Assignments for the week of November 12 to November 16, 2018

MONDAY, NOVEMBER 12

0830 - 0900  Discussion Group: Finance Fundamentals

0905 - 1035  **FINANCE FUNDAMENTALS**
              FAZAL JAWAD SAYYED

  **Topic:** Creating Value through Working Capital Management

  **Case:** Dell’s Working Capital

  **Assignment:**

  1. How was Dell’s working capital policy a competitive advantage?

  2. How did Dell fund its 52% growth in 1996?

  3. Assuming Dell sales will grow 50% in 1997, how might the company fund this growth internally? How much would working capital need to be reduced and/or profit margin increased? What steps do you recommend the company take?

  4. How would your answer to Question 3 change if Dell also purchased $500 million of common stock in 1997 and repaid its long-term debt?

  **Read:** B&E Chapter 16: Supply Chains and Working Capital Management

1035 - 1105  Tea break

1105 - 1135  Discussion Group: Organizational Behaviour-I

1140 - 1310  **ORGANIZATIONAL BEHAVIOUR-I**
              ANWAR KHURSHID

  **Topic:** Application of Motivation Theories

  **Case:** The Lincoln Electric Company
Assignment:

1. How would you describe Lincoln's approach to the organization and motivation of their employee?

2. What role do you think this approach has played in Lincoln's performance over the last 25 years? Have any other factors been more important?

3. What factors will be critical to Lincoln's continued success?

4. What recommendations would you make to Mr. Willis?

5. What is the applicability of Lincoln's approach to motivation to Pakistani companies and situations?

Read: One More Time: How Do You Motivate Employees

1310 - 1435 Lunch break

1435 - 1640 MANAGERIAL COMMUNICATIONS-II
AAMNA KHALID

Topic: Pitching Products to Consumers: Employing Powerful Persuasive Techniques

Group Presentations

TUESDAY, NOVEMBER 13

0830 - 0900 Discussion Group: Marketing Management-II

0905 - 1035 MARKETING MANAGEMENT-II
EHSAN UL HAQUE

Topic: Overview of Distribution Policy

Case: Allied Marketing (Private) Limited, Lahore

Assignment:

1. Should Allied maintain, increase or decrease the current level of distribution through the wholesale channel?

2. Assuming we maintain the wholesale/retail sales mix, what sales force size would you recommend for Allied? Why?
**Read:** Going to Market

**1035 - 1105**  
Tea break

**1105 - 1135**  
Discussion Group: Decision Analysis

**1140 - 1310**  
**DECISION ANALYSIS**  
ARIF IQBAL RANA

**Topic:** Decision Making with Quantifiable Tradeoffs

**Case:** Reid's Raisins Company

**Read:**

1. P&B Chapter 2 (2.1-2.3)
2. Chapter 5
3. Chapter 3

**1310 - 1340**  
**SESSION WITH THE PROGRAMME DIRECTOR**

Session with the Dr. Bushra Naqvi (MBA Programme Director)

**Note:** Attendance is mandatory for all students.

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**WEDNESDAY, NOVEMBER 14**

**0830 - 0900**  
Discussion Group: Finance Fundamentals

**0905 - 1035**  
**FINANCE FUNDAMENTALS**  
FAZAL JAWAD SAYYED

**Topic:** Time Value of Money

**Case:** Time Value of Money: A Home Investment Decision Dilemma

**Assignment:**

1. Discuss the rationale and significance of the time value of money.

2. Determine the equal monthly instalment (EMI) in case that Jain opts to buy the apartment.

3. Determine the total monthly payments for the proposed alternative to buy (taking into account opportunity costs and taxes).
4. Based on your analysis, as Jain, would you decide to buy or to rent?

Read: B&E Chapter 4: Time Value of Money (*Attempt all even-numbered end of chapter questions*)

1035 - 1105 Tea break

1105 - 1135 Discussion Group: Organizational Behaviour-I

1140 - 1310 **ORGANIZATIONAL BEHAVIOUR-I**  
*ANWAR KHURSHID*

**Topic:** Performance Management

**Case:** Performance Appraisal Challenge at Pakistan Civil Aviation Authority (CAA)

**Assignment:**


2. What challenges does CAA face with respect to the current performance appraisal system?

3. What is an effective performance appraisal system? How do you think CAA can ensure the effectiveness of its appraisal system?

4. If you were Sumair Saeed, how would you ensure adherence to the performance appraisal system and ultimately, a buy-in for it amongst CAA employees?

Read: Performance Management and Appraisal

1310 - 1435 Lunch break

1435 - 1640 **MANAGERIAL COMMUNICATIONS-II**  
*AAMNA KHALID*

**Topic:** Pitching Products to Consumers: Employing Powerful Persuasive Techniques

Group Presentations
THURSDAY, NOVEMBER 15

0830 - 0900  Discussion Group: Marketing Management-II

0905 - 1035  MARKETING MANAGEMENT-II
              EHSAN UL HAQUE

              Topic: Value Creation and Capture via Appropriate Distribution

              Case: Aqualisa Quartz: Simply a Better Shower

              Assignment:

1. Why is the Quartz shower not selling?

2. As Rawlinson what elements of the marketing strategy would you change to generate sales?

1035 - 1105  Tea break

1105 - 1135  Discussion Group: Decision Analysis

1140 - 1310  DECISION ANALYSIS
              ARIF IQBAL RANA

              Topic: Projecting the Future?

              Case: Projecting Telenor Pakistan Profits

              Read: P&B Chapter 6

FRIDAY, NOVEMBER 16

0900 - 1300  EXPERIENTIAL LEARNING-I
              ANJUM FAYYAZ

              Topics:

1. Understanding the Application of FA and Marketing In Your Sector/Subsector

2. Guest Speaker Session or Panel Discussion

3. Work on Group-based SEED Offices and decorate your 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.
**Assignment**: Visit the selected companies stakeholders – No Additional Reading

1300 - 1430  
**Lunch & Juma Break**

1430 - 1830  
**LEADERSHIP & TEAM BUILDING**  
**ANWAR KHURSHID**

**Topic**: Giving and Receiving Feedback

**Exercise**: Giving and Receiving Feedback

**Read**:

1. Managing Interpersonal Feedback
2. Feedback
3. Some Principles of Giving and Receiving Feedback