**Saudi Electronic University**

*College of Administrative and Financial Sciences*

Introduction to E-Management

ECOM 201 Project Assignment January 2019

Consider yourself as Global Manager Marketing for one of the following companies:

www.walmart.com, www.target.com, www.macys.com, www.zappos.com, www.etsy.com, www.costco.com, www.6pm.com online merchandiser. At present the company you’ll choose is doing business in the USA and wants to enter in gulf region online market. ( **You can discuss other options with your instructors**)

Develop a detail strategy on the following:

* Explain how you will implement the virtual management?
* How you will manage the teams in both areas which is culturally, politically, and economically different?
* How the virtual teams will work together?
* What tools are they using?
* What are the advantages of using virtual management?
* What are some disadvantages they have and how they can overcome them?
* Explain how you will manage meetings between the teams in US and gulf in terms of time, place and language?
* As a manager how you will manage the outsourced projects?
* How would you solve a problem between two virtual workers?
* What is your advice to the team for improvement?

**Remember** gulf countries are well positioned to experience the eCommerce expansion due to their high internet penetration and the fast-growing number of tablets, smartphones, and computers. Moreover, the market potential in the Gulf countries is attracting a growing number of online business players which make it a very competitor market.

**Project report structure:**

* **Title Page**: the name of the institution, the title of the report, the name of the author and then add the date.
* **Abstract**: Brief summary of your work.
* **Table of contents:**

1.Introduction: Background or introduction to state what the report is about. You have to give the reader an overview of the whole report.

2.Main Body of the report: Include your main work. End of Week 12

3.Conclusion.

4.References: Use APA style.

5.Presentation: You have to prepare for the presentation include your project summary and description. Week 13 – 14 (follow your instructor’s instructions)

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| --- | --- | --- |
| Project Parts | Due date | Marks  |
| Written part | End of week 12 | 10 marks |
| presentation | Week 13-14 | 5 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 project assignment:**

* This is an individual project, which is part from your course score. It requires effort and critical thinking.
* 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 1200 to 1600 words.
* 10 Marks for the written project.
* 5 Marks for the presentation.