



**MBA PROGRAMME
CLASS OF 2024
Semester IV (IVB)
Weekly Class Schedule**

FOR THE WEEK OF APRIL 29 TO MAY 03, 2024

Auditorium A-303		29-Apr Mon	30-Apr Tue	01-May Wed	02-May Thu	03-May Fri
Class 1	0830-1000					* NS 13
Class 2	1015-1145	LPN 14	* CM-12 (Joint)			* NS 14
Class 3	1200-1330	TBE 14	* CM-13 (Joint)		CM-14 (Joint)	
Class 4	1400-1530	* SCM-13&14 (Section A)	* CS 13	Labor Day Holiday	* DV 12	* DV 13&14
Class 5	1545-1715	* SCM-13&14 (Section B)	* CS 14			
Class 6	1730-1900	* DV 11				
Class 7	1915-2045		OS 13			OS 14

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 Timings details given in the inner pages for SCM 13&14-Sec A&B, CM 12&13, CS 13&14, CM 14-Joint, DV 11&12 and Friday, May 03.**

MBA CLASS OF 2024
Semester IV (IVB)
LIST OF COURSES BEING OFFERED

CODE	UNITS	COURSE TITLE	INSTRUCTOR(S)	SESSIONS
NS	0.5	Negotiation Skills	Ghufran Ahmad	14
TBE	0.5	The Business of Entertainment	Ehsan ul Haque	14
LPN	0.5	Leading Projects: Navigating Inception, Planning and Execution	Zehra Waheed	14
CS	0.5	Corporate Strategy	Anjum Fayyaz	14
OS	0.5	Operations Strategy	Ahsan Umar	14
CM	0.5	Channel Management	M Luqman Awan	14+14
SCM	0.5	Supply Chain Management	Shakeel S Jajja	14+14
DV	0.5	Data Visualization	M Adeel Zaffar/Ussama Yaquab	14
CR	0.17	<i>Conflict Resolution</i>	<i>Farhan Akhtar</i>	5
IMES	0.17	<i>International Market Expansion Strategy</i>	<i>Faisal Sheikh</i>	5
CDC	0.17	<i>Communication During Crisis</i>	<i>Sami Ul Hasan</i>	5
ES	0.17	<i>Energy and Sustainability</i>	<i>Shermeen Ahmed Khan</i>	5

**SULEMAN DAWOOD SCHOOL OF BUSINESS
MBA PROGRAMME**

**CLASS OF 2024
AUDITORIUM A-303
Semester IV (IVB)
Weekly Class Schedule**

Assignments for the week of April 29 to May 03, 2024

MONDAY, APRIL 29

1015 - 1145 **LEADING PROJECTS: NAVIGATING INCEPTION, PLANNING AND EXECUTION**
ZEHRA WAHEED

Teaching Assistant: Maha Ayaz (maha.ayyaz@lums.edu.pk)

Topic: Closure and Learning from Projects

Case: Heathrow Terminal 5: So, what went wrong?

Assignment:

1. What can BAA learn from the Terminal 5 Project?
2. How can this learning be retained?

Read: The Closedown Phase- Wrapping It Up

1145 - 1200 Break

1200 - 1330 **THE BUSINESS OF ENTERTAINMENT**
EHSAN UL HAQUE

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

Guest Speaker Session

1330 - 1400 Break

1400 - 1545 **SUPPLY CHAIN MANAGEMENT**
(Double Session) SHAKEEL S JAJJA
Section A

Teaching Assistant: Madiha Khursheed (madiha.khursheed@lums.edu.pk)

Project Presentations

1545 - 1730
(Double Session)
Section B

SUPPLY CHAIN MANAGEMENT
SHAKEEL S JAJJA

Teaching Assistant: Madiha Khursheed (madiha.khursheed@lums.edu.pk)

Project Presentations

1730 - 1740

Break

1740 - 1910

DATA VISUALIZATION
M ADEEL ZAFFAR/USSAMA YAQUB

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

To be announced by the Instructor.

