



Faculty of Computers & Artificial Intelligence
2st Term (2019-2020) Final Exam
class: General year 1th Year Students تخلفات
Course Code: HUM 115
Course name: Business Organization



Benha University
Final Date: 7 / 6 /2020
Total Marks: Pass / Fail
Examiner(s): Dr. Shaimaa Talaat

Research submission: From 31 May to 7 June 2020

a) Write a research project in ONE of the following topics:

Topic No. 1

Online trust is the base of relationship between customers and organizations such as travel agencies' websites. Many tourism companies now actively use internet sites as a key marketing and sales vehicle for their products and services. Online relationships in the tourism industry have become very important throughout the world, with online trust becoming one of the most important factors that makes e-business successful for travel agencies.

If one of travel agencies hired you as the project manager to set up a branch for the company in a country.

Discuss the following contexts in your research project:

- a. Define the project manager and its responsibilities. Differentiate between project manager and project management.
- b. State the several stakeholders for a **tourism company** project. Justify your answer according to the project in this research.
- c. What is knowledge areas? Mention the ten project management knowledge areas and show its relation with the travel company.
- d. What is Work Breakdown Structure (WBS). Suggest a WBS for a **tourism company** project.
- e. Explain the Six-Step approach to establish the project risk plan for **tourism company**.
- f. What is project network diagrams? Suggest a Network Diagram **for tourism company** according to the WBS in question (d).
- g. How to improve the success rate of **tourism company project** and its income?

Topic No. 2

Real estate, encompassing housing, land and commercial property, is a key driver of the urban economy-in terms of economic development, the distribution of opportunities across space and through the evolution of the local built environment.

Certain aspects of real estate research are not directly related to urban issues but, through finance and investment decisions, for instance, they do have a major bearing on our towns and cities.

If you are a project manager for initiating a specialized company in Real Estate Investment to build a housing cities, discuss the following contexts in your research project:

- a. Define the program manager and its responsibilities. Differentiate between project manager and program manager.
- b. State the several stakeholders for a **Real Estate Investment Company** project. Justify your answer according to the project in this research.
- c. What is Work Breakdown Structure (WBS). Suggest a WBS for a **Real Estate Investment Company** project.
- d. Explain the Six-Step approach to establish the project risk plan for **Real Estate Investment Company**.
- e. What is project network diagrams? Suggest a Network Diagram for **Real Estate Investment Company** according to the WBS in question (c).
- f. Any organization can be viewed as having four different frames: **structural, human resources, political, and symbolic**. Differentiate between them in your research.
- g. How to improve the success rate of **Real Estate Investment Company project** and its income?

Topic No. 3

Careem's Car Project (CCP) creates digital services that organize the allocation of services to customers in innovative ways. For customers, they offer convenient ways of finding the right provider of a service. For suppliers, they are a way of securing business by being matched to the right customers.

CCP is a venture-funded startup company that offers a smartphone application that connects passengers with drivers of vehicles for hire. Passengers can hail a Careem's car on their smartphone and the Careem application shows where the car is and measures its arrival in minutes.

In CCP, passengers and drivers rate each other and can choose not to engage with others who are poorly-rated. Careem's new business model (the company doesn't own any cabs or employ any drivers) has disrupted local taxi and limousine markets.

This has led to tough resistance from the taxi industry and, in some cases, from governments, to protect the existing market structure.

If you are a project manager to set up the CCP, discuss the following contexts in your research project:

- a. Define the portfolio manager and its responsibilities. Differentiate between project manager and portfolio manager.
- b. State the several stakeholders for the **CCP**. Justify your answer according to the project in this research.
- c. What is Work Breakdown Structure (WBS). Suggest a WBS for a **CCP**.
- d. Explain the Six-Step approach to prepare the project risk plan for **CCP**.
- e. What is project network diagrams? Suggest a Network Diagram for **CCP** according to the WBS in question (c).
- f. **Organizational culture** is a set of shared assumptions, values, and behaviors that characterize the functioning of an organization. Explain the 10 characteristics of organizational culture.
- g. Mention the reasons for increasing in Successful Projects.

Topic No. 4

Tom Dalton wants to initiate his start up café shop to manufacture the several types of coffee and different drinks. He thought to name his brand by Tom's Coffee (TC). TC's president, Tom Dalton, wishes to become specializing in Turkish coffee production.

Further, TC's goal is to achieve a leading position through the research and improvement for the product to supply several blends of Turkish coffee which enable TC's customer to enjoy with more options of products, and flavors.

If TC's president knows you and realizes that you are an excellent project manager. He wants to form close relationships with vendors and organizes the online ordering systems when he needs. Tom wants you to illustrate how he can prepare such this project. Discuss the following contexts in your research project:

- a. Define the project manager and its responsibilities. Differentiate between project manager and project sponsors.
- b. State the several stakeholders for the **TC** project. Justify your answer according to the project in this research.
- c. What is Work Breakdown Structure (WBS). Suggest a WBS for a **TC** project
- d. Explain the Six-Step approach to prepare the project risk plan for **TC** project
- e. What is project network diagrams? Suggest a Network Diagram for **TC** project according to the WBS in question (c).
- f. What is Project management process groups? Illustrate each process.
- g. Mention the reasons for increasing in Successful Projects.

b) Notes: please, your research must contain the following elements:

- Choose a title is essential for your research project.
- In general, the structure of the research should contain abstract, introduction, Objectives, Research Body may contain some sections according to each topic, Conclusion, and References.
- Ensure that all of your sources are accurately cited
- The acceptable fonts are Times New Roman, 12 pt. or Courier New, 12 pt .
- If two researches copied from each other, the researches will be refused.
- Lecture notes should be a guide for you.
- There is a class for this course in Microsoft Teams to answer questions. please connect for this link with your faculty mail:

<https://teams.microsoft.com/l/team/19%3a3304962eb53d4732a4cd19fa7a36e42a%40thead.tacv2/conversations?groupId=9b9130f5-fbc5-4546-a1b1-9ecc900a1749&tenantId=ff4a48d6-4b5e-4fd3-8266-7eafc3e6e23e>

GOOD LUCK,

Examiner(s)

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