MONDAY, APRIL 27

0830 - 1000  MANAGING IN THE INFORMATION AGE
M. UMAR ZAFAR

Instructor Venue: Auditorium B-3

Teaching Assistant: Mr. Sheharyar Ahmed

Topic: Leveraging Information Technology for Business Success

Case: Booking.com

Assignment:

1. How had Booking.com’s business philosophy informed its systems development?

2. To what extent had its technology supported its growth and success?

3. How should it manage its technology for future?

Read: The High Intensity Entrepreneur

1000 - 1030  Break

1030 - 1200  ORGANIZATIONAL POWER AND POLITICS
MOHSIN BASHIR

Instructor Venue: Off Site LUMS

Topic: Navigating Interpersonal Influence and Its Role in Organisational Power and Politics

Read:

1. Pfeffer Chapter 11
2. Harnessing the Science of Persuasion (OnPoint Version)
Assignment: Mid Term Exam

1200 - 1230  Break

1230 - 1400  **COMPETITION LAW AND POLICY**
KHALID A MIRZA

**Instructor Venue:** Auditorium B-3

**Teaching Assistant:** Mr. Sheharyar Ahmed

**Topic:** Abuse of Dominant Position - 2

**Read:** CCP’s decision dated 22-3-2010, re: Pakistan Steel Mills

1400 - 1500  Break

1500 - 1630  **ENTREPRENEURIAL FINANCE**
SALMAN KHAN

**Instructor Venue:** Off Site LUMS

**Teaching Assistant:** Ms. Madiha Khursheed

**Topic:** Venture Analytics

**Case:** SpiffyTerm Inc.: January 2000

**Read:** Deal Structure and Deal Terms

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**TUESDAY, APRIL 28**

0830 - 1030  **AGRIBUSINESS & VALUE CHAIN MANAGEMENT**
SYED ZAHOOR HASSAN

**Instructor Venue:** Auditorium B-3

**Teaching Assistant:** Mr. Muhammad Ali

**Topic:** Leveraging Technology to Bring More Value to Small Farmers

**Guest Speaker:** Mr. Usman Javaid/ Mr. Abbas Raza

**Case:** RICULT- Developing a Data Driven Platform for Alleviating Rural Poverty
Assignment:

1. What are the main factors that limit the profitability of smallholder farmers? What were the key elements of the first business model that Ricult attempted to implement? What were the main challenges they faced? What could been done differently at this stage?

2. What has been the role of various pilots undertaken by Ricult? How has their business model evolved as a result of these pilots?

3. What can be the role of data analytics and other emerging technologies in the long-term plans of Ricult? Please indicate the possibilities, related challenges and ideas for effective implementation.

4. Use of technology has been a key focus of Ricult, especially to promote financial inclusion. What key challenges have they faced so far? In the light of the information given in the case (especially annexures B, C and D), what would you recommend to Usman to promote financial inclusion among the farmers?

5. Assuming that the processors who buy produce through Ricult pay a 1.5% commission and make the payment within 20 days of purchase, how financially attractive is this for Ricult?

6. As Usman, what option would you select as your main focus for 2018? What factors would you consider in making this decision?

7. What lessons can you draw from this case if you are: a) banker, b) executive in a food processing industry, c) technology professional, or a social entrepreneur with interest in technology and agriculture?

1030 - 1200

FAMILY BUSINESS
HASSAN RAUF

Instructor Venue: Off Site LUMS

Teaching Assistant: Ms. Iqra Sarmad

Topic: The Business Development Dimension

Case: Murugappa Group: Centuries- Old Business Heritage and Tradition
Read:

1. Fundamentals of Family Business System Governance *(Skim)*
2. Chapter 8: G-to-G

1200 - 1230
 Break

1230 - 1430  DIGITAL MARKETING
ANWAR KABIR

Instructor Venue: Auditorium B-3

Teaching Assistant: Mr. Sheharyar Ahmed

Topic: Understanding the importance of Video Content Creation in the realm of Digital Marketing

Case: YouTube for Brands

Assignment:

1. What options are available for brand advertisers to use YouTube to engage with consumers? What are the pros and cons of each option?

2. As a brand marketer, what recent YouTube initiatives are you excited about? Are there any you do not like?

3. What is your assessment of the TrueView initiative?

4. Should major brands switch a significant portion of their TV advertising budget to YouTube?

5. How would you craft a YouTube-specific content creation and distribution strategy?

1430 - 1500
 Break

1500 - 1630  INTERNATIONAL FINANCE
TANVEER SHEHZAD

Instructor Venue: Off Site LUMS

Teaching Assistant: Ms. Faiza Shahbaz

Topic: Investment in Global Commodities
**Case:**  Gold in 2011: Bubble or Safe Heaven?

