Assignments for the week of October 08 to October 12, 2018

MONDAY, OCTOBER 08

0830 - 0900  Discussion Group: Statistical Analysis for Management

0905 - 1035  STATISTICAL ANALYSIS FOR MANAGEMENT
             JAMSHED H. KHAN

  Topic: Time Series Analysis
  Read:  A, S&W, Ch. 18, “Forecasting”

1035 - 1105  Tea break

1105 - 1135  Discussion Group: Operations Management Fundamentals

1140 - 1310  OPERATIONS MANAGEMENT FUNDAMENTALS
              ARIF I RANA

  Topic: Quality Management and Process Improvement
  Case:  Deutsche Allgemeinversicherung

Assignment:

1.  Why is DAV using SPC? What are the primary challenges in applying Statistical Process Control to a service industry compared with manufacturing?

2.  If you were to explain the concept of a p-chart to a group of bank tellers without a background in SPC, in about 30 minutes, how would you do it?

3.  How large should each sample be for the experiment Schoss and Kluck describe on page 7?

4.  The first 12 weeks of the data in Exhibit 4 represent the diagnostic period for the Policy Extension Group. What are the 3-sigma control limits for the process? In which of the subsequent weeks is the process out of control (if any)?
5. Develop specific implementation plans for solving the problems facing Annette Kluck that are described on page 9 of the case.

6. How would you now begin improving the performance of the operation?

**Read:** MQPC, 2.2

1310 - 1435 Lunch break

1435 - 1640 **MANAGERIAL COMMUNICATION-I**
AAMNA KHALID

Final Project Presentation & Project Submission (Group)

**TUESDAY, OCTOBER 09**

0830 - 0900 Discussion Group: Marketing Management I

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

**Topic:** Managing Brands over Time

**Case:** Unilever Canada: Redefining the Axe Brand

**Assignment:**

1. How do consumers currently perceive AXE? Which emotional motivations has AXE historically appealed to in consumers?

2. What was the objective of Unilever’s Comprehensive Global Masculinity Study? What were the key learnings from the study?

3. Using the template provided in case Exhibit 13, create a one-page client brief outlining your recommendations for the 2016 campaign. (Do it as a group exercise. Be ready to present it in the class).

**Read:** Positioning: The Essence of Marketing Strategy

1035 - 1105 Tea break

1105 - 1135 Discussion Group: Financial Accounting

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

**Topic:** Statement of Cash Flows
Case: Cash Flow Analysis

Assignment: Please solve questions at the end of the case and the questions sent from the assigned chapter.

Read:

1. Chapter 23

1310 - 1430 Lunch break

1430 - 1530 GUEST SPEAKER SESSION

Guest Speaker: Mr. Shaharyar Nashat,
(Company Secretary, Head of Legal, Public Relations and Shares Department, HUBCO)

Note: Attendance is mandatory for all students.

WEDNESDAY, OCTOBER 10

0830 - 0900 Discussion Group: Statistical Analysis for Management

0905 -1035 STATISTICAL ANALYSIS FOR MANAGEMENT
JAMSHED H. KHAN

Topic: Time Series Analysis

Case: Kool Kamp, Inc.

Read: Developing Forecasts with the Aid of Time Series Decomposition

1035 - 1105 Tea break

1105 - 1135 Discussion Group: Operations Management Fundamentals

1140 - 1310 OPERATIONS MANAGEMENT FUNDAMENTALS
ARIF I RANA

Topic: Quality Management and Process Improvement

Case: Improving Process Capability at Packages Ltd.
Assignment:

1. Why did Packages adopt a structured problem solving methodology to overcome quality problem? What was the reason for quality improvement?

2. Why did Quality Circle team members find crease stiffness lab values abnormal?

3. What is the significance of using Process Capability tool for data analysis?

Read: MQPC, 2.3

1310 - 1435 Lunch break

1435 - 1640 MANAGERIAL COMMUNICATION-I
AAMNA KHALID

Final Project Presentation & Project Submission (Group)

THURSDAY, OCTOBER 11

0830 - 0900 Discussion Group: Marketing Management I

0905 - 1035 MARKETING MANAGEMENT-I
EHSAN UL HAQUE

Topic: Product Policy in the Digital Age

Case: Bank of America: Mobile Banking

Assignment:

1. What benefits does mobile banking provide customers? Why is the adoption slow?

2. Why is BOA interested in mobile banking?

3. What lessons can the Bank learn from its online banking operations? What are the costs and benefits of having customers migrate to online banking?

4. What short and long-term threats and opportunities do you see for the banks from mobile technology?

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

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

**Topic**: Statement of Cash Flows

**Case**: Statement of Cash Flows – Three Examples

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

**Read**:

1. Chapter 23

1310 - 1400  Lunch break

1400 onwards  **MPO SESSION & RESUME WRITING WORKSHOP**
                AYESHA ZAFAR ALI

MBA Placement Office Orientation Session & Resume Writing Workshop

**FRIDAY, OCTOBER 12**

0900 - 1300  **EXPERIENTIAL LEARNING-I**
              ANJUM FAYYAZ

**Topics**:

1. Understanding MC and OB/LTB functions of the various sectors
2. Guest Speaker session / Panel Discussion (TBD) related to the practices in the MC and OB/LTB areas in the market
3. Work on Group-based SEED Offices and decorate their office with the functional area concepts. Improve office outlook with the intention to show the tools studied and their application in their respective sectors (already allocated) with the help of industry mentors and faculty mentors

**Note**: No additional reading material – only leveraging concepts from the MC and OB/LTB courses and some telephonic / skype interaction with the industry mentors and faculty advisors. A chart on the tools and concepts studied in the MC and OB/LTB courses before connecting with the practices in the market will be a value addition.