### Assignments for the week of September 09 to September 13, 2019

#### MONDAY, SEPTEMBER 09 TO TUESDAY, SEPTEMBER 10

*Ashura Holidays*

#### WEDNESDAY, SEPTEMBER 11

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<td>FINANCIAL INSTITUTIONS</td>
<td>SAMIR AHMAD</td>
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<td>JP Morgan Chase after the Financial Crisis</td>
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<td>1000 - 1030</td>
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<td>1030 - 1200</td>
<td>THE BUSINESS OF ENTERTAINMENT</td>
<td>ALI NABEEEL SARWAR</td>
<td>Film Production, Distribution and Exhibition</td>
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### Assignment:

1. What are the advantages and disadvantages of pursuing a tentpole strategy?

2. Would you change anything in Disney’s current strategy, such as, the number of tentpole films, the mix between new and existing properties, not enlisting financing partners?
3. What are the different stages of the film development and marketing process at Disney? How can risks be minimised and odds of success maximised in this process?

**Read:**

1. Why The Movie Business Is In Big Trouble, Variety Magazine
2. Film Industry Value Chain

1200 - 1230 Break

1230 - 1400 **SALES FORCE MANAGEMENT**
**MUHAMMAD LUQMAN AWAN**

**Topic:** Selling and Sales Force Management Fundamentals

**Case:** Telenor Pakistan Selling Mobile Accounts

**Assignment:**

1. What are the differences between Over the Counter (OTC) and Mobile Accounts (MA)? Why MA’s are important for TP in changing business environment?

2. Elaborate current sales approach of Telenor Pakistan, what is changing in environment?

3. Why Territory sales supervisors are not successful in selling Mobile Accounts specifically? Will you label them as hunters or farmers?

4. How important is the role of retailers in TP Go to market strategy, what are different approaches TP is using to retain them. Why retailers are not successful in selling Mobile accounts?

5. Why and how TP launched MASO’s?

6. Discuss pros and cons of proposed options for MASO’s future.

1400 - 1500 Lunch break

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

**Topic:** Governance Failure (i)
Read:
1. The Fall of Enron
2. What Happened at Enron?

1630 - 1700  Break

1700 - 1830  CONSUMER ANALYTICS
FARRAH ARIF

Topic: Research Technique- Conjoint Analysis

Read:
1. IBM SPSS Conjoint 22
2. Carpet Cleaning Example Slides and Data Set

Assignment: Come prepared with carpet cleaning example.

THURSDAY, SEPTEMBER 12

0830 - 1000  MANAGING WORK PLACE DIVERSITY
GHAZAL ZULFIQAR MIR

Topic: Diversity Recruitment

Case: Diversity at JP Morgan Chase: Right is Good Enough for Me

Assignment:

1. What does diversity matter in this firm?
2. Are recruitment metrics with the firm’s human-capital practices?
3. If you were Mark Settles, how would you interpret the Fortune magazine cover?

1000 - 1230  Break

1230 - 1400  EXPERIENTIAL LEARNING - III
MADEEL ZAFAR

MBA Consulting Project Session

Note: Attendance is mandatory for all students.
1400 - 1500  Lunch break

1500 - 1630  **RETAIL MANAGEMENT**
**QAISER SHEIKH**

**Topic:** Introduction to Modern Retail and Positioning

**Case:** Tesco Plc

**Read:** The Old Pillars of New Retailing

1630 - 1700  Break

1700 - 1830  **SUPPLY CHAIN MANAGEMENT**
**SHAKEEL SADIQ JAJJA**

**Topic:** Foundations of Supply Chain Management and Maintainence of Competiveness

**Case:** Tesla, Inc.

**Assignment:**

1. What business model is Tesla pursuing? How is Tesla’s supply chain different from traditional car manufacturers?


3. In which stage of the industry life cycle is the electric vehicle industry? What are the implications for future development of this industry? What key strategic initiative would be most important at this stage of the industry life cycle?

4. Apply the Crossing-the-Chasm Framework to explain some of the challenges Tesla is facing and provide some recommendations how to overcome them.

5. What problems are Tesla encountering in the Model 3 production? Why should that matter? How should Musk address them?

6. Evaluate Elon Musk’s Master Plan, Part Deux,” here and assess if Tesla can gain and sustain a competitive advantage.
Read: Preparing for Disruptions through Early Detections

FRIDAY, SEPTEMBER 13

0830 - 1000  
**MANAGING WORK PLACE DIVERSITY**  
GHAZAL ZULFIQAR MIR

**Topic:** D&I Crisis and Remedial Action  
**Case:** Google LLC: The Diversity Manifesto and Leader Candour  

**Assignment:**
1. Was Google justified in firing Damore?  
2. What made his firing difficult for Brown?  
3. What was the root cause of the problem?  
4. What should Brown’s action plan be?  
5. What role would communication have in this plan?  

1000 - 1030  
Tea break

1030 - 1200  
**THE BUSINESS OF ENTERTAINMENT**  
ALI NABEEL SARWAR

**Topic:** Film Production, Distribution and Exhibition  
**Case:** Jason Blum’s Blumhouse Productions  

**Assignment:**
1. Has Blum discovered a robust formula for success in the film business?  
2. Is Blum’s approach sustainable in the face of other players potentially seeking to copy the Blumhouse strategy?

1200 - 1430  
Lunch & Juma break

1430 - 1600  
**RETAIL MANAGEMENT**  
QAISER SHEIKH

**Topic:** Introduction to Modern Retail and Positioning
**Case:** Metro Cash and Carry

**Read:** All Strategy is Local

1600 - 1700
Break

1700 - 2030
**SUPPLY CHAIN MANAGEMENT**
SHAKEEL SADIQ JAJJA

**Topic:** Demand, Supply and Network Management

The RoohAfza Game

**Read:** The Triple-A Supply Chain