ideas presented in the case, what course of action should the consultants recommend to Telelink? What would need to be done to verify the effectiveness of this course of action? |
4. What opportunities does Internet of things (IoT) offer to Telelink? What will be required to capitalize on these opportunities?

5. Where do you see the most attractive opportunity for Telelink Pakistan? Please state your reasons for this selection. What would determine success in capitalizing on this opportunity?

6. Are there any entrepreneurial opportunities that you can spot after going through this case and the readings? What would be required to capitalize on the most attractive opportunity that you have identified? Please be specific.

**Read:**

1. Fruits and Vegetables Supply Chain in India

1400 - 1500 Lunch break

1500 - 1630 **COMPETITION LAW AND POLICY**

**KHALID A MIRZA**

**Topic:** Abuse of Dominant Position

**Read:** Abuse of Dominant Position

**TUESDAY, APRIL 02**

1030 - 1200 **HUMAN RESOURCE MANAGEMENT**

**JAWAD SYED**

**Topic:** Caselets (JS)

**Case:**

1. HRM and Governance: Brunei’s Public Sector
2. HRM in Context: Labour Unrest in the Automobile Industry in India

**Read:** Chapter 1: Context-Specific Human Resource Management

1200 - 1230 Break
1230 - 1400  
**DIGITAL MARKETING**  
KHAWAJA ZAIN UL ABIDIN  

**Topic:** Diffusion of Innovations  

*Class Lecture*  

**Read:** Diffusion of Innovations Chapters 1 and 7  

1400 - 1600  
Break  

1600 - 1900  
**RETAIL MANAGEMENT**  
ARIF I RANA  

Retail Simulation  

**Venue:** Sohail Aslam Lab (SSE Basement)  

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**WEDNESDAY, APRIL 03**

0830 - 1000  
**MANAGEMENT CONTROL**  
MJUNAID ASHRAF/AYESHA BHATTI  

**Case:** Birch Paper Company  

**Read:** Chapter 7: Financial Responsibility Centers  

**Assignment:** Questions in the case.  

1000 - 1230  
Break  

1230 - 1400  
**AGRIBUSINESS AND VALUE CHAIN MANAGEMENT**  
SYED ZAHOOR HASSAN  

**Topic:** Role of technology and Support Services  

**Case:** The ITC eChoupal Initiative  

**Assignment:**  

1. What was ITC’s motivation for creating the eChoupal?  

2. What were the old and new physical flows and information flows in the channel? How has the value chain changed because of this initiative? How have the business models of the key players been impacted?
3. What barriers did ITC face in embarking on this project? What principles did it employ to re-craft the value chain?

4. How would you compare the approach taken by Samriddhi and ITC to re-craft the value chains? What factors explain the similarities and differences?

5. How should ITC develop this initiative further for the future?

6. What can we learn from ITC’s eChoupal initiative?

1400 - 1500 Break

1500 - 1630 COMPETITION LAW AND POLICY
       KHALID A MIRZA

   Topic: Mergers
   Read: Merger Control

1630 - 1715 Break

1715 - 2015 BUSINESS INTELLIGENCE
       (Lab Session) USSAMA YAQUB

   Topic: BI in Business: Theory and Practice
   Venue: IST Lab 2 (2nd Floor, Library Building)
   Case: Python, Face Pager, My SQL Work Bench, Power BI

   Assignment: Building a web data store from scratch for analytics. Session will include following:

1. Web scrapping for data collection (Python, Facepager).
2. Data cleaning and extraction (Python).
3. Sentiment analyses of text (SentiStrength).
5. Utilise visualisation tools for analyses reporting.

   Read: Chapter 13: BI and Data Warehousing (Sections 1-5)
Note: Assignment will be due after the lab where students will describe their understanding of processes and tools of BI/DWH system.

THURSDAY, APRIL 04

1030 -1200  HUMAN RESOURCE MANAGEMENT
            JAWAD SYED

            Case: SG Cowen: New Recruit

            Read:

            1. Chapter 8: Recruitment and Selection
            2. Note on the Hiring and Selection Process

1200 - 1230 Break

1230 - 1400  DIGITAL MARKETING
            KHAWAJA ZAIN UL ABIDIN

            Topic: Service Provision and Consumer Value Perceptions

            Case: Cheetay.pk

            Read: Case Materials

1400 - 1715 Break

1715 - 2015  NEGOTIATION SKILLS
            M GHUFRAN AHMAD

            Topic: Integrative Negotiations

            Exercise: To be provided in class.

            Read: Win-Win Negotiation: Expanding the Pie

Assignment:

1. How can you identify an integrative negotiation?

2. What strategies you can use to create value while negotiating?

3. How can you use logrolling effectively during negotiations?

4. How can you add issues and focus on maximising value during negotiations?
5. What are the benefits of contingency contracts?

6. What factors you need to consider while preparing for an integrative negotiation?

7. What factors you need to consider while executing an integrative negotiation?

**FRIDAY, APRIL 05**

0900 - 1200  
*ADVANCE LEADERSHIP AND CHANGE MANAGEMENT*  
ARIF NAZIR BUTT

**Topic:** Leadership and Inspiration

**Case:** Invictus

**Read:**

1. Managing Oneself
2. Chapter 1: Developing Leadership Character (Pgs. 1-31)