**Assignments for the week of April 27 to April 30, 2020**

**MONDAY, APRIL 27**

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<th>Time</th>
<th>Activity</th>
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<td>0830 - 0900</td>
<td>Discussion Group: Business Intelligence</td>
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<tr>
<td>0905 - 1035</td>
<td><strong>BUSINESS INTELLIGENCE</strong>&lt;br&gt;USSAMA YAQUB</td>
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<td><strong>Instructor Venue:</strong> Auditorium B2</td>
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<td></td>
<td><strong>Teaching Assistant:</strong> Ms. Nosheen Saleem</td>
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<td></td>
<td><strong>Topic:</strong> BI In Business: Theory and Practice</td>
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<td><strong>Case:</strong> Frito-Lay: A Strategic Transition 1987-89</td>
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<td><strong>Assignment:</strong></td>
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<tr>
<td>1.</td>
<td>What key lessons were learnt from analyses of problems the company faced in 1986?</td>
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<td>2.</td>
<td>How do you evaluate the information infrastructure developed to support business operations and management systems at all levels of the organisation?</td>
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<td>3.</td>
<td>Describe the HHC project, the “Pipeline” project and the “Blue Chip” project. How these IT projects relate with the company’s overall strategy?</td>
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<td>4.</td>
<td>How the various types of systems described in the reading (Chapter 2, Information Systems in the Enterprise) relate with the case?</td>
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<tr>
<td></td>
<td><strong>Read:</strong> Information Systems in Enterprise</td>
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<td>1035 - 1105</td>
<td>Break</td>
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1105 - 1135 Discussion Group: Operations Management & Technology

1140 - 1340

OPERATIONS MANAGEMENT & TECHNOLOGY
SYED ZAHOOR HASSAN

Instructor Venue: Auditorium B1

Teaching Assistant: Mr. Muhammad Ali

Topic: Operations Management in the Digital Age

Case: TCS: ‘Hazir Subkuch’ – Making Everything Present

Assignment:

1. What is HSK and what promise are we making with our customers? What decision should TCS take now?

2. What resources and capabilities would TCS need to offer HSK? Does TCS have what is needed?

3. How TCS has developed these capabilities overtime? What does it need to do now?

4. What is crowdsourcing for TCS? Should TCS go for it (Yes/No)? Pros and cons? How to go about it?

Read: Crowd Sourcing: A New Way of Employing Non-Employees?

1340 - 1435 Break

1435 - 1505 Discussion Group: Financial Accounting - II

1510 - 1640

FINANCIAL ACCOUNTING - II
ATIFA A DAR

Instructor Venue: Off Site LUMS

Teaching Assistant: Ms. Iqra Sarmad

Topic: Ratio Analysis

Case: Annual Reports Up-loaded on the LMS

Read: Note on Financial Statement Analysis
1105 - 1135  Discussion Group: Marketing Management

1140 - 1310  **MARKETING MANAGEMENT**

EHSAN UL HAQUE

**Instructor Venue:** Auditorium B1

**Teaching Assistant:** Ms. Nosheen Saleem

**Topic:** Marketing Communication in the 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

1310 - 1435  Break

1435 - 1505  Discussion Group: Financial Management

1510 - 1640  **FINANCIAL MANAGEMENT**

SYED MUBASHIR ALI

**Instructor Venue:** Off Site LUMS

**Teaching Assistant:** Ms. Madiha Khursheed

**Topic:** Long-term Financial Planning and Dividend Policy

**Case:** Eastside Communications

**Read:** B&E Chapter 19
WEDNESDAY, APRIL 29

0830 - 0900  Discussion Group: Business Intelligence

0905 - 1035  BUSINESS INTELLIGENCE  
USSAMA YAQUB

Instructor Venue:  Auditorium B2

Teaching Assistant: Ms. Nosheen Saleem

Topic:  BI In Business: Theory and Practice

Case:  Business Intelligence at SYSCO

Assignment:

1. What are biggest obstacles faced in Business Intelligence (BI) implementation as it expands throughout Sysco?

2. Why Sysco decided to initially address only two questions with its new BI software, rather than using it as a more general analyses tool in the operating companies? Why did Business Objects recommend this approach? What are its strength and weaknesses?

3. What are various functionalities of BI Software? How is it implemented? What are competitive advantages of Business Objects BI software?

