Saudi Electronic University

College of Administrative and Financial Sciences

ECOM421 – E-Business Strategies & Business Models

**Assignment 2**

**2020/2021**

**Submission: End of week 06**

**Saturday 10th of October 2020**

**10 Marks**

**[https://www.seu.edu.sa/sites/ar/SitePages/images/logo.png](https://www.seu.edu.sa/sites/ar/Pages/main.aspx)**

**Saudi Electronic University**

**College of Administrative and Financial Sciences**

**E-commerce Department**

|  |  |
| --- | --- |
| Student Name: | Student ID: |
| Course Title:  E-Business Strategies & Business Models | Course Code: ECOM421 |
| Academic Year/ Semester:  1441-42/First | CRN: |
| Instructor Name: | |
| **Student Grade:** | **Grade Level:** |

**Questions**

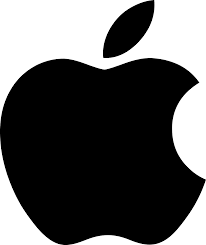
**Q1.** Select any **ONE organization** from the below. Write a brief profile of the organization and prepare a Business Model Canvas. (**5 Marks**)

**Q2.** Suggest your business strategy to help that organization in overcoming its challenges arose due to COVID19 pandemic. (**5 Marks**)

**STC Pay**

**Zain**

**Apple**

**Panda**

**Al Rajhi Bank**

**Hunger Station**

**IKEA**

**SMSA Express**

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**Assignment General Instructions**

Your answer sheet should contain the following:

1. Cover page
2. Questions
3. Answers

Each assignment needs to have all following instructions, but you have to clarify for your students that these instructions must not be included in their answer sheets:

* Use the cover page. One mark will be deducted if there is no cover page. In case the student included the cover page with some missing information, (0.5) mark will be deducted.
* Ensure that you follow APA referencing style for referencing any sources.
* The Submitted Assignment must respect the name file: **Student Name\_ID\_CRN**
* Use **Font** Times New Roman, 12 **Font size**,
* Use 1.5 **Paragraph line spacing** with adjust to all paragraphs (Justified alignment)
* Use Footer function to insert page number
* Number of words per answer (Minimum 250 Words limit for your each answer).
* The Submitted Assignment must be in **MS** **Word Format.**
* Write your answer by labelling answer number for each of the question.
* You must check the spelling and grammar mistakes before submitting the assignment.
* 20% of the total grade will be deducted for providing a poor structure of the assignment. For example, if the assignment is marked out of 15, the student provided an excellent content and answer that met all the requirements of the assignment’s question with poor writing structure. Then the student will get 15 based on the content and you will deduct up to 20% (3 marks) from the total grade (5% for paper style, 5% spelling and grammar errors, 5% for referencing and 5% for word count).
* A **ZERO** will be given to any submission that includes copying from other colleague’s assignment.
* Plagiarism of your answer will be not accepted at any cost. Write your answer using your own words and use proper APA style of referencing wherever necessary.
* In case of any problem in understanding about Plagiarism and Referencing style, contact your instructor to understand about it.

**Assignment Submission:**

The assignment submission must respect the following dates:

|  |  |  |
| --- | --- | --- |
| Submissions | Due date | Marks |
| Assignment 2 | On or before **Saturday 10th October 2020** by **11** :**59 PM**  **(Week 06)** | 10 |

**Answers**