MONDAY, FEBRUARY 03

0830 - 0900 Discussion Group: Managerial Accounting & Control

0905 - 1035 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

1035 - 1105 Tea break

1105 - 1310 DECISION ANALYSIS
M. ADEEL ZAFFAR

*In Class Lab Session*

1310 - 1435 Lunch break

1435 - 1535 CLUB/SOCIAL ACTIVITIES

1535 - 1605 Discussion Group: Business Ethics & Islam

1610 - 1740 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
### TUESDAY, FEBRUARY 04

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<td>Discussion Group: Business Ethics &amp; Islam</td>
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<td>0905 - 1035</td>
<td><strong>BUSINESS ETHICS &amp; ISLAM</strong></td>
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<td>JAWAD SYED</td>
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<tr>
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<td><strong>Topic:</strong> Ethics in Practice</td>
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<td><strong>Case:</strong> Accenture’s Code of Business Ethics</td>
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<td><strong>Read:</strong></td>
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<td>1. Group Mini- Assignment: Critical Review of Organisations’ Codes of Conduct</td>
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<td>2. Organisational Ethics</td>
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<td>1105 - 1135</td>
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<td>1140 - 1310</td>
<td><strong>MARKETING MANAGEMENT</strong></td>
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<td>EHSAN UL HAQUE</td>
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<td><strong>Topic:</strong> Market Opportunity, Identification and Positioning</td>
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<td><strong>Case:</strong> Planters Nuts</td>
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<td><strong>Assignment:</strong></td>
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<tr>
<td></td>
<td>1. Why is Planters struggling in 2012?</td>
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<td>2. What positioning and other strategies would you recommend for Planters?</td>
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<tr>
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<td><strong>Read:</strong> Positioning: The Essence of Marketing Strategy</td>
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<td>1310 - 1435</td>
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<td>1510 - 1640</td>
<td><strong>FINANCIAL MANAGEMENT</strong></td>
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<td>SYED MUBASHIR ALI</td>
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<td><strong>Topic:</strong> Strategic Investment Decisions</td>
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<td><strong>Case:</strong> Galveston Sugar</td>
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<td><strong>Assignment:</strong> Answer the questions in the case.</td>
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<td><strong>Read:</strong> Revise B&amp;E: Chapter 10</td>
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WEDNESDAY, FEBRUARY 05

Kashmir Day Holiday

THURSDAY, FEBRUARY 06

1105 - 1135 Discussion Group: Marketing Management

1140 - 1310 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?

1310 - 1435 Lunch break

1435 - 1505 Discussion Group: Financial Management

1510 - 1640 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 Strategy

0905 - 1035 BUSINESS STRATEGY
M. SHAFAQE

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

1035 - 1055 Tea break

1055 - 1125 Discussion Group: Business Ethics & Islam

1130 - 1300 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

1300 - 1430 Lunch and Juma break

1430 - 1530 SESSION WITH THE PROGRAMME DIRECTOR
(TJoint)
TANVEER SHEHZAD

Venue: Auditorium 103 (SDSB-Building)

Note: Attendance is mandatory for all students.

SUNDAY, FEBRUARY 08

0830 - 0900 Discussion Group: Business Strategy

0905 - 1035 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

1035 - 1105 Tea break
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

DECISION ANALYSIS
M. ADEEL ZAFFAR

In class Lab Session