



# Suleman Dawood School of Business

## MBA PROGRAMME CLASS OF 2025 SPRING SEMESTER II (IIB)

### Section A Weekly Class Schedule

FOR THE WEEK OF APRIL 15 TO APRIL 19, 2024

Auditorium 103		15-Apr Mon	16-Apr Tue	17-Apr Wed	18-Apr Thu	19-Apr Fri	20-Apr Sat
DG	0830-0900	BI	BEI	BI	BEI	*	
Class 1	0905-1035	9	9	10	10	<i>EL-II</i>	
DG	1105-1135	ME	FMG	ME	FMG		
Class 2	1140-1310	23	22	24	23		
DG	1435-1505	OMT		OMT			
Class 3	1510-1640	9		10			
DG	1700-1730						
Class 4	1735-1905						
DG	1905-2035						
Class 5	2040-2210						

- The soft copy of the weekly schedule is available on the main page of LUMS website [www.lums.edu.pk](http://www.lums.edu.pk) - Information For: Students/Schedules/MBA Schedule
  - For course titles and instructors, please turn overleaf.
- \* Follow the timing given in the inner pages for EL-II.

**MBA CLASS OF 2025**  
**Spring Semester II (IIB)**  
**LIST OF COURSES BEING OFFERED**

<b>CODE</b>	<b>UNITS</b>	<b>COURSE TITLE</b>	<b>INSTRUCTOR(S)</b>	<b>SESSIONS</b>
ME	1	Managerial Economics	Tanveer Shehzad	28
FMG	1	Financial Management	Syed Mubashir Ali	28
OMT	0.5	Operations Management and Technology	Hassan Rauf	14
BI	0.5	Business Intelligence	Ussama Yaqub	14
BEI	0.5	Business Ethics and Islam	Jawad Syed	14
<i>EL-II</i>	<i>0.5</i>	<i>My Startup</i>	<i>M. Shehryar Shahid</i>	<i>14</i>

**SULEMAN DAWOOD SCHOOL OF BUSINESS  
MBA PROGRAMME**

**CLASS OF 2025  
AUDITORIUM A-103  
Spring Semester II (SIIB)  
(Section A)**

**Assignments for the week of April 15 to April 19, 2024**

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**MONDAY, APRIL 15**

0830 - 0900            Discussion Group: Business Intelligence

0905 - 1035            **BUSINESS INTELLIGENCE**  
**USSAMA YAQUB**

**Teaching Assistant:** Ayesha Abid (aysha.abid@lums.edu.pk)

**Topic:** Business Applications of Data Science

**Assignment:** Segment customers into clusters using k-means clustering from provided datafile Mall\_customers.csv.

**Read:**

1. Cluster Analysis for Segmentation
2. Bot Detection in Twitter Landscape Using Unsupervised Learning

1035 - 1105            Tea break

1105 - 1135            Discussion Group: Managerial Economics

1140 - 1310            **MANAGERIAL ECONOMICS**  
**TANVEER SHEHZAD**

**Teaching Assistant:** Nabeel Javaid (nabeel.javaid@lums.edu.pk)

**Topic:** Monetary Policy II

**Case:** EI Salvador: Launching Bitcoin as Legal Tender

**Assignment:**

1. Can EI Salvador have an effective monetary policy with cryptocurrencies as the legal tender?

2. Cryptocurrencies are immune to government's influence on Central Banks and therefore more reliable Agree or not?
3. If you consider carefully, cryptocurrencies do not need a backing. Agree or not?

**Read:** As Cryptocurrencies Rise, Who Needs Banks (*Optional*)

1310 - 1435

Lunch break

1435 - 1505

Discussion Group: Operations Management and Technology

1510 - 1640

**OPERATIONS MANAGEMENT AND TECHNOLOGY**  
HASSAN RAUF

**Teaching Assistant:** Ayesha Azam (ayesha.azam@lums.edu.pk)

**Topic:** Innovation, Platform and Network Economy Business Models, and Operations Strategy

**Case:** Daraz.pk: Online Marketplace's Value Chain

**Read:** Designing Distribution Networks and Applications to E-Business. In Supply Chain Management: Strategy, Planning, and Operation

**TUESDAY, APRIL 16**

0830 - 0900

Discussion Group: Business Ethics and Islam

0905 - 1035

**BUSINESS ETHICS AND ISLAM**  
JAWAD SYED

**Teaching Assistant:** Nabeel Javaid (nabeel.javaid@lums.edu.pk)

**Topic:** Justice and Moral Values

**Case:** Wells Fargo Leadership Strategy Reward Ethics

**Read:** Velasquez 2013 Ethical Principles in Business

1035 - 1105

Tea break

1105 - 1135

Discussion Group: Financial Management

1140 - 1310

**FINANCIAL MANAGEMENT**  
SYED MUBASHIR ALI

**Teaching Assistant:** Maha Ayaz ([maha.ayyaz@lums.edu.pk](mailto:maha.ayyaz@lums.edu.pk))

**Topic:** Short Term Financial Management

**Case:** O.M. Scott & Sons Company

**Assignment:**

1. As an official in O.M. Scott & Sons, review the company's position. How was Scott able to achieve its rapid growth?
2. Analyse the company's financial conditions in 1961 and evaluate its future prospects. Would you change the operational strategy of the firm?

