



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

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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 وإدارته؟

** 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.



- *Shifting cultural norms and expectations of accountability. Disruptive business models. Innovations triggered by emerging technologies. Changes in the geopolitical landscape. Negotiations surrounding Brexit. Shifting customer preferences and demographics. Natural disasters. Record lows in unemployment, tightening labour markets and an escalating war for specialised talent. Immigration challenges. Cyber breaches on a massive scale. Terrorism. Big data analytics. A strong U.S. dollar.*
- These and a host of other significant risk drivers are all contributing to the risk dialogue happening today in boardrooms and executive suites.
- Expectations of key stakeholders regarding the need for greater transparency about the nature and magnitude of risks undertaken in executing an organisation's corporate strategy continue to be high. Pressures from boards, volatile markets, intensifying competition, demanding regulatory requirements, changing workplace dynamics, shifting customer preferences, uncertainty regarding catastrophic events and other dynamic forces are leading to increasing calls for management to design and implement effective risk management capabilities and response mechanisms to identify, assess and manage the organisation's key risk exposures, with the intent of reducing them to an acceptable level.
- In this seventh annual survey, Protiviti and North Carolina State University's ERM Initiative report on the top risks on the minds of global boards of directors and executives. Our respondent group, which includes 825 board members and C-suite executives from around the world, provided their perspectives about the potential impact over the next 12 months of 30 risk issues across these three dimensions:

- Macroeconomic risks likely to affect their organisation's growth opportunities
- Strategic risks the organisation faces that may affect the validity of its strategy for pursuing growth opportunities
- Operational risks that might affect key operations of the organisation in executing its strategy

Commentary – Technology, Media and Telecommunications Industry Group

- The rapid speed of disruptive innovations remains the top risk for the Technology, Media and Telecommunications (TMT) industry group for the third consecutive year. This is understandable given the rapid pace of change and innovation in the industry and the significantly reduced half-life for dated, legacy business models that can be disrupted and become obsolete quickly.
- If anything, it is a bit surprising to find the significance of this risk issue to be moderating, particularly compared to two years ago. It is possible that while the rapid speed of disruptive innovations remains a critically important area for board members and executive management in the industry to address and manage, there is a higher level of awareness about it than ever before, and organisations arguably have become more knowledgeable of strategies to address it effectively. We see many organisations in the industry focusing intently on research, development and ongoing innovation. Most have been facing the risk of disruptive innovations for years and are proactively changing business models and adjusting long-term strategies to avoid being disrupted. That said, we continue to see emerging markets and technologies come into play, another reason why this remains the top risk issue for the industry.
- With regard to the ease of entrance of new competitors into the industry (a new top five risk for the industry group in 2019), this has always been a relatively significant risk to TMT organisations. Historically, the barriers to entry in the industry have been low, with few regulatory hurdles. The industry embodies the example of startup companies – with potentially disruptive business models – launching their business from a garage or apartment. However, it is noteworthy to see the rapid increase in significance for this risk issue over the past three years. This also may be perceived as a more pressing risk issue today because, more than ever before, new companies, rather than seeking to obtain and then maintain a relatively small slice of the market, are intentionally becoming acquisition targets for larger companies that subsequently strategise to gain a greater market share for themselves. Organisations – large and small – face potential threats from new entrants in the market that can be acquired by competitors and leveraged to grab market share from them.