Saudi Electronic University

College of Administrative and Financial Sciences

ECOM201 – Introduction to E-management

# **Assignment 3**

# **Project assignment**

# **Daway Medical Company**

# **2020/2021**

# **Requirements**

Consider yourself as Global Manager for a Medical Company (Daway) that is leading chain of retail pharmacy in Saudi Arabia, Jordan and United Kingdom. This company uses digital solutions for their business, but it focuses heavily on its retails sales. However, due to the recent Covid-19 pandemic, the way how they do business has been remarkably impacted. Not just with sales, the impact of this pandemic effected the way this company work, communicate and operate.

Therefore, as the global manager of Daway medical company you are required to develop a detail strategy on the following:

* Introduction about the topic.
* Explain what are the limited options that Daway currently have regarding dealing with the pandemic.
* What is the level of technology urgency Daway needs to sustain its performance?
* As a global manager, leading from home involves the leverage of digital capabilities. What are these capabilities? List and explain at least 3.
* Explain what type of virtual management characteristics will be implemented and why?
* How the virtual teams will work together?
* What tools are they using for communications and task management?
* How you will manage delivering the new changes within a short time in different locations in terms of language, cultural, time, political, and economical differences?
* What are techniques that you will be using to create a strong team with a high level of teamwork?
* What are the advantages and disadvantages of managing a virtual team?
* What type of conflicts might occur between members? When it happened how will you solve it?
* As a manager how you will manage the outsourced projects?
* What techniques that you will apply to encourage and motivate your team for improvement?
* Conclusion.

Keep in mind that the project **MUST be supported by evidence and resources**. Otherwise, your answer will not be valid.

# **Important details**

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| Due date | Marks |
| End of week 13  17/04/2021 | **15 marks** |

**Useful links:**

* <http://www.nottingham.ac.uk/studentservices/documents/planning-and-preparing-to-write-assignments.pdf>
* APA reference system <https://student.unsw.edu.au/apa>
* About plagiarism <http://wts.indiana.edu/pamphlets/plagiarism.shtml>
* About plagiarism <https://en.wikipedia.org/wiki/Plagiarism>

**Guidelines for the assignment:**

* This is an individual project, which is part from your course score. It requires effort and critical thinking.
* Use the given cover page below. **One mark will be deducted if there is no cover page.**
* Your assignment must be supported by evidence and resources. Otherwise, your answer will not be valid.
* Use font Times New Roman, Calibri or Arial.
* Use 1.5 or double line spacing with left Justify all paragraphs.
* Use the footer function to insert page number.
* Ensure that you follow the APA style in your project.
* Your project report length should be between 2500 to 3000 words.
* Up to 20% of the total grade will be deducted for providing a poor structure of assignment. Structure includes these elements paper style, free of spelling and grammar mistakes, referencing and word count.

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E-commerce Department

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| Student Name: | Student ID: |
| Course Title: | Course Code: |
| Academic Year/ Semester: | CRN: |
| Instructor Name: | |
| Student Grade: | Grade Level: |