



Suleman Dawood
School of Business

MBA PROGRAMME
CLASS OF 2025
SPRING SEMESTER II (IIB)
Section B

Weekly Class Schedule
FOR THE WEEK OF APRIL 15 TO APRIL 19, 2024

Auditorium 104		15-Apr Mon	16-Apr Tue	17-Apr Wed	18-Apr Thu	19-Apr Fri	20-Apr Sat
DG	0830-0900						
Class 1	0905-1035	OMT 9		OMT 10			
DG	1105-1135					*	
Class 2	1140-1310	BI 9	BEI 9	BI 10	BEI 10	<i>EL-II</i>	
DG	1435-1505						
Class 3	1510-1640	ME 23	FMG 22	ME 24	FMG 23		
DG	1700-1730						
Class 4	1735-1905						
DG	1905-2035						
Class 5	2040-2210						

1. The soft copy of the weekly schedule is available on the main page of LUMS website
www.lums.edu.pk - Information For: Students/Schedules/MBA Schedule

2. 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

CODE	UNITS	COURSE TITLE	INSTRUCTOR(S)	SESSIONS
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-104
Spring Semester II (SIIB)
(Section B)**

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

MONDAY, APRIL 15

0830 - 0900 Discussion Group: Operations Management and Technology

0905 - 1035 **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

1035 - 1105 Tea break

1105 - 1135 Discussion Group: Business Intelligence

1140 - 1310 **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

1310 - 1435	Lunch break
1435 - 1505	Discussion Group: Managerial Economics
1510 - 1640	<p><u>MANAGERIAL ECONOMICS</u> TANVEER SHEHZAD</p> <p><u>Teaching Assistant:</u> Nabeel Javaid (nabeel.javaid@lums.edu.pk)</p> <p><u>Topic:</u> Monetary Policy II</p> <p><u>Case:</u> El Salvador: Launching Bitcoin as Legal Tender</p> <p><u>Assignment:</u></p> <ol style="list-style-type: none"> 1. Can El 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? <p><u>Read:</u> As Cryptocurrencies Rise, Who Needs Banks (<i>Optional</i>)</p>

TUESDAY, APRIL 16

1105 - 1135	Discussion Group: Business Ethics and Islam
1140 - 1310	<p><u>BUSINESS ETHICS AND ISLAM</u> JAWAD SYED</p> <p><u>Teaching Assistant:</u> Nabeel Javaid (nabeel.javaid@lums.edu.pk)</p> <p><u>Topic:</u> Justice and Moral Values</p> <p><u>Case:</u> Wells Fargo Leadership Strategy Reward Ethics</p> <p><u>Read:</u> Velasquez 2013 Ethical Principles in Business</p>
1310 - 1435	Lunch break
1435 - 1505	Discussion Group: Financial Management
1510 - 1640	<p><u>FINANCIAL MANAGEMENT</u> SYED MUBASHIR ALI</p> <p><u>Teaching Assistant:</u> Maha Ayaz (maha.ayyaz@lums.edu.pk)</p>

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: Operations Management and Technology

0905 - 1035 **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?

1035 - 1105 Tea break

1105 - 1135 Discussion Group: Business Intelligence

1140 - 1310 **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

1310 - 1435

Lunch break

1435 - 1505

Discussion Group: Managerial Economics

1510 - 1640

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*)

THURSDAY, APRIL 18

1105 - 1135 Discussion Group: Business Ethics and Islam

1140 - 1310 **BUSINESS ETHICS AND ISLAM**
JAWAD SYED

Teaching Assistant: Nabeel Javaid (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

1310 - 1435 Lunch break

1435 - 1505 Discussion Group: Financial Management

1510 - 1640 **FINANCIAL MANAGEMENT**
SYED MUBASHIR ALI

Teaching Assistant: Maha Ayaz (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

1400 - 1700

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, 05th March, 08:00 am:

<https://www.dropbox.com/scl/fo/qcflwkgi68lnoga117mc/h?rlkey=yfjaixwrzq0msqagj77yumbxx&dl=0>