MEM

COURSE DESCRIPTIONS

**MGT  Financial Reporting and Analysis:** This programme is geared towards the needs of aspiring finance professionals who intend to pursue their career in providing financial services to a wide range of corporate and non-corporate clients. It is very much a practice-oriented programme, starting from a study of general, market-based finance towards detailed analysis of the performance of multi-national businesses. It is particularly suitable for students who wish to pursue professional careers in many areas, including equity research, sell-side analysis, and fund management.

**MGT  Marketing Strategies:** The course will enable the students to capitalize on the opportunities with limited resources to achieve a sustainable competitive advantage. And also assist them to select a course of action from among several alternatives that involves specific customer groups, communication methods, distribution channels, and pricing structures.

**MGT  Managing Organizations:** This course will enable the students to identify the key factors or elements that are influential in the design of organizations in the 21st century and that why should an organization adapt to provide effectiveness in light of external/internal pressures. It will assist in achieving goals through critical evaluation of management functions like planning, organizing, leading and controlling.

**MGT  Managerial Finance:** The objective of this course is to prepare students for a fast-paced career with unlimited opportunities. The course will help the future financial managers to become successful market analysts, brokers, corporate planners, and commodity specialists.

**MEM 400:  Energy Fundamentals**

This course will introduce the students to various forms of energy, classifications of energy reserves, energy measurement units and consumption patterns. Energy balance sheets and input output models would be prepared. Students will also be familiarized with various energy production and conversion technologies and their future prospects (oil, gas, coal, electricity, renewable, atomic energy etc.).

**MEM 402:  National Energy Policy and Planning**

This course deals with preparation of national integrated energy (and sub-sectoral plans) and its linkage with macro-economic framework of the country. Topics include (a) demand side planning (methods of demand projection, demand management and fuel substitutions), (b) supply side planning (dealing with the methods of estimation of energy supplies from indigenous resources and strategies for imports of energy etc.) (c) Investment planning (assessment of quantum of financial resources required and affordability of the investment including (macro and micro economic impacts, mobilization of financial resources including from private sector) Linkages of Energy Plans with other infrastructure sectors such as ports, shipping in country transport and storages will be explored. Policies for attracting investment by Independent Power Producers (IPPs) based on fossil fuels, renewable energy development, upstream and downstream activities in oil, gas and coal sector will also be dealt with.
MEM 406: Household Energy Management

Source of household energy consumptions in rural, urban, mountainous, arid and coastal regions. Household energy supply and consumption patterns, economics of household energy in different regional settings, environmental and health issues, efficiency of end use, supply chain etc. Methods/techniques of survey and assessment of supply of household energy supplies and future outlook. Household energy supply and demand balances. Policies for the household sector.

MEM 401: Energy Economics

The course relates to the method, application, and limitations of traditional economic approaches to the study of energy problems. Topics include microeconomic foundations of energy demand and supply; regression analysis, elasticity of demand, curve fitting, future projections, pricing and allocation of energy resources; macro linkages of energy with economics etc. It will also include discussions on energy market structures with (a) vertically integrated utilities (b) emerging concept of unbundled utilities with open access and competition in the market; regulatory practices, determination of prices for utility services and retail prices etc.

MEM 408: World Energy Outlook

The course will review world oil, gas and coal resources, and location of resources in various countries and regions as well as major demand centres. Various energy markets, trade routes for movement of liquid hydrocarbons (oil, products, LPG, LNG etc.) and gas pipelines will be discussed. Roles of National Oil companies (NOCs) and International Oil Companies (IOC) and major oil and gas producers including OPEC will be examined. World oil, gas and coal demand supply and its impact on the fuel prices will be discussed. This course will also review future world energy outlook, the strategies being adopted to meet the future projected requirements and the lessons for the national policy makers. Geopolitics and diplomacy will also be referred to.

MEM 403: Renewable Energy.

Definition of Renewable Energy, category of resources, status of technological development, economics of utilization, distributed and grid based systems, hybrid systems, issues in exploitation of resources, policies for harnessing resources and future outlook. Review of experiences of various countries. Transfer of technologies to developing countries. Efficiency and environmental considerations.

MEM 410: Energy Conservation and Environments.

The course will comprise of two modules: Energy Conservation and Energy and Environment. Energy Conservation module will discuss various measures for conservation of energy. It will focus on energy demand and consumption in household commercial, industrial and transport sectors. Energy intensities, energy audit techniques, consumer’s education about energy efficiency, dissemination of knowledge about appliance efficiency, and testing will also be discussed. Energy and Environment module will deal with environmental effects of energy production, supply and consumption, measurement yardsticks, current situation and future outlook. Students will also learn about various international treatise/protocols including Kyoto Protocol, Clean Development Mechanism (CDM) and Carbon trade.
MEM 411: Energy Dialogue/Seminar

This is a participatory course where students will be split in smaller groups and assigned various topics to carry out research assignments/case studies, which they will present to the class for open discussion and dialogue. Energy experts and corporate leaders will also be invited. Evaluation will be based on students’ research and participation in discussion. Some of the illustrative topics are: Current issues (National, International), National Energy Planning in various countries, Case Studies/Role Plays, Energy and Environment issues (Kyoto protocol, carbon, credits, SOx, NOx, particulates, aesthetics etc.), Developing countries in the context of global energy philosophies, New and renewable energy trends, Pakistan’s energy planning, Determination of retail prices for electricity, oil, gas, LPG, CNG etc.

MEM 409: Corporate Finance Management

The focus of the course is on learning that how a corporate manager can evaluate prospective investments. This course involves learning the concepts and techniques necessary to evaluate the time value of money, compounding, annuities, perpetuities, bond prices, stock prices, net present value, concepts of risk and return, diversification, the Capital Asset Pricing Model, financial statement analysis, working capital management and leverage. The students will also learn about capital markets that provide these funds, in theoretical and practical frameworks in various developed and developing markets. The course will also deal with assessment of corporate investment requirements, financing instruments, preparation of financing plans and analysis of financial statements.

MEM 404: Restructuring Energy Utilities and Utility Investment Planning

The course will deal with the rationale for the modern trends of unbundling vertically integrated monopoly utility companies, creating competition amongst energy producers/suppliers and enabling open access to end users to chose their energy suppliers. The process and issues in accomplishing a competitive market with open access and the regulation of the energy sector in new environments will be analysed. This will deal with the current regulatory practices and approaches for determination of electricity, oil and gas prices at the retail level. Practices in various developed and developing countries and best practices will be reviewed. Utility Investment Planning and strategy formulation approaches will be illustrated by discussing planning for a power generation company. Investment risks analysis and their mitigation measures will also be discussed.

MEM 405: Strategic Management

This course will present the theory and practices of business management in an integrated module. Topics will include, the concept of strategic management, building competitive advantage by examining internal and external factors (current and forecast), making functional, corporate and global strategies, vertical integration, diversification, corporate restructuring and unbundling, mergers and acquisitions, organizational development and control and corporate leadership.