**Assignment:** Kindly be to discuss trends in gold pricing and underlying economic fundamentals influencing the price.

**WEDNESDAY, APRIL 29**

0830 - 1000  **MANAGING IN THE INFORMATION AGE**  
M. UMAR ZAFAR

**Instructor Venue:** Auditorium B-3

**Teaching Assistant:** Mr. Sheharyar Ahmed

**Topic:** Leveraging Information Technology for Business Success

**Case:** Carolinas Healthcare System: Consumer Analytics

**Assignment:**

1. How had the evolution of the healthcare industry in the US contributed to the importance of health analytics?

2. Why did CHS need a strong data governance, and what opportunities did it create for them?

3. What were the key challenges ahead for them, and what advice would you offer to manage them?

1000 - 1030  Break

1030 - 1200  **ORGANIZATIONAL POWER AND POLITICS**  
MOHSIN BASHIR

**Instructor Venue:** Off Site LUMS

**Teaching Assistant:** Ms. Faiza Shahbaz

**Topic:** The Role of Social and Professional Networking in Organisational Power and Politics

**Guest Speaker:** Mr. Hassan Khawar

**Read:** Pfeffer Chapter 9

1200 - 1230  Break
1230 - 1400  COMPETITION LAW AND POLICY
KHALID A MIRZA

Instructor Venue: Auditorium B-3

Teaching Assistant: Mr. Sheharyar Ahmed

Topic: Merger Clearance

Read: CCP’s decision dated 23-11-2011, re: Acquisition of 79% shares of Agritech Limited by Fauji Fertilizer Co. Ltd.

1400 - 1500  Break

1500 - 1630  ENTREPRENEURIAL FINANCE
SALMAN KHAN

Instructor Venue: Off Site LUMS

Teaching Assistant: Ms. Madiha Khursheed

Topic: Issues in Venture Deal Structuring

Case: Endeca Technologies (A)

THURSDAY, APRIL 30

0830 - 1030  AGRIBUSINESS & VALUE CHAIN MANAGEMENT
SYED ZAHOOR HASSAN

Instructor Venue: Auditorium B-3

Teaching Assistant: Mr. Muhammad Ali

Topic: Developing Agri Value Chain In Pakistan

Guest Speaker: TBD

Case: Frito-Lay Pakistan- From Farm to Crisp

Assignment:

1. Please review all the previous cases that have dealt with developing the agriculture value chains, especially McDonald in India, Samriddhi, and ITC eChoupal.

2. Read and understand the short note/case on contract farming.
3. How would you assess the way Frito-lay team has developed the potato value chain for its products? How would you compare their approach with the one followed by McDonald’s in India?

4. What concepts and ideas that we have discussed in our earlier classes have been employed? Do you see any additional aspect in their approach?

5. What would you recommend to the PCI top management regarding the challenges and opportunities they face now?

6. What should be the scope of changes that PCI management may contemplate?

**Read:** Contract Farming Potatoes- Benefits Challenges and Opportunities

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### FAMILY BUSINESS

**Instructor Venue:** Off Site LUMS

**Teaching Assistant:** Ms. Iqra Sarmad

**Topic:** The Business Development Dimension

**Case:** Clarks at a Crossroads (A)

**Read:**

1. Rights and Responsibilities of Family Shareholders of a Family Business *(Skim)*
2. Reminders for Owner- Managers Regarding Board of Directors of Private Companies *(Skim)*
3. Governance of the Family Business

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### DIGITAL MARKETING

**Instructor Venue:** Auditorium B-2

**Teaching Assistant:** Mr. Sheharyar Ahmed

**Topic:** How Campaigns Become Viral on Digital

**Case:** Mekanism: Engineering Viral Marketing
**Assignment:**

1. How is the advertising landscape changing? How does that impact Mekanism?

2. What role can viral marketing play as a promotional tool for advertisers?

3. What types of brands stand to gain from using viral advertising? Which brands may not?

4. What is Mekanism’s secret sauce for “engineering virality?” How can they leverage this for growth?

5. Should Mekanism keep focusing on producing viral marketing only, or diversify into producing and distributing other ad content, becoming a full-service ad agency?

**Read:**

1. The Britney Spears Universe: Social Media and Viral Marketing at its Best
2. The New Science of Viral Ads

1430 - 1500 Break

1500 - 1630 **INTERNATIONAL FINANCE**

**Instructor Venue:** Off Site LUMS

**Teaching Assistant:** Ms. Faiza Shahbaz

**Topic:** Foreign Investment Decisions

**Case:** Tokyo Disneyland And the Disneysea Park: Corporate Governance and Differences in Capital Budgeting Concepts and Methods Between American And Japanese Companies

**Assignment:** Please read the case.

**Note:** Assignment 2 will be delivered in this class.