



Suleman Dawood  
School of Business

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

**FOR THE WEEK OF APRIL 22 TO APRIL 26, 2024**

<b>Auditorium 104</b>		<b>22-Apr Mon</b>	<b>23-Apr Tue</b>	<b>24-Apr Wed</b>	<b>25-Apr Thu</b>	<b>26-Apr Fri</b>	<b>27-Apr Sat</b>
DG	0830-0900		*		*	*	
Class 1	0905-1035	BI 11	BEI 11	OMT 12	FMG 25	<i>EL-II</i>	
DG	1105-1135		*		*		
Class 2	1140-1310	ME 25	BEI 12	ME 26	FMG 26		
DG	1435-1505						
Class 3	1510-1640	OMT 11	FMG 22	BI 12			
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](http://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**

<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 22 to April 26, 2024**

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**MONDAY, APRIL 22**

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:** 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 they DVD-by mail business from streaming business?

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

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:** 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*)

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:** Kitopi: The Brave new World of Cloud Kitchen

## **TUESDAY, APRIL 23**

0830 - 0900

Discussion Group: Business Ethics and Islam

0905 - 1235  
(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.

1235 - 1435

Tea break

1435 - 1505 Discussion Group: Financial Management

1510 - 1640

**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, APRIL 24**

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](mailto: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

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](mailto: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.

1310 - 1435

Lunch break

1435 - 1505

Discussion Group: Business Intelligence

1510 - 1640

**BUSINESS INTELLIGENCE**

**USSAMA YAQUB**

**Teaching Assistant:** Ayesha Abid ([aysha.abid@lums.edu.pk](mailto: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

**THURSDAY, APRIL 25**

0830 - 0900

Discussion Group: Financial Management

0905 - 1235  
(Double Session)

**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:** Irwin Paper Industries

**Assignment:** Answer the questions in the case.

**Read:** B&E, Chapter 14

**FRIDAY, APRIL 26**

1000 - 1300

**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/qcflwkgi68lnoga117mc/h?rlkey=yfjaixwrzq0msqgj77yumbxx&dl=0>