**Read:** B&E, Chapter 16

### **WEDNESDAY, APRIL 17**

0830 - 0900 Discussion Group: Business Intelligence

0905 - 1035 **BUSINESS INTELLIGENCE**  
USSAMA YAQUB

**Teaching Assistant:** Ayesha Abid (aysha.abid@lums.edu.pk)

**Topic:** Business Applications of Data Science

**Case:** Have Text will Travel, Can Airbnb Use Review Text Data to Optimise Profits?

**Assignment:**

1. What value Airbnb offers its customers? What is the primary innovation Airbnb has brought to the industry and how does it make money?
2. What is Airbnb's core asset? What is it good at and what are the company's capabilities?
3. How does review sentiment affect a property's revenue and potential to be rented on Airbnb?
4. What impact companies like Uber and Airbnb have on traditional business models? What impact they might have on labor and how people work? Can existing regulations, aimed at traditional business models are adequate for the new model?

**Read:**

1. The On-Demand Economy
2. Analysing Brexit's impact using sentiment analysis and topic modeling on Twitter discussion

1035 - 1105 Tea break

1105 - 1135 Discussion Group: Managerial Economics

1140 - 1310 **MANAGERIAL ECONOMICS**  
**TANVEER SHEHZAD**

**Teaching Assistant:** Nabeel Javaid (nabeel.javaid@lums.edu.pk)

**Topic:** Open Economy Issues I

**Case:** Exchange Rate Crisis of Pakistan

**Assignment:** Should Alina go to Harvard Medical School?

**Read:**

1. Exchange Rate Terminology and Analytics (*Optional*)
2. Bretton Woods System of Exchange Rates (*Optional*)

1310 - 1435 Lunch break

1435 - 1505 Discussion Group: Operations Management and Technology

1510 - 1640 **OPERATIONS MANAGEMENT AND TECHNOLOGY**  
**HASSAN RAUF**

**Teaching Assistant:** Ayesha Azam (ayesha.azam@lums.edu.pk)

**Topic:** Innovation, Platform and Network Economy Business Models, and Operations Strategy

**Case:** TCS: 'Hazir SubKuch' – Making Everything Present

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

## **THURSDAY, APRIL 18**

0830 - 0900 Discussion Group: Business Ethics and Islam

0905 - 1035 **BUSINESS ETHICS AND ISLAM**  
**JAWAD SYED**

**Teaching Assistant:** Nabeel Javaid ([nabeel.javaid@lums.edu.pk](mailto:nabeel.javaid@lums.edu.pk))

**Topic:** Islamic Business Ethics in Practice

**Case:** Malik Riaz Hussain of Bahria Town

**Read:**

1. Warnings of Corporate Moral Failure in Islam
2. Corruption in Pakistan

1035 - 1105 Tea break

1105 - 1135 Discussion Group: Financial Management

1140 - 1310 **FINANCIAL MANAGEMENT**  
**SYED MUBASHIR ALI**

**Teaching Assistant:** Maha Ayaz ([maha.ayyaz@lums.edu.pk](mailto:maha.ayyaz@lums.edu.pk))

**Topic:** Short Term Financial Management

**Case:** Carrefour S.A.

**Assignment:**

1. What is Carrefour's growth strategy? Has it been successful?
2. Evaluate the company's financial strategy.
3. What are the critical problems facing the firm?
4. Are joint ventures more profitable than franchises?
5. Can the Carrefour strategy be replicated?

**Read:** Revise B&G Chapter 16

**FRIDAY, APRIL 19**

1000 - 1300

**EXPERIENTIAL LEARNING-II**  
**M. SHEHRYAR SHAHID**

**Teaching Assistant:** Maha Shahzad (maha.shahzad@lums.edu.pk)

**Topic:** Customer Insights and Pain Points Identification

Presentations B:

Each group will get 10-15mins to present their customer persona and insights about pain points from customer interviews, and what they believe to be the real problem(s) behind those pain points

**Note:**

Field test: Pain point discovery interviews with 3-5 core customers

Submissions: Interview recordings (Round 1) & Presentation Slides with the instructor by Friday, 05th April, 8am

**Note:** All the groups must upload their presentation slides in the following drobox folder for your respective section by Friday, 19<sup>th</sup> March, 08:00 am:

<https://www.dropbox.com/scl/fo/3acekdwz6uotarntukwji/h?rlkey=vvvgpu6mmq3r3xbi8pqdl6cob&dl=0>