



Suleman Dawood  
School of Business

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

Weekly Class Schedule  
FOR THE WEEK OF APRIL 29 TO MAY 04, 2024

Auditorium 104		29-Apr Mon	30-Apr Tue	01-May Wed	02-May Thu	03-May Fri	04-May Sat
DG Class 1	0830-0900 0905-1035	OMT 13	* BEI-13 (Joint)	<b>Labor Day Holiday</b>			* EL-II
DG Class 2	1105-1135 1140-1310	BI 13	* BEI-14 (Joint)		FMG 27		
DG Class 3	1435-1505 1510-1640	ME 27				* <i>Guest Speaker Session</i>	
DG Class 4	1700-1730 1735-1905		FMG 24			* FMG-28 (Joint)	
DG Class 5	1905-2035 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 BEI 13&14 and Friday, May 03.

**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-104  
Spring Semester II (SIIB)  
(Section B)**

**Assignments for the week of April 29 to May 04, 2024**

**MONDAY, APRIL 29**

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:** Truck It In (Draft)

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:** 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 doing 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

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:** 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*)

**TUESDAY, APRIL 30**

0830 - 1310  
(Double Session)      **BUSINESS ETHICS AND ISLAM**      **Venue:** Sayyed Saigol Auditorium  
JAWAD SYED

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

*Group Presentations*

1310 - 1700      Break

1700 - 1730      Discussion Group: Financial Management

1735 - 1905      **FINANCIAL MANAGEMENT**  
SYED MUBASHIR ALI

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

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:** Long-Term Financial Planning and Dividend Policy

**Case:** Eastside Communications

**Read:** B&E, Chapter 19

## **FRIDAY, MAY 03**

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](mailto:maha.ayyaz@lums.edu.pk))

*Mega Quiz*

**Assignment:** Reflect on the course and be prepared.

**Read:** Assigned Chapters Covered

## **SATURDAYDAY, MAY 04**

0900 - 1300

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

**Venue:** Auditorium A-203

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

*Final Presentations*