



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Assignment 1 (Spring 2021)

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Section

**Master of Project
Management**

Date

**Saturday
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Course Code

(PMG510)

Project Risk Management

Instructions:

Instructor's Name: Eng. Mosaab M. Hamed

حتى الآن من المفترض أن تكون أصبحت قادراً على التعرف والتمييز بين أنواع المخاطر المختلفة وكيفية التعامل معها. كما يمكنك الآن رؤية كيف يتم هذا الأمر في الشركات الكبيرة والمرموقة.

في هذا الواجب: قم باختيار واحدة من الشركات التالية:

أرامكو السعودية

البنك الأهلي التجاري

شركة الاتصالات السعودية

قم باختيار واحدة من الشركات الثلاث المذكورة أعلاه ثم ابحث عن أي 4 مخاطر تواجهها هذه الشركة .

لكل خطر من هذه المخاطر قم بالاجابة عن الأسئلة التالية:

1. لماذا اعتبرته خطراً؟
2. ماهو نوع هذا الخطر؟
3. ماهي احتمالية هذا الخطر؟ وفي حالة وقوعه مامدى قوة وتأثير هذا الخطر؟
4. ماهي السياسة أو الاستراتيجية التي تتبعها هذه الشركة للتعامل مع هذا الخطر وادارته؟

** يمكنك الاجابة باللغة العربية أو الانجليزية على ألا تتجاوز اجابتك صفحتين من النوع A4

** يتم تسليم جميع الاجابات في ملف بصيغة pdf.

** حجم الخط 12.

** نوع الخط Arial.

** المسافة بين الأسطر (line spacing) 1.5

أمنياتي بالتوفيق.

Throughout this course you have learned about the different types of risk and how businesses manage them. Now you will be able to see how it is done in a well-known company.

Your assignment is to choose one of the following companies:

Saudi Aramco

The National Commercial Bank

Saudi Telecom Company

Do some research on any of the aforementioned companies and identify four risks they are facing.

For each risk please answer the following:

1. Why is this a risk?
2. What type of risk is it?
3. What is the likelihood of the risk? How great is the impact?
4. What strategy or policy does the company use to manage the risk?

** Your answers could either be in Arabic or English.

** You should submit your assignment in a pdf formatted file.

** Font size should be 12.

** Font type is Arial.

** Line spacing is 1.5.

All the best.

Saudi Telecom Company

At a high level, risk analysis suggests that unless the telecoms put customers at the front and center of their strategies, they will struggle to succeed. Here are the four biggest risks I have identified across the sector.

- 1- Ineffective digital growth and diversification strategy: Industry surveys confirm that digital services are the top priority for telecoms leaders. Yet generating growth from these services remains a challenge, with most of the early forays into adjacent markets, such as financial services, remaining small scale and yielding mixed results. IT moves to center stage, telecoms need to maximize their addressable market by developing innovative business models, seizing opportunities for inorganic growth, service innovation and diversification through merger and acquisitions and strategic alliances.
- 2- Failure to adapt to changing regulatory frameworks: As regulators' focus continues to shift toward areas such as data protection, some traditional burdens on operators such as wholesale pricing and interconnection are easing. Yet other areas of regulation are evolving faster than ever, with spectrum release road maps, data protection frameworks and accounting rules all in flux. Telecoms is also increasingly finding itself at the heart of governments' industrial policies, creating new demands on operators. It's vital for them to map out, balance and navigate this changing landscape of national and international regulation and policy.
- 3- Insufficient engagement with industry verticals and public sector: Governments worldwide now see fiber and 5G as instrumental in driving the move to a digital society and telecoms is increasingly viewed as an enabler of digital transformation among private sector enterprises across many vertical industries. These factors point to a need for telecoms to engage proactively with both the public sector and different industries but to date the level of engagement has remained limited. By actively articulating new value propositions to enterprises and government at all levels, telecoms will position themselves to lead the emergence of new ecosystems and play their full role in transforming industries and society.

- 4- Inadequate portfolio management processes: Industry studies suggest that half of all operators fail to achieve the synergies initially targeted from their merger and acquisitions deals, with inadequate integration planning and management processes often to blame. Yet inorganic growth remains vital as convergence and disruption accelerate. With revenue synergies proving particularly hard to capture, the top integration challenges revolve around talent and strategic growth priorities. As convergence sees the differences between buyers and sellers widen, merger and acquisitions that are more transformational may increase the challenges of integration, demanding more flexible integration road maps and smarter management of telecoms business portfolios. What were the achieved synergies compared with the value of synergies identified at the time of the deal.