MONDAY, SEPTEMBER 09 TO TUESDAY, SEPTEMBER 10

Ashura Holidays

WEDNESDAY, SEPTEMBER 11

0830 - 0900 Discussion Group: Managerial Economics

0905 - 1035 MANAGERIAL ECONOMICS
TANVEER SHEHZAD

Topic: Poverty and Inequality

Read:

1. Think Again, Again
2. A Billion Hungry People?

Assignment:

1. What is meant by poverty?
2. What is the difference between poverty and inequality?
3. How can global poverty and inequality be reduced as per Abhijeet Bannerjee?

Note: Quiz 1 expected on Session 1 and 2.

1035 - 1105 Lunch break
1105 - 1135 Discussion Group: Management Communication

1140 - 1310 MANAGEMENT COMMUNICATION
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

Read:

(Read before Session 3)
1. Good Writing: It Begins with Principles
2. Writing: Macro Issues
3. 101 Email Etiquette Tips

(Read after Session 3)
4. Business Reports
5. Negative Messages

Reference Reading: (Optional)

1. Every Day Writing
2. Strategies for Designing Visuals

Assignment: TBA in class (Application of all the principles) (A1). Submission: Session 5

THURSDAY, SEPTEMBER 12

0830 - 0900 Discussion Group: Statistical Analysis For Management

0905 - 1035 STATISTICAL ANALYSIS FOR MANAGEMENT
JAMSHED HASSAN KHAN

Topic: Hypothesis Testing and Interval Estimation Name

Case: Cleveland Detergent Inc.


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

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

**Topic:** The Accounting Information System  
**Read:** Chapter 3

1310 - 1430  Lunch break

1430 - 1530  **SESSION WITH THE DEAN**  
**DR. ALNOOR BHIMANI**

**Venue:** Auditorium 103  
**Note:** Attendance is mandatory for all students.

**FRIDAY, SEPTEMBER 13**

0830 - 0900  Discussion Group: Statistical Analysis For Management

0905 - 1035  **STATISTICAL ANALYSIS FOR MANAGEMENT**  
**JAMSHED HASSAN KHAN**

**Topic:** Sampling Design  
**Case:** City Center Hospital (A) and (B)

**Read:** A,S&W, Chapter 21, “Sample Survey”, (Section 21.1-21.4)

1035 - 1105  Tea break

1105 - 1135  Discussion Group: Financial Accounting-I

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

**Topics:**

1. The Four Major Financial Statements  
2. Relationships among the F/S, Major uses of Financial Statements

**Case:** ChemaLite
SATURDAY, SEPTEMBER 14

1105 - 1310

MANAGEMENT COMMUNICATION
AAMNA KHALID

Topics:

1. Communication in a Crisis- Introduction to Crisis Management Strategies and Crisis Communication Plans
2. The Dynamics of Powerful Presentations
3. Dealing with Nervousness
4. Developing a Professional Persona
5. Non-Verbal Communication

Read:

(Read before Session 4)
1. Crisis Management and Communications
2. The Value of Communication during a Crisis: Insights from Strategic Communication Research

(Read after Session 4)
3. CERC During Different Stages of a Crisis
4. How to Communicate in a Crisis

Assignment: Research and Presentation Preparation: Each group will be assigned a PR Fiasco- groups to research the crisis management strategies and crisis communication plan. Groups will present in sessions 7 and 8 applying the presentation skills strategies that will be shared in session 4,5 and 6.