

# **Assignment 1**



**Spring 2025**

**CSE-406 Engineering Project Management**

Submitted by: **Suleman Shah**

Registration No.: **21PWCSE1983**

Class Section: **C**

“On my honor, as student of University of Engineering and Technology, I have neither given nor received unauthorized assistance on this academic work.”

Submitted to:

**Dr. Samad Baseer Khan**

Date:

**6<sup>th</sup> March 2025**

**Department of Computer Systems Engineering**  
**University of Engineering and Technology, Peshawar**

## **CASE STUDY 1: WORKING WITH AI**

### **1-13. In what ways do machines add to the work of managers and other employees (instead of replacing them)?**

Machines and AI support managers and employees by:

- Providing data analysis to help in planning and decision-making (e.g., AI predicts customer preferences at H&M).
  - Automating routine tasks, freeing managers for strategic planning.
  - Enhancing monitoring and control, like AI analyzing customer calls at SEB.
  - Improving physical capabilities using technology (e.g., Hyundai's wearable robots).
  - Helping managers monitor performance and disseminate information, aligning with the Informational Roles (Monitor, Disseminator, Spokesperson) from Chapter 1.
- 

### **1-14. How might AI change a manager's job in 2030?**

By 2030, AI will:

- Take over routine decision-making, leaving managers to focus on creative, strategic, and leadership roles.
  - Enable real-time performance tracking and predictive analytics.
  - Act as an information resource, supporting the Monitor and Disseminator roles.
  - Managers will need strong conceptual and diagnostic skills to interpret AI data and apply it strategically.
  - AI will enhance time management by handling scheduling and reminders.
- 

### **1-15. What kind of skills or tasks are least likely to be done by machines or computers in the future?**

Tasks requiring:

- Emotional intelligence (motivating teams, conflict resolution).
  - Creativity (developing innovative solutions).
  - Complex decision-making in uncertain situations.
  - Negotiation and leadership. These align with the Interpersonal Roles (Figurehead, Leader, Liaison) and Decisional Roles (Negotiator, Disturbance Handler).
- 

### **1-16. What can you do to make yourself more valuable to companies so they need you (and not a machine) to get work done?**

To stay valuable:

- Develop interpersonal skills to lead and motivate teams.
  - Build conceptual skills to understand the big picture and apply AI insights.
  - Improve decision-making skills for complex, uncertain situations.
  - Focus on diagnostic and communication skills to interpret data and explain it to others.
  - Continuously learn and adapt, combining technology knowledge with human creativity and emotional intelligence.
-

## **CASE STUDY 2: NIKE INC.**

### **1-17. What makes Nike's focus on the customer different from most companies?**

Nike's focus stands out because:

- They use real-time customer data from apps (like SNKRS) to predict demand.
- They offer personalized experiences, such as Nike Live stores with community-specific products.
- They directly interact with customers, skipping traditional retailers.
- They combine digital insights with physical store experiences.

This demonstrates the planning and organizing functions of management, where Nike sets customer-focused goals and arranges resources (data, stores, staff) to meet them.

---

### **1-18. If you were in charge of taking Nike's focus on the customer to the next level, what would you do?**

I would:

- Use AI chatbots to provide personalized recommendations online.
- Expand virtual try-on features using AR technology.
- Create membership programs with personalized product drops based on user history.
- Use customer feedback to directly influence product designs, enhancing two-way communication.

This aligns with the decision-making and leading functions of management—creating new ideas (Entrepreneur role) and motivating teams to implement them.

---

### **1-19. What advantages of online shopping and in-person shopping do Nike Live stores try to combine?**

**Why (or why not) do you think they will be successful?**

Nike Live stores combine:

- Online benefits: Personalized product recommendations from app data.
- In-store benefits: Try-before-you-buy, instant service, and community events.

This hybrid model is likely to succeed because it meets both the need for convenience (online) and experience (in-person). It applies the management process functions: Planning (personalization strategy), Organizing (store setup), and Controlling (feedback monitoring).

---

### **1-20. What do you think a focus on the customer will look like for companies in 2025?**

By 2025, customer focus will include:

- Predictive services, anticipating customer needs based on AI data.
- Hyper-personalization, where every customer gets tailored offers and experiences.
- Seamless integration across apps, websites, and physical stores.
- Sustainability and ethical focus, aligning with customer values.
- Augmented reality (AR) for immersive shopping experiences.

This reflects managers' planning and leading, aligning organizational resources to provide superior customer experiences.