Indian Institute of Management Ahmedabad
**Accelerated General Management Programme
(AGMPBL07)**

2020 – '21

Session Timings	
Session 1	14.00 - 15.15
Tea/Coffee Break	15.15 - 15.45
Session 2	15.45 - 17.00

Weekend Schedule – January, 2021

Textbook: Retail Management, 13e Paperback, by Barry Berman (Author), Joel R Evans (Author), Patrali Chatterjee (Author), Ritu Srivastava (Author)

Week 30		**Saturday**	**January 02, 2021**

Session 1	**Topic**	**Organizational Culture and Performance**
Pradyumana Khokle	**Case**	Dr Shekhawat
	Guide Question	In your opinion, which specific aspects of organizational culture in DKH are important for performance?

Week 30		**Sunday**	**January 03, 2021**

Session 1	**Exam**	**Marketing Management**
Session 2	**Exam**	**Economic Environment and Policies**

Week 31		**Saturday**	**January 09, 2021**

Session 1	**Topic**	**Retail Stores: Delivering Value**
Subhadip Roy	**Session Plan**	Ice Breaker
Session 2	**Topic**	**Store Location, Category and Merchandize Management**
Subhadip Roy	**Activity**	Find a location for your store and design it

Week 31		**Sunday**	**January 10, 2021**

Session 1	**Exam**	**Managing Cost and Control**
Session 2	**Exam**	**Managing Information Systems**

Week 32		**Saturday**	**January 16, 2021**

Session 1 Shubhadip Roy	**Topic** **Case**	**Changing Consumer Behavior in retail** Showrooming at Best Buy
Session 2 Shubhadip Roy	**Topic** **Case**	**Understanding Customer Relationship** Jaguar Land Rover: Towards a Customer-centric Organization – Leveraging Customer Intelligence and Data Analytics for Sustainable Growth

Week 32		**Sunday**	**January 17, 2021**

Session 1	**Exam**	**Legal Aspects of Business**
Session 2	**Exam**	**Operations Management**

Week 33		**Saturday**	**January 23, 2021**

Session 1 Rajat Sharma	**Topic** **Case**	**Marketing Management in B2B Context: An introduction and understanding Buyer Personas** Magpie: Developing and Using Buyer Personas; Frank V. Cespedes; July 26, 2017; HBP Product #: 818013-PDF-ENG

Preparatory Questions for the case:

1. Which persona would be the best for Magpie to target initially, and which should they target next? Why?
2. What messaging should Magpie use to communicate with the priority persona? Why?
3. Evaluate the process the founders used to create the buying journeys and personas.

	Readings	1. Business Marketing: Understand What Customers Value, HBR 2. What Salespeople Need to Know About the New B2B Landscape, HBR

Session 2 Rajat Sharma	**Topic** **Case**	**Customer Value and Buying Behaviour** Kimura KK: Can this customer be saved?

Preparatory Questions for the case:

1. What is the perceived value for a customer like Kimura?
2. Why did Pramtex fail in Japan? What could/should it have done differently?
3. Can this customer be saved? Short term? Mid to long term? Why? Why not?

Week 33		**Sunday**	**January 24, 2021**

Session 1	**Topic**	**Retail Analytics**
Shubhadip Roy	**Case**	Improving Lead Generation at Eureka Forbes Using Machine Learning Algorithms

Session 2	**Topic**	**Omni channel Marketing**
Shubhadip Roy	**Case**	ALDO's Global Omnichannel Imperative

Week 34		**Saturday**	**January 30, 2021**

Sessions 1 & 2	**Topic**	**Building Market Orientation**
Rajat Sharma	**Case**	SKF Bearings (A)

Preparatory Questions for the case:

1. If you were Malm, would you accept the assignment? Justify your decision. Besides any key criteria of your own, you might like to consider the following in arriving at the decision: (i) need for structuring the company and (ii) your evaluation of the proposed restructuring

	Readings	1. Kohli, Jaworski, Marketing Orientation, Journal of Marketing, 1990
		2. What the Hell Is "Market Oriented?", HBR

Week 34		**Sunday**	**January 31, 2021**

Sessions 1	**Topic**	**Managing B2B Businesses Under Conditions of Environmental Change**
Rajat Sharma	**Case**	Dominion Motors & Controls, Ltd.

Preparatory Questions for the case:

1. Assess the implications of each alternative available to DMC as stated in the case. Feel free to generate and assess any other alternative(s) that you might think DMC could consider.
2. What short term and long term decisions would you take with regard to the oil pumping motor market in Canada?

Session 2	**Topic**	**B2B Social Media Marketing**
Rajat Sharma	**Case**	Maersk Line: B2B Social Media- "It's Communication, not Marketing"

Preparatory Questions for the case:

1. Why Maersk Line is successful?
2. Evaluate Maersk Line social media plan and platforms

Reading   Using Social Media in the B2B Context by
Robert E.Spekman; Elaine Dotso, Product
#: UV2973-PDF-ENG

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