



Suleman Dawood
School of Business

**MBA PROGRAMME
CLASS OF 2025
SPRING SEMESTER II (IIB)
Section A
Weekly Class Schedule**

FOR THE WEEK OF APRIL 29 TO MAY 03, 2024

Auditorium 103		29-Apr Mon	30-Apr Tue	01-May Wed	02-May Thu	03-May Fri	04-May Sat
DG	0830-0900		*	Labor Day Holiday		*	
Class 1	0905-1035	BI 13	BEI-13 (Joint)		FMG 27	EL-II	
DG	1105-1135		*				
Class 2	1140-1310	ME 27	BEI-14 (Joint)				
DG	1435-1505					*	
Class 3	1510-1640	OMT 13	FMG 24			Guest Speaker Session	
DG	1700-1730					*	
Class 4	1735-1905				FMG-28 (Joint)		
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 BEI 13&14 and Friday, May 03.

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-103
Spring Semester II (SIIB)
(Section A)**

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

MONDAY, APRIL 29

0830 - 0900 Discussion Group: Business Intelligence

0905 - 1035 **BUSINESS INTELLIGENCE**
USSAMA YAQUB

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

Topic: Advanced Topics

Case: Predicting Consumer Tastes with Big Data at GAP (2017)

Assignment:

1. Was peck correct in firing his creative directors and replacing them with big data-driven creative process? Why or why not? How will this impact Gap Inc.'s sales going forward? Will it affect each of its brands' equity?
2. Does big data approach work for all three of Gap Inc.'s brands? Old Navy, Gap and Banana Republic? Why or why not? Which brands are better/worse served by this strategy? Why?
3. Should Peck allow Gap Inc.'s brands to be sold on Amazon? Why or why not? What opportunities or challenges does this plan present? If Gap sells through Amazon, should the company be a wholesaler or third-party seller?
4. Would you change other elements of marketing mix to address Peck's problems? Which ones and how?
5. For which purpose is big data and predictive analytics more or less useful in marketing? As world fills with more data, what is the role of art vs science in marketing? Under which circumstances should "science" rule and under what condition should "art" rule?

Read:

1. Chapter 6: Big Data Section 1-4.
2. "Concise guide to databases." Undergraduate Topics in Computer Science

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: Macroeconomic Policy Making III

Case: Pakistan: Is Foreign Aid Helping or Hindering Development?

Assignment:

1. Pakistan never used the foreign aid it received in a productive way. Agree or not?
2. How realistic is a scenario where Pakistan may have to default on its foreign obligations?
3. IMF's overall role has been negative for the restoration of the Pakistan's economy. Agree or not?

Read: How Government Debt Accumulates (*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: Truck It In (Draft)

TUESDAY, APRIL 30

0830 - 1310
(Double Session)

BUSINESS ETHICS AND ISLAM
JAWAD SYED

Venue: Sayyed Saigol Auditorium

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

Group Presentations

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: Long-Term Financial Planning and Dividend Policy

Case: Green Technology Solutions

Assignment: Answer the questions in the case.

Read: B&E, Chapters 18 & 20

WEDNESDAY, MAY 01

Labor Day Holiday

THURSDAY, MAY 02

0830 - 0900

Discussion Group: Financial Management

0905 - 1035

FINANCIAL MANAGEMENT
SYED MUBASHIR ALI

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

Topic: Long-Term Financial Planning and Dividend Policy

Case: Eastside Communications

Read: B&E, Chapter 19

FRIDAY, MAY 03

0900 - 1300

EXPERIENTIAL LEARNING-II
M. SHEHRYAR SHAHID

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

Final Presentations

1300 - 1530

Break

1530 - 1700
(Joint Session)

GUEST SPEAKER SESSION

Venue: Auditorium B-3

Ms. Anshu Sharma (*Chief Technology and Operations Officer (CTOO) for Africa, the Middle East, and Pakistan*)

Note: Attendance is mandatory for all students.

1700 - 1715

Break

1715 - 1915
(Joint Session)

FINANCIAL MANAGEMENT
SYED MUBASHIR ALI

Venue: Auditorium B-3

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

Mega Quiz

Assignment: Reflect on the course and be prepared.

Read: Assigned Chapters Covered