TUESDAY, APRIL 30

1015 - 1330
(Double Session)
Joint

CHANNEL MANAGEMENT
M. LUQMAN AWAN

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

Project Presentations

1330 - 1400

Break

1400 - 1715
(Double Session)

CORPORATE STRATEGY
ANJUM FAYYAZ

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

Topic: Industry Transformation

Case: Cola Wars Continue: Coke & Pepsi in the Twenty-First Century

Assignment:

1. Why is the soft drink industry so profitable?
2. Compare the economics of the concentrate business to the bottling business: Why is the profitability so different?
3. How has the competition between Coke and Pepsi affected the industry's profits?
4. Can Coke and Pepsi sustain their profits in the wake of flattening demand and the growing popularity of non-carbonated drinks?

Read: Industry Transformation Crafting Strategy

Note: Please prepare presentations around the discussion questions and send the answers against these questions a day before the class. It can be either an individual or group-based assignment. Please be prepared for surprise quizzes in these session.

1715 - 1915

Break

1915 - 2045

OPERATIONS STRATEGY

AHSAN UMAR

Teaching Assistant: Asra Munir (asra.munir@lums.edu.pk)

Topic: Competing On Cost Versus Competing On Features and Innovativeness

Case: BMW: The 7-Series Project (A)

Assignment:

1. What are the causes and consequences of BMW's quality problems with newly launched products? What should be done to improve "launch quality"?
2. What are your recommendations to Carl Peter Forester concerning the R-series prototypes? What should he do regarding future development projects?
3. What changes would you recommend in the way BMW develops new models? What attributes of newly launched products would you expect to improve as a result of these recommendations? Which attributes might deteriorate?
4. What recommendations would you make to Chairman von Kuenheim regarding BMW's strategy to compete against new Japanese entrants into the luxury car market?
5. Compare and contrast Apple's approach to the iPhone development to the development process of BMW. What hypotheses are generated by the comparison?

Read: Vogelstein, Fred. "The Untold Story: How the iPhone Blew Up the Wireless Industry"

WEDNESDAY, MAY 01

Labor Day Holiday

THURSDAY, MAY 02

1200 - 1330
(Joint)

CHANNEL MANAGEMENT M. LUQMAN AWAN

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

Wrap Up Session

1330 - 1500

Break

1500 - 1630
(Double Session)

DATA VISUALIZATION M ADEEL ZAFFAR/USSAMA YAQUB

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

To be announced by the Instructor.

1630 - 1915

Break

1915 - 2045

OPERATIONS STRATEGY AHSAN UMAR

Teaching Assistant: Asra Munir (asra.munir@lums.edu.pk)

Topic: Competing with Sustainability

Case: Sustainability at IKEA Group

Assignment:

1. How would access IKEA Group's people and planet positive sustainability plan? Is the plan likely to help the company transform its business? Are the plan's targets too limited, appropriate, or too ambitious?
2. How do you feel about the progress IKEA Group has made implementing this plan?
3. How does IKEA's sustainability strategy align with its business model? What are the overlaps? What are the conflicts?
4. Which options should IKEA Group pursue to address IKEA's wood supply chain sustainability? Which has the highest leverage for IKEA?

Read: The Performance Frontier: Innovating for a Sustainable Strategy

FRIDAY, MAY 03

0900 - 1200
(Double Session)

NEGOTIATION SKILLS

GHUFRAN AHMAD

Teaching Assistant: Madiha Khursheed (madiha.khursheed@lums.edu.pk)

Topic: Negotiating Job Offers

Case: Name Your Price (A)

Assignment: Out of the 15 rules for negotiating job offers (see reading), which ones do you believe are more relevant to you? Why?

Read: 15 Rules for Negotiating a Job Offer

1200 - 1400

Break

1400 - 1700
(Double Session)
Online

DATA VISUALIZATION

M ADEEL ZAFFAR/USSAMA YAQUB

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

To be announced by the Instructor.