Assignments for the week of September 17 to September 22, 2018

MONDAY, SEPTEMBER 17

0830 - 0900 Discussion Group: Statistical Analysis for Management

0905 - 1035 STATISTICAL ANALYSIS FOR MANAGEMENT
JAMSHED H. KHAN

Topic: Regression

Case: Dhaka Business School (DBS): Admission Decision

Read: A.S&W, Ch.14, “Simple Linear Regression and Correlation”

1035 - 1105 Tea break

1105 - 1135 Discussion Group: Operations Management Fundamentals

1140 - 1310 OPERATIONS MANAGEMENT FUNDAMENTALS
ARIF I RANA

Topic: Process Analysis and Designing Managing and Improving Operations

Case: Ayesha Woolen Mills

Assignment:

1. Should Ayesha Woolen produce 48-count yarn? And why?

2. Should Ayesha buy another spinning frame? If yes, then what ring diameter?

3. As Nauman, how would you present your case to your father?

1310 - 1435 Lunch break
1435 - 1640  

**MANAGERIAL COMMUNICATION-I**  
AAMNA KHALID

**Topics:**

1. The Dynamics of Audience-Directed Writing  
2. Idea Organisation; Document Design; Writing Style  
3. Everyday Workplace Writing: Memos, Email, Letters, Reports  
4. Successfully Communicating Negative Messages

**Assignment:** Read by the end of Week 4: Short Report (A2). Writing  
Task: Instructions will be provided in class (A3).

**Read:** *(Read before Session 7)*

1. Good Writing: it Begins with Principles  
2. Writing: Macro Issues  
   *(Read after Session 7)*  
3. The Best Memo You’ll Ever Write  
4. Strategies for Designing Visuals  
   *(Read after Session 8)*  
5. Negative Messages

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**TUESDAY, SEPTEMBER 18**

0830 - 0900  
Discussion Group: Marketing Management I

0905 - 1035  
**MARKETING MANAGEMENT-I**  
EHSAN UL HAQUE

**Topic:** Quantitative Methods

**Case:** Shakarganj Mills Ltd: The Sugar Cube Project (B)

**Assignment:**

1. Given the data collected, are the consultants under-estimating or over-estimating the demand?

2. What is your best estimate of demand?

3. Was the research useful?

1035 - 1105  
Tea break
1105 - 1135 Discussion Group: Financial Accounting

1140 - 1310 **FINANCIAL ACCOUNTING**  
ASAD A ALAM

**Topic:** Long Lived Assets

**Case:** Measurement of Tangible Long-term Assets under IAS 16 in the Airlines Industry

**Assignment:** Solve questions at the end of the case and the questions sent from the assigned chapter.

**Read:**

1. Chapter 10
2. Summary of IAS 16

**WEDNESDAY, SEPTEMBER 19**

0830 - 0900 Discussion Group: Statistical Analysis for Management

0905 -1035 **STATISTICAL ANALYSIS FOR MANAGEMENT**  
JAMSHED H. KHAN

**Topic:** Regression

**Case:** Dhaka Business School (DBS): Teaching Excellence Initiative

**Read:** A, S&W, Ch. 15, “Multiple Regression”

1035 - 1105 Tea break

1105 - 1135 Discussion Group: Operations Management Fundamentals

1140 - 1310 **OPERATIONS MANAGEMENT FUNDAMENTALS**  
ARIF I RANA

**Topic:** Process Analysis and Designing Managing and Improving Operations

**Case:** Process Re-engineering at Mehmood Textiles

**Assignment:**

1. How Mehmood textiles was able to get rid of the ‘master culture’?
2. In what way has the replacement of master culture helped Mehmood Textiles?

3. What was the role of ‘industrial engineering’ in helping Mehmood Textiles improve productivity in the FTL order?

4. Should Mehmood accept the bigger order?

**Read:** DMIO 2.3

1310 - 1435  
Lunch break

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AAMNA KHALID

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5. Negative Messages

**THURSDAY, SEPTEMBER 20 TO FRIDAY, SEPTEMBER 21**

*Ashura Holidays*