

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

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

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Week 30	Sunday	January 03, 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?
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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?

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Week 31		Saturday	January 09, 2021
Session 1 Subhadip Roy	Topic Session Plan	Retail Stores: Delivering Value Ice Breaker	
Session 2 Subhadip Roy	Topic Activity	Store Location, Category and Merchandize Management Find a location for your store and design it	

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Week 31		Sunday	January 10, 2021
Sessions 1 & 2 Rajat Sharma	Topic Case	Building Market Orientation 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

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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	

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Week 32	Sunday	January 17, 2021
Session 1	Exam	Legal Aspects of Business
Session 2	Exam	Operations Management
Week 33	Saturday	January 23, 2021

Sessions 1 Rajat Sharma	Topic Case	Managing B2B Businesses Under Conditions of Environmental Change Dominion Motors & Controls, Ltd.
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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 Rajat Sharma	Topic Case	B2B Social Media Marketing Maersk Line: B2B Social Media- "It's Communication, not Marketing"
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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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Week 33	Sunday	January 24, 2021
Session 1 Shubhadip Roy	Topic Case	Retail Analytics Improving Lead Generation at Eureka Forbes Using Machine Learning Algorithms
Session 2 Shubhadip Roy	Topic Case	Omni channel Marketing ALDO's Global Omnichannel Imperative

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Week 34	Saturday	January 30, 2021
Session 1	Exam	Marketing Management
Session 2	Exam	Economic Environment and Policies

Week 34	Sunday	January 31, 2021
Session 1	Exam	Managing Cost and Control
Session 2	Exam	Managing Information Systems
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