



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Everyone's Smart University

Assignment 1 (Spring 2021)

Student Name Badr Yousef Albasiri

Students I.D 2021200181

Section

**Master of Project
Management**

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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.

In this assignment, I decided to choose STC to talk about some risks it faces, and I will discuss it.

Firstly, the violating user's privacy and security is a compliance risk that threatens customer's privacy and security in case it happens by using their data for other purposes like marketing or selling it to other parties especially that telecommunications companies can access sensitive information. the probability of this risk is low as the company implement strict procedures to prevent something similar from happening in the future and working on strengthening its substructure in case this happens it will result in a negative impact on the company reputation for a long time and it will make customers leave to competitors, besides, it will be exposed to legal accountability to investigate its situation. To minimize this risk, the company declares its strict rules and policy in this point and that they are clear that customers information are non-used for other purposes except serving its customer also they are strengthening their systems continuously to prevent any problems and accidents.

Secondly, the digital transformation of the company channels is an opportunity risk because many services providers either in the telecommunication sector or other services are changing their communicating with their customers by using new channels including mobile applications, websites, and social media accounts to facilitating the communication process between company and customers also increasing company sales, on the other hand, avoiding this opportunity may cause the company to lose customers and money. A company like STC seeks all the time to develop itself and applying new technologies and it already started its way in digital transformation, so there is a high probability that STC will continue its journey in exploring this opportunity by adding new channels and improving the existing ones and the impact mostly will be reflected in a short time because of the huge customer's interest in these channels to communicate. STC started already exploring and enhancing this opportunity by launching its mobile application and website to do many processes without the need of visiting company branches also this will be resulted in increasing company sales and strengthen its relations with customers.

Thirdly, delaying of fiber optics internet services projects in the new cities is a control risk because the company needs to finish the projects during short time within the budget and cover the cities, there is a high likelihood of delaying the projects and exceeding one year because of the different obstacles in these projects and in case of delaying the projects it has a negative impact because of the dissatisfaction of residents and customers for the short term until finishing the projects. The company managed these risks by choosing high-quality contractors with a good background in this area also set milestones and performance guarantees to ensure the finishing during the time and within the budget.

Fourthly, providing the 5G internet service is an opportunity risk that will launch a new service for the customers and increasing company sales also expanding company customer base by attracting new customers. There is a high likelihood that the company will embrace this opportunity as it required by customers and will bring new potential opportunities in the future and its result will be acquired quickly, also in case it launched its impact will be great in increasing company sales and profit in the future and will continue for a long time. The company started the first phases of providing this service also seeking to expand in providing the 5G internet around the kingdom in different cities.