Assignments for the week of February 03 to February 08, 2020

**MONDAY, FEBRUARY 03**

0830 - 1035  **DECISION ANALYSIS**  
  M. ADEEL ZAFFAR  
  
  *In Class Lab Session*

1035 - 1105  Tea break

1105 - 1135  Discussion Group: Business Ethics & Islam

1140 - 1310  **BUSINESS ETHICS & ISLAM**  
  JAWAD SYED  
  
  **Topic**: Islamic Business Ethics  
  **Case**: Video Lecture on Islamic Business Ethics in Practice  
  **Read**: Ali & Owaihan 2008: Islamic Work Ethic Review

1310 - 1435  Lunch break

1435 - 1505  Discussion Group: Managerial Accounting & Control

1510 - 1640  **MANAGERIAL ACCOUNTING & CONTROL**  
  M. JUNAID ASHRAF  
  
  **Topic**: Cost Allocations  
  **Case**: Rosemont Hill Health Center  
  **Assignment**:  
  1. What is the cost per visit for each department?  
  2. How might this information be used by Mr. Mitchell?  
  **Read**: Chapter 10: Managing and Allocating Support-Service Costs
TUESDAY, FEBRUARY 04

0830 - 0900 Discussion Group: Marketing Management

0905 - 1035 MARKETING MANAGEMENT
EHSAN UL HAQUE

**Topic**: Market Opportunity, Identification and Positioning

**Case**: Planters Nuts

**Assignment**:

1. Why is Planters struggling in 2012?

2. What positioning and other strategies would you recommend for Planters?

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

1035 - 1105 Tea break

1105 - 1135 Discussion Group: Financial Management

1140 - 1310 FINANCIAL MANAGEMENT
SYED MUBASHIR ALI

**Topic**: Strategic Investment Decisions

**Case**: Galveston Sugar

**Assignment**: Answer the questions in the case.

**Read**: Revise B&E: Chapter 10

1310 - 1435 Lunch break

1435 - 1505 Discussion Group: Business Ethics & Islam

1510 - 1640 BUSINESS ETHICS & ISLAM
JAWAD SYED

**Topic**: Ethics in Practice

**Case**: Accenture’s Code of Business Ethics

**Read**:

1. Group Mini- Assignment: Critical Review of Organisations’ Codes of Conduct

2. Organisational Ethics
**WEDNESDAY, FEBRUARY 05**

*Kashmir Day Holiday*

**THURSDAY, FEBRUARY 06**

0830 - 0900 Discussion Group: Marketing Management

0905 - 1035 **MARKETING MANAGEMENT**

EHSAN UL HAQUE

*Topic*: New Product Development

*Case*: Procter and Gamble, Pakistan: The Ariel Launch

*Assignment*:

1. What is the opportunity in the detergent market in Pakistan? Is it significant?

2. What positioning and marketing mix decisions would you recommend? Why?

1035 - 1105 Tea break

1105 - 1135 Discussion Group: Financial Management

1140 - 1310 **FINANCIAL MANAGEMENT**

SYED MUBASHIR ALI

*Topic*: Strategic Investment Decisions

*Case*: Mystic Sports

*Assignment*: Answer the questions in the case.

*Read*: Revise B&E: Chapter 11

**FRIDAY, FEBRUARY 07**

0830 - 0900 Discussion Group: Business Ethics & Islam

0905 - 1035 **BUSINESS ETHICS & ISLAM**

JAWAD SYED

*Topic*: Religion as a Macro Social Force

*Case*: Video Lecture on Eternal Ethics in Islam

*Read*: Religion as Macro Social Force
1035 - 1055  Tea break
1055 - 1125  Discussion Group: Business Strategy
1130 - 1300  BUSINESS STRATEGY  
M. SHAFIQUE  
Topic: Internal Analysis  
Case: Trader Joe’s  
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: Looking Inside for Competitive Advantage. AOME  
1300 - 1430  Lunch and Juma break
1430 - 1530  SESSION WITH THE PROGRAMME DIRECTOR  
TANVEER SHEHZAD  
Venue: Auditorium 103 (SDSB-Building)  
Note: Attendance is mandatory for all students.

SATURDAY, FEBRUARY 08

0830 - 1035  DECISION ANALYSIS  
M. ADEEL ZAFFAR  
In class Lab Session
1035 - 1105  Tea break
1105 - 1135  Discussion Group: Business Strategy
1140 - 1310  BUSINESS STRATEGY  
M. SHAFIQUE  
Topic: External (Micro) Analysis  
Case: Huawei’s Smartphone Strategy  
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**: Industry Analysis

1310 - 1435  
Lunch break

1435 - 1505  
Discussion Group: Managerial Accounting & Control

1510 - 1640  
**MANAGERIAL ACCOUNTING & CONTROL**  
M. JUNAID ASHRAF

**Topic**: Cost Allocations

**Case**: Classic Pen Company: Developing an ABC Model

**Assignment**:

1. Calculate the revised product costs for the four pens, based on the activity information collected by Dempsey.

2. What actions are stimulated by the ABC product costs?

**Read**:

1. Chapter 11: Activity Based Costing  
2. Activity Accounting- Another Way to Measure Costs  
3. Measure Costs Right: Make the Right Decisions