MONDAY, APRIL 15

AGRICULTURAL AND VALUE CHAIN MANAGEMENT
SYED ZAHOOR HASSAN

Topic: Role of Financial Services

Guest Speaker: Mr. Ali Raza (Faysal Bank)

Case: Faysal Bank Limited – Agricultural Finance Strategy

Assignment:

1. Be ready to discuss the conclusions and recommendations given about changing the role of Arthi in the report.

2. What services does the Arthi provide? What are the sources of finance and risks in his business model?

3. What challenges do you foresee in implementation of the various recommendations given in the Arthi report? How would the business model of the Arthi need to change?

4. What can a bank learn from the Arthi’s business model?

5. What entrepreneurial opportunities can you identify based on what you have learnt from the readings?

6. Discuss the main characteristics of the approach followed by Faysal Bank Limited (FBL) for their agricultural financing. What are the main features of their agri financing strategy?

7. What would you suggest to Ali Raza regarding the challenges and opportunities that agriculture finance division at FBL faces in early 2015?

8. What lessons can we draw regarding upgrading of agriculture value chains from this case?
9. What is value chain finance and how does it impact value creation and value capture for various stakeholders in the agricultural value chains? What ideas discussed in the reading “Understanding agricultural value chain finance” can be applied to develop the agricultural value chains in Pakistan?

10. How do the ideas presented in the readings compare with the approach followed by FBL agriculture finance division?

**Read:**

1. Understanding Agricultural Value Chain Finance
2. Agriculture Value Chain Finance and Strategy and Design (*Read Annex 1, 2 and 3*)
3. Who is the Arthi?

1000 - 1030 Tea break

1030 - 1200 **ADVANCE LEADERSHIP AND CHANGE MANAGEMENT**

ARIF NAZIR BUTT

**Topic:** Leadership and Change

**Case:** Garanti Bank: Transformation in Turkey

**Read:** Leadership for Change: Enduring Skills for Change Masters

1200 - 1500 Break

1500 - 1630 **COMPETITION LAW AND POLICY**

KHALID A MIRZA

**Topic:** CCP’s Performance

**Read:**

1. Pakistan: Voluntary Peer Review of Competition Law and Policy
2. Keynote Speech by Khalid A. Mirza in the World Bank’s Conference in Beirut on Competition
3. Crossing the Crossroads: Making Competition Law Effective in Pakistan
TUESDAY, APRIL 16

0900 - 1200  **HUMAN RESOURCE MANAGEMENT**  
(Double Session)  
JAWAD SYED

**Cases:**

1. The Firmwide 360 Performance Evaluation Process at Morgan Stanley
2. Variable Incentive Plan In Public Sector Service Organisation: Case of Ring Road Police, Lahore

**Read:**

1. Chapter 9: Performance Management
2. Getting 360 Degree Feedback Right
3. Chapter 10: Reward Management
4. Dessler Chapter 12: Pay for Performance and Financial Incentives

1200 - 1230  Break

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

**Topic:** Viral Content Creation

**Case:** Dumb Ways to Die

**Read:** Case Materials

1400 - 1500  Lunch break

1500 - 1630  **RETAIL MANAGEMENT**  
ARIF RANA

**Topic:** Merchandising

**Case:** Merchandising at Nine West Retail Stores

**Read:** Rocket Science Retailing is Almost Here – Are You Ready?

1630- 1715  Break

1715 - 2015  **NEGOTIATION SKILLS**  
(Double Session)  
M GHUFRAN AHMAD

**Topic:** Multi-Party Negotiations
Exercise: To be provided in class.

Read: Building Coalitions

Assignment:

1. What are the distinguishing characteristics of multi-party negotiations?

2. What unique challenges negotiators are likely to face when dealing with multiple parties?

3. How should negotiators strategise about multi-party negotiations?

4. What type of challenges negotiators are likely to face while forming and dealing with coalitions?

5. How should negotiators develop coalitions and use them successfully in negotiations?

WEDNESDAY, APRIL 17

0830 - 1000 DIGITAL MARKETING
KHAWAJA ZAIN UL ABIDIN

Topic: Validity of Traditional Marketing Strategies

Case: HubSpot: Inbound Marketing and Web 2.0

Read: Case Materials

1000 - 1030 Tea break

1030 - 1200 ADVANCE LEADERSHIP AND CHANGE MANAGEMENT
ARIF NAZIR BUTT

Topic: Change Management

Case: Peter Browning and Continental White Cap (A)

Read: What Leaders Really Do

1200 - 1500 Break
1500 - 1630  COMPETITION LAW AND POLICY
            KH ALID A MIRZA

            **Topic**: Anti-Cartel Enforcement - 1
            **Read**: All Pakistan Cement Manufacturers Association (ACMA) and
            Associated Undertakings

1630 - 1715  Break

1715 - 2015  BUSINESS INTELLIGENCE
            US SAMA Y AQUB

            **Topic**: BI in Business: Theory and Practice
            Simulation - LAB
            **Venue**: IST Lab 2 (2nd Floor, Library Building)
            **Assignment**: Assignment will be due after the simulation where students
            will highlight their strategy, how it was developed based on BI reports and the results
            of their decisions.

**THURSDAY, APRIL 18**

1230 - 1400  DIGITAL MARKETING
            KHAWAJA ZAIN UL ABIDIN

            **Topic**: International Market Case Study: The Power of Digital Media
            **Guest Speaker**: BBDO Agency
            **Read**: Marketing Today: Branding for Digital Marketing and Social Media

1400 - 1500  Lunch break

1500 - 1630  RETAIL MANAGEMENT
            ARIF I RANA

            **Topic**: Formats
            **Case**: Metro Cash and Carry
            **Read**: All Strategy is Local
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<th>Time</th>
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<td>0900 - 1200</td>
<td><strong>ADVANCE LEADERSHIP AND CHANGE MANAGEMENT</strong>&lt;br&gt;<em>Double Session</em>&lt;br&gt;ARIF NAZIR BUTT</td>
<td><strong>Topic:</strong> Teamwork and Trust Building&lt;br&gt;<strong>Case:</strong> 33&lt;br&gt;&lt;br&gt;<strong>Read:</strong>&lt;br&gt;1. Highly Effective Teams&lt;br&gt;2. The 3 Elements of Trust</td>
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<td>1200 - 1430</td>
<td>Lunch and Juma Break</td>
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<td>1430 - 1730</td>
<td><strong>MANAGEMENT CONTROL</strong>&lt;br&gt;<em>Double Session</em>&lt;br&gt;JUNAID ASHRAF</td>
<td><strong>Case:</strong> Medium Term Budgetary Framework (A) and (B)</td>
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