MONDAY, APRIL 15

0830 - 0900  Discussion Group: Business Strategy

0905 -1035  BUSINESS STRATEGY
M. SHAFIQUE

*Topic*: Setting Aspirations

*Case*: Nestle SA: NHWS

*Read*: Setting Aspirations – Mission, Vision and Values

1035 - 1105  Tea break

1105 - 1135  Discussion Group: Business Development and the Economy

1140 - 1310  BUSINESS DEVELOPMENT AND THE ECONOMY
KHALID A MIRZA

*Topic*: Recent Business Development

*Case*: Pakistan during Democracy 1988-1999

*Read*: Pakistan: Political Economy and Post-2000 Developments by Imran Ali

1310 - 1435  Lunch break

1435 - 1505  Discussion Group: Business Ethics and Islam

1510 - 1640  BUSINESS ETHICS AND ISLAM
KAMRAN RASHID

*Topics*:

1. Textual Sources of Islamic Framework of Ethics (Part II)
2. Hadith: Compilation, Validation, Scope
Read:
1. Hadith and Sunnah (Iftikhar Zaman)
2. Kitaab al-‘illal (Ali ibn al-Madiyniy)
3. Letter to Layth ibn Saad (Maalik bin Anas)

TUESDAY, APRIL 16

0830 - 0900 Discussion Group: Macroeconomic Environment for Business

0905 - 1035  MACROECONOMIC ENVIRONMENT FOR BUSINESS
TANVEER SHEHZAD

Topic: International Trade

Case: Common Agricultural Policy and the Future of French Farming

Assignment:
1. How worried should Sylvian be because of WTO pressure?

2. What are the problems in the global trade of agricultural items due to agricultural subsidies?

3. Why trade interests of developed and developing countries may diverge in agriculture?

Note: Quiz 3 expected on the material covered in session 5 and 6.

1035 - 1435 Break

1435 - 1640  PROJECT MANAGEMENT
ZEHRA WAHEED

Lab Session)

Topic: MS Tutorial

Venue: Sohail Aslam Lab (Basement, SBASSE Building)

Case: Creating a Project Network for the Emporium Mall (MS Project tutorial)

Assignment: See MS Project case.
WEDNESDAY, APRIL 17

0830 - 0900  Discussion Group: Business Strategy

0905 -1035  BUSINESS STRATEGY
M. SHAFIQUE

**Topic:** Generic Strategies

**Case:** Merck and Pfizer

**Assignment:** Read and examine the case thoroughly using the concepts and tool in the accompanying text and be prepared to engage in a comprehensive discussion of management issues and challenges and be able to offer your evaluation of actual and potential solutions.

**Read:** Chapter 6: Business Strategy: Differentiation, Cost Leadership and Blue Oceans

1035 - 1105  Tea break

1105 - 1135  Discussion Group: Business Development and the Economy

1140 - 1310  BUSINESS DEVELOPMENT AND THE ECONOMY
KHALID A MIRZA

**Topic:** Pakistan’s Business Environment

**Read:**
1. Business and Power in Pakistan by Imran Anwar Ali
2. Business, Stakeholders and Strategic Responses in Pakistan by Imran Ali

1310 - 1435  Lunch break

1435 - 1505  Discussion Group: Business Ethics and Islam

1510 - 1640  BUSINESS ETHICS AND ISLAM
KAMRAN RASHID

**Topic:** Formation of Islamic Framework of Ethics: Challenges and Responses

**Read:** Probabilism and the Limits of Certainty
THURSDAY, APRIL 18

0830 - 0900  Discussion Group: Macroeconomic Environment for Business

0905 - 1035  MACROECONOMIC ENVIRONMENT FOR BUSINESS
              TANVEER SHEHZAD

Topic: Balance of Payments

Case: The US Current Account Deficit

Assignment:

1. Why is Donald Trump worried about US debt?

2. Is China playing the role of big brother or a clever lender?

3. Is it China or USA that is more vulnerable due to this imbalance?

4. What would be the long-term effects of current account deficit on US economy?

1035 - 1435  Break

1435 - 1505  Discussion Group: Project Management

1510 - 1640  PROJECT MANAGEMENT
              ZEHRA WAHEED

Topic: Project Stakeholder Management

Case: Walled City of Lahore Authority: The Royal Trail Project

Assignment:

1. What are the major issues or problems involved in managing this project successfully?

2. Who are the stakeholders in this project and what are their goals (in order of priority if there is more than one goal)? How do the difference across the various stakeholders affect Lashari?

3. What are the important implications of 1 and 2 for you in managing this project successfully?
4. Which stakeholder needs would you prioritise? Why?

Read: Project Stakeholder Impact Analysis

FRIDAY, APRIL 19

0900 - 1300 EXPERIENTIAL LEARNING II
M SHEHRYAR SHAHID

Topic: Customer Insights and Problem Identification

Activity:

(0900 - 1200) Presentation B: Each group will get 10-15 minutes to present their insights about pain points from customer interviews and what they believe to be the real problems behind those pain points.

(1200 - 1300) Guest Speaker Session (TBA): Conceiving Scalable and Innovative Solutions

Read: Presentation Template

Assignment: Field Test: Interviews with 5-10 core customers.

Submission:

1. Customer Journey
2. Evidence of the field test in the form of audio/video recording, photographs and/or interview transcripts.

All the groups must upload their presentations/evidence in the following drop box folder before 9am on the day.
https://www.dropbox.com/sh/6g8u96mzyy8s3ii/AAB9cYmb2VgNGKxpnXMY46G3a?dl=0.

1300 - 1435 Lunch & Juma Break

1435 - 1505 Discussion Group: Project Management

1510 - 1640 PROJECT MANAGEMENT
ZEHRA WAHEED

Topic: Conflict and Personalities

Case: In the Shadow of the City
Assignment:

1. What is the problem as Jember Teferra sees it? Do you agree with her assessment?

2. What is the problem as Alec Reed sees it? Do you agree with his assessment?

3. Why and how did this conflict develop?

4. If you were Alec, how would you act to try to resolve this conflict? If you were Jember, what would you do and how?

Read:

1. Principled Negotiation
2. Negotiation Conflict Style