

Assignment 1



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CSE-406 Engineering Project Management

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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 help managers by analyzing data, automating routine tasks, and improving decision-making. This allows managers and employees to focus on creativity, planning, and problem-solving. Machines also assist in monitoring performance and enhancing physical capabilities in some jobs.

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

In 2030, managers will rely heavily on AI for data analysis and decision support, allowing them to focus on strategic thinking and leadership. AI will handle repetitive work, while managers will manage human relationships, creativity, and innovation.

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

Skills like creativity, emotional intelligence, negotiation, leadership, and solving complex human problems are least likely to be automated. Machines may struggle with tasks requiring empathy and understanding of human emotions.

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, I can develop strong communication, leadership, and creative problem-solving skills. I should also learn how to work alongside technology and focus on roles requiring human judgment and emotional intelligence.

CASE STUDY 2: NIKE INC.

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

Nike directly collects customer data from apps and uses it to create personalized products and shopping experiences. They skip traditional retailers and connect directly with customers, combining digital and physical experiences.

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 to suggest products for each customer, offer virtual try-ons, and collect customer ideas to improve products. This would make customers feel more involved and valued.

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 convenience, like personalized product recommendations, with in-person benefits such as trying products and getting instant service. This combination is likely to succeed because it offers the best of both shopping experiences.

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

In 2025, companies will predict customer needs, personalize every interaction, and offer seamless experiences across apps, stores, and websites. They will also focus more on sustainability and ethical practices to match customer values.