



Suleman Dawood
School of Business

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

Weekly Class Schedule
FOR THE WEEK OF APRIL 22 TO APRIL 26, 2024

Auditorium 103		22-Apr Mon	23-Apr Tue	24-Apr Wed	25-Apr Thu	26-Apr Fri	27-Apr Sat
DG Class 1	0830-0900 0905-1035	OMT 11	FMG 24	BI 12			
DG Class 2	1105-1135 1140-1310	BI 11		OMT 12		* <i>EL-II</i>	
DG Class 3	1435-1505 1510-1640	ME 25	* BEI 11	ME 26	* FMG 25		
DG Class 4	1700-1730 1735-1905		* BEI 12		* FMG 26		
DG Class 5	1905-2035 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 11&12, FMG 25&26 and 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-103
Spring Semester II (SIIB)
(Section A)**

Assignments for the week of April 22 to April 26, 2024

MONDAY, APRIL 22

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: Kitopi: The Brave new World of Cloud Kitchen

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: Technology in Business

Case: Netflix in 2011

Assignment:

1. In its competition with Netflix, where did Blockbuster go wrong? How could Blockbuster better position itself against Netflix?
2. Was Netflix disruptive? How? How would you evaluate Blockbuster's response?

3. Did Hastings make the right move separating their DVD-by mail business from streaming business?

Read: To See the Future of Competition, Look at Netflix

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 II

Case: The US Current Account Deficit

Assignment:

1. Do you think Donald Trump was scared of China? Why or why not?
2. China's sustained current account surplus vis-à-vis US was a bad strategy for the China? Someone who lends is more vulnerable than who borrows. Agree or not?

Read:

1. Reading the Balance of Payments (*Optional*)
2. China and the Yuan-Dollar Exchange Rate (*Optional*)

TUESDAY, APRIL 23

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: Green Technology Solutions

Assignment: Answer the questions in the case.

Read: B&E, Chapters 18 & 20

1035 - 1310

Break

1310 - 1340

Discussion Group: Business Ethics and Islam

1345 - 1715
(Double Session)

BUSINESS ETHICS AND ISLAM

JAWAD SYED

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

Topic: Ethical Issues in Corporations

Case: Film (Critical Analysis of the Film)

Read: Ethics and Ethical Reasoning

Assignment: Critical Analysis of the Film.

WEDNESDAY, APRIL 24

0830 - 0900

Discussion Group: Business Intelligence

0905 - 1035

BUSINESS INTELLIGENCE

USSAMA YAQUB

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

Topic: Technology in Business

Case: Building Watson: Not So Elementary, My Dear! (Abridged)

Assignment:

1. What is generative AI and how does it differ from other types of AI? What are some examples of generative AI applications and what are their benefits and challenges?
2. What are the sources and characteristics of the training data used for generative AI models? What are the legal and ethical issues involved in using copyrighted or proprietary data?
3. How do parameters affect the model's performance and capabilities?
4. How different is the question answering problem from search?

5. What is the approach to product development? Is it comparable to other cases you have seen?

Read: Generative AI Value Chain

1035 - 1105 Tea break

1105 - 1135 Discussion Group: Operations Management and Technology

1140 - 1310 **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: Edaixi (eWash): Digital Transformation of Laundry Services (A)

Read: Why Some Platforms Thrive and Others Dont

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 II

Case: Sri Lanka's Macroeconomic Crises: The Tale of Twin Deficits

Assignment:

1. What went wrong with Sri Lanka?
2. Draw similarities and differences with Pakistan's economic situation.

THURSDAY, APRIL 25

1400 - 1430 Discussion Group: Financial Management

1435 - 1805
(Double Session) **FINANCIAL MANAGEMENT**
SYED MUBASHIR ALI

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

Topic: Long-Term Financial Planning and Dividend Policy

Case: Irwin Paper Industries

Assignment: Answer the questions in the case.

Read: B&E, Chapter 14

FRIDAY, APRIL 26

1400 - 1700 **EXPERIENTIAL LEARNING-II**
M. SHEHRYAR SHAHID

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

Topic: Theoretical Prototyping

Presentations C:

Each team will get 10-15 mins to present the theoretical prototype of their conceived solution

Note:

Field test: Interviews with 3-5 customers from the core group

All the groups must share their presentation slides with the instructor by Friday, 14th April, 8am via sharing a wetransfer link [wetransfer] or any other drive link (google or icloud)

Submissions: Interview recordings (Round 2) & Presentation Slides with the instructor by Friday, 26th April, 8am

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