**CSE – 406: ENGINEERING PROJECT MANAGEMENT**

**ASSIGNMENT NO : 1**

**TOTAL MARKS: 30**

**DEADLINE: 6TH MARCH , 2025 IN DIRECTOR CLUBS OFFICE.**

**CLO COVERED: CLO-1**

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

For most people, artificial intelligence brings to mind *replacing* jobs with robots.

However, 1,500 companies studied by the management consulting firm Accenture found

that the largest performance gains were when humans and machines *worked together.*33

What does humans and machines working together look like? At clothing retailer

H&M, human buyers and planners use artificial intelligence (AI) to guide their work.

They rely on data to figure out what styles will be purchased, by which types of customers,

and what their customers might need in future seasons. Buyers and planners

then build on that data to make final decisions.

A similar process is used by Nathan Cates, a buyer at Bombfell, an online styling

service for men that sends customers boxes of clothing that they can keep or return.

Before buying an item, Cates insists on touching the fabric and testing it for features

such as fabric sheerness and fit. But, in contrast to H&M, these tasks are not currently

accomplished well by machines.

If you call your pharmacy to refill a prescription and don’t talk to a human, pharmacy

employees are freed up to spend their time on customer questions that are more complex.

Some companies, like the Swedish bank SEB, use AI to monitor customer calls handled

by humans to see how similar problems might be resolved or even prevented in the future.

It’s also possible to see humans and computers working together to increase employees’

physical capabilities. At Hyundai, robotic devices are worn by some manufacturing

employees that give them more strength and endurance than any normal human.

While it’s difficult to predict exactly how artificial intelligence will affect jobs in

the future, there are some aspects of jobs that may be impossible to automate effectively.

As CEO Chida Khatua of the asset-management firm EquBot put it, “If I’m

the customer explaining what I want, humans need to be involved. Sometimes I don’t

know what I really want.”

**DISCUSSION QUESTIONS**

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

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

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

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

**CASE STUDY 2: NIKE INC.**

It’s one thing to ensure that customers feel that their concerns are resolved quickly.

It’s something else to *revamp* how a company reaches customers. That’s what Nike has

been up to lately. This approach seems to be paying off with sales growth as well as

record-high stock prices.

Nike CEO Mark Parker calls their Nike Direct effort a “massive transformation”

of the company. Selling to customers directly has changed processes throughout the

company—including design, manufacturing, sales and more.

They rolled out the Nike SNKRS app to alert superfans about limited-edition releases.

Nike cultivated closer relationships with superfans with a suite of new experiences.

They also used SNKRS as a lab for how to better connect with customers digitally.

As Nike learns what their customers want, they are injecting that information into

the first step of their process: creating new shoes. In the summer of 2018, they opened

their first Nike Live store in Los Angeles.37 Sneakers and apparel made just for this

neighborhood are being sold there. Nike figured out what residents in this area like

based on data from their six apps.

Nike Live stores are all about a new kind of focus on the customer. A pair of shoes

are waiting for you in a locker that pops open upon your arrival in the store. Then, you

can take the shoes for a run on an in-store treadmill. Have questions? No problem! Feel

free to ask Nike athletes who are ready to answer those questions. If you know what

you want, you can schedule curbside pick-up from the store via the app.

Special offers also await customers visiting Nike Live stores. Scan your profile bar

code in a store at a special vending machine and gifts like Dri-Fit socks are yours for

free. Nike wants these stores to make shoppers feel special. And they offer what online

shopping can’t: trying on items and getting in-person service.

Building a one-on-one relationship with consumers comes with perks. Nike doesn’t

have to spend months working with retailers on how to target customers. And, based

on data from their apps, they can keep a step ahead figuring out what customers want.

**DISCUSSION QUESTIONS**

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

1-18. If you were in charge of taking Nike’s focus on the customer to the next level,

what you would you do?

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?

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