MONDAY, DECEMBER 03

0830 - 0900  Discussion Group: Finance Fundamentals

0905 -1035  FINANCE FUNDAMENTALS
FAZAL JAWAD SAYYED

Topic: Corporate Finance and Lessons from Financial Markets History

Case: Bill Miller and the Value Trust

Assignment:

1. How well has Value Trust performed in recent years? In making that assessment what benchmark(s) are you using? How do you measure investment performance?

2. What might explain the fund’s performance? To what extent do you believe an investment strategy such as Miller’s, explains performance?

3. How easy will it be to sustain Miller’s historical performance record into the future? What factors support your conclusion?

4. What are the differences between fundamental and technical analysis? How well do mutual funds generally perform relative to the overall market?

5. What is capital market efficiency? What are the implications for corporate finance and fund managers, if the markets exhibits characteristics of strong, semi-strong, or weak form efficiency?

Read: B&E, Chapter 6: The Efficient Market Hypothesis (Pgs. 265-269)

1035 - 1105 Tea break

1105 - 1310  ORGANIZATIONAL BEHAVIOUR-I
ANWAR KHURSHID

Topic: Negotiation Overview
Case: Knight Engines Inc. and Daud Engine Parts Co.  
*(To be distributed in class)*

Assignment: Be ready to discuss the assigned reading.

Read:  Strategy and Tactics of Distributive Bargaining

1310 - 1435  Lunch break

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

Topics: *(Submission of Write-up)*

1.  Advocating an Issue/ a Belief/ to Bring About a Change  
   (Motivating and Inspiring your Audience)
2.  Purposeful Public Speaking

Read: All readings related to change and communication must be completed before students begin planning these individual speeches

**TUESDAY, DECEMBER 04**

0830 - 0900  Discussion Group: Marketing Management-II

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

Topic: Campaign Tracking and Evaluation

Case: Listerine Antiseptic

Assignment: Be prepared for class discussion.

1035 - 1105  Tea break

1105 - 1135  Discussion Group: Decision Analysis

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

Topic: Preference Curves

Case: The National Machine Company (A) and (B)

Read:

1.  P&B, Chapter 15
2.  Sec. 15.5 (Utility Functions)
0830 - 0900  Discussion Group: Finance Fundamentals

0905 -1035  FINANCE FUNDAMENTALS  
FAZAL JAWAD SAYYED

**Topic:** Risk, Return and Diversification

**Case:** Partners Healthcare

**Assignment:**

1. On Exhibit 5, plot the curve for the risks and expected returns of the optimal portfolio combinations in the 4 asset case detailed in Exhibit 6. Do the same for the 4 asset case detailed in Exhibits 6, 7, and 8. How much does each of the real assets improve the potential opportunities for the hospitals investing in the LTP? What are the important factors that determine the degree of improvement?

2. Consider the hospital that wishes to invest in the STP and the LTP such that the total expected return on the portfolio is 6%. How does the introduction of real assets alter the risk and composition of their most attractive portfolio?

3. Consider the hospital that is fully invested in the LTP with its current standard deviation and wishes to maintain this level of risk. How much does the introduction of real assets help them, if at all?

**Read:** B&E, Chapter 6: Risk and Return

1035 - 1105  Tea break

1105 - 1135  Discussion Group: Organizational Behaviour-I

1140 - 1310  ORGANIZATIONAL BEHAVIOUR-I  
ANWAR KHURSHID

**Topic:** Understanding Human Behaviour

**Case:** John Wolford (A)

**Assignment:**

1. What are the problems here?

2. Why is Wolford acting this way?
**Read:** A Leader’s Guide to Why People Behave the Way They Do

1310 - 1435

Lunch break

1435 - 1640

**MANAGERIAL COMMUNICATIONS-II**  
AAMNA KHALID

**Topics:** *(Submission of Write-up)*

1. Advocating an Issue/ a Belief/ to Bring About a Change  
   (Motivating and Inspiring your Audience)
2. Purposeful Public Speaking

**Read:** All readings related to change and communication must be completed before students begin planning these individual speeches

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**THURSDAY, DECEMBER 06**

0830 - 0900

Discussion Group: Marketing Management-II

0905 - 1035

**MARKETING MANAGEMENT-II**  
EHSAN UL HAQUE

**Topic:** Marketing Communication in Digital Age

**Case:** BBVA Compass: Marketing Resource Allocation

**Assignment:**

1. What is the role of offline and online advertising in acquiring checking account customers?
2. Are all checking account customers equally lucrative?
3. Is the budget allocation among various search and display outlets optimal? Which ones would you increase? Why?

**Read:** Social Media

1035 - 1105

Tea break

1105 - 1135

Discussion Group: Decision Analysis

1140 - 1310

**DECISION ANALYSIS**  
ARIF IQBAL RANA

**Topic:** Decision Making with Uncertainty

**Case:** L.L. Bean, Inc.
Read: The Critical-Fractile Method for Inventory Planning

FRIDAY, DECEMBER 07

0900 - 1300 EXPERIENTIAL LEARNING-I
ANJUM FAYYAZ

Topic: Group based Presentations on OM and OB/LTB (10 minutes per group – 6 minutes for presentations and 4 minutes for Q&A)

Assignment:

1. No additional reading material- Only leveraging concepts.

2. A chart on the tools and concepts studied before connecting with the practices in the market will be a value addition.

1300 - 1430 Lunch & Juma Break

1430 - 1830 LEADERSHIP & TEAM BUILDING
ANWAR KHURSHID

Topic: Integrative Negotiation

Exercise: Ironfield Mining Company (To be distributed in class)

Topic: Strategy and Tactics of Integrative Negotiation

SATURDAY, DECEMBER 08

0900 - 1300 EXPERIENTIAL LEARNING-I
ANJUM FAYYAZ

Topic: Work on Report-II

1300 - 1430 Lunch Break

1430 - 1830 LEADERSHIP & TEAM BUILDING
ANWAR KHURSHID

Topic: Leadership and Team

Exercise: Everest Simulation