

MGT-402 INDUSTRY ANALYSIS

Cr Hrs: 2.0

Course Description
In the last 66 years, Pakistani economy has transited from agrarian to industrial sectors. Industry Analysis is a specialized course that evaluates and charts the development of the agriculture and industrial sector of Pakistan. The focus of the course is to encourage local insight and analyses in the students.
Course Objectives
<p>Industry Analysis is a capstone course. It is expected that the participants of this course would be equipped with a certain degree of erudition and analytical faculties. I believe that students should be exposed to the local industrial and corporate context of Pakistan. Hence the course aims to achieve the following objectives;</p> <ul style="list-style-type: none">▪ To make students understand the key sectors of economy of Pakistan and contemporary issues in agriculture, industry, manufacturing and social sector.▪ To make students understand current policies in trade, commerce, fiscal/monetary policy, industry and agriculture.▪ To let the students have a comprehensive knowledge about the current dynamics of the various aspects of the industry and economy.
Course Outcomes
<p>On successful completion of this course the students should be able to;</p> <ul style="list-style-type: none">▪ Discuss the recent developments in the industrial landscape.▪ Evaluate complex factual situations from a macro economic and strategic management perspective.▪ Investigate, analyze, deliberate and synthesize complex internal and external corporate and industry environments.▪ Determine the optimal pathway for an organization to achieve a competitive advantage in the relevant industry.
Course Material
A course pack will be handed out to you in the first week. It contains all the essential chapters / HBR articles /cases / industry notes of the course. You must acquire this course pack in order to perform well in the semester. Case studies and assignments will be handed out as per requirement.

You might want to refer to the following book as well;

- Zaidi, S. Akbar,(1999),“Issues in Pakistan Economy”, Oxford University Press.
- Saeed, K. Amjad,(2007)“Economy of Pakistan, Institute of Business Management, Lahore.

Course Content

The course content is structured in pedagogical sections that enable easy understanding and learning. The weekly breakdown of the course is given below. The weekly timeline is subject to changes if the need is felt to integrate further topics and cases.

Week	Lecture / Topic	Readings/ Activity
1	Introduction to the Course <ul style="list-style-type: none"> ▪ Introduction to the participants ▪ Course outline ▪ Course policies ▪ Course rationale 	Course Outline
2	Industry Session 1:Tea Industry in Pakistan <ul style="list-style-type: none"> ▪ Cash crops vs. food crops ▪ Industry value chain ▪ Import vs. indigenous farming ▪ Five forces, balance of trade, agriculture economy 	Case – Note on teal industry of Pakistan
3	Industry Session 2: Sugar Sector of Pakistan <ul style="list-style-type: none"> ▪ Industry valuechain and value addition ▪ Vertical integration ▪ Quota and protectionism ▪ Competitive advantage 	Case – Note on sugar sector of Pakistan
4	Industry Session 3:Leather Tanning Industry of Pakistan <ul style="list-style-type: none"> ▪ Historical and administrative legacy ▪ Industry clusters ▪ Transaction cost economics ▪ Top, mid and bottom tier contribution 	Case – Note on leather tanning industry of Pakistan

5	Industry Session 4: Edible Oil Industry in Pakistan <ul style="list-style-type: none"> ▪ Cash crops vs. food crops ▪ Industry value chain ▪ Import vs. indigenous farming ▪ Five forces, balance of trade, agriculture economy 	Case – Note on edible oil industry of Pakistan
6	Industry Session 5: Textile Sector of Pakistan <ul style="list-style-type: none"> ▪ Industry value chain and value addition ▪ Vertical integration ▪ Exports, quota and protectionism ▪ Competitive advantage 	Case – Note on textile sector of Pakistan
7	Industry Session 6: Gujrat Fan Industry of Pakistan <ul style="list-style-type: none"> ▪ Historical and administrative legacy ▪ Industry clusters ▪ Transaction cost economics ▪ Top, mid and bottom tier contribution 	Case – Note on Gujrat fan industry of Pakistan
8	Industry Session 7: K&Ns <ul style="list-style-type: none"> ▪ Diversification and integration ▪ Corporate strategy ▪ Compatibility and financial valuation ▪ Local vs. international development 	Case – K&Ns
9	Mid Terms	
10	Industry Session 8: Bata <ul style="list-style-type: none"> ▪ Competitive advantage ▪ Operations and retail ▪ Differentiation and branding ▪ Role of middlemen 	Case – Bata strategic choices
11	Industry Session 9: Shezan International <ul style="list-style-type: none"> ▪ Operations ▪ Project management ▪ Domestic expansion and its challenges 	Case – Shezan International

12	Industry Session 4: MilkPak& Nestle Inc <ul style="list-style-type: none"> ▪ Diversification through joint venture ▪ Corporate strategy ▪ Compatibility and financial valuation ▪ Local vs. international development 	Case – MilkPak joint venture
13	Industry Session 5: Puma & Service Inc <ul style="list-style-type: none"> ▪ Competitive advantage ▪ Operations and retail ▪ Differentiation and branding ▪ Export strategy 	Case – Puma venture
14	Industry Session 6: Nirala Sweets <ul style="list-style-type: none"> ▪ Operations and retails ▪ Project management ▪ Domestic expansion and its challenges 	Case – Nirala sweets- Karachi project
15	Project Wrap Up and Feedback <ul style="list-style-type: none"> ▪ Global trends ▪ Local trends ▪ Corporate examples 	Project presentations