4. How much software should Day purchase at this time?

Read:  CRM Done Right: Rigby, Ledingham

1035 - 1105  Break

1105 - 1135  Discussion Group: Operations Management & Technology

1140 - 1340  OPERATIONS MANAGEMENT & TECHNOLOGY  
SYED ZAHOOR HASSAN

Instructor Venue:  Auditorium B1

Teaching Assistant: Mr. Muhammad Ali

Topic:  Operations Management in the Digital Age

Case:  Zappos.com: Developing a Supply Chain a Deliver WOW!
Assignment:

1. What are Zappos’ core competencies and sources of competitive advantage? How sustainable are they? What role does corporate culture play?

2. How important is next-day air shipment to the customer experience? It is worth the cost? How might you change it in the cost-conscious environment facing the company in late 2008?

3. How would you expand the business? Would you add more products, more geographies, or by selling private labels? As you expand business, how can the company become more profitable, particularly in light of the costs associated with the focus on service?

4. How would you expect the environment of a more cost-conscious consumer to affect Zappos’ business? What can Zappos do in such an environment to maintain sales growth? What is now expected from the supply chain at Zappos?

5. Can you draw any parallels between the situations at Zappos with any of the earlier cases that we have studied in OMT?

6. Assignment C: Submit a two page progress report on your micro enterprise can use the mobile and internet technologies for further enhance the business and make it more sustainable and robust in this uncertain era. Please provide specific information of the changes in overall business and operations of the business, related challenges and opportunities, and the specific results that could be achieved in the coming weeks. **Deadline 5 pm Sunday May 2, 2020 to tauseef.zehra@lums.edu.pk**

Note: Please refer to the internet to get any needed background information.

Read: Safe Enough to Try: An Interview with Zappos CEO Tony Hsieh

1340 - 1435 Break

1435 - 1505 Discussion Group: Financial Accounting - II

1510 - 1640 **FINANCIAL ACCOUNTING - II**

Instructor Venue: Off Site LUMS
**Teaching Assistant**: Ms. Iqra Sarmad

**Topic**: Accounting Analysis in Practice

**Case**: Financial Reporting at Samsung- A Case of Exploding Phones

**LUMS Assignment**:

1. What were the key characteristics of the smartphone industry in 2016? How do these characteristics connect to specific Financial Statement line items for Samsung and what type of opportunities does this create for accounting misstatements under IFRS?

2. How material do you consider the events discussed in the case to be for Samsung?

3. Do the events described in the case raise any going concern issues for Samsung? Justify your answer?

4. For the year ended December 31, 2016, which individual Financial Statement Items would you expect to be significantly affected by the events taking place at Samsung? Explain why and support your answers by referring to the consolidated financial statements for Samsung Electronics Company Limited for 2016

5. Do the $8 billion share buyback and the and the arrest of Lee Jay-yong qualify as events after the date of the balance sheet (for the financial statements for 2016)? If yes, which type of event are they and why? How should they be treated in the financial statements?

6. If you were asked to conduct a business analysis for Samsung in early 2017 what factors would influence your assessment of accounting risk for the company and what impact would this have on your analysis?

**Read**: Review all of the above readings.

**THURSDAY, APRIL 30**

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| 1140 - 1310 | **MARKETING MANAGEMENT**  
**EHSAN UL HAQUE** |
|            | **Instructor Venue**: Auditorium B1        |
**Teaching Assistant:** Ms. Nosheen Saleem

**Topic:** Marketing Communication in the Digital Age

**Case:** Hubble Contact Lenses: Data Driven Direct-to-Consumer Marketing

**Assignment:**

1. How do you like Hubble’s current business model? What worries you about it?

2. How efficiently does Hubble acquire and retain customers?

3. How would you allocate offline and online ad spend? Why?

4. Going forward what growth strategy would you recommend to Hubble?

1310 - 1400 Break

1400 - 1430 Discussion Group: Financial Management

1435 - 1735 (Double Session) **FINANCIAL MANAGEMENT**

**Instructor Venue:** Off Site LUMS

**Teaching Assistant:** Ms. Madiha Khursheed

**Topic:** Long Term Financial Planning and Dividend Policy

**Case:** Irwin Paper Industries

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

**Read:** B&E Chapters 14