



**Organizations in the Digital Era (83367-01)**

**Exercise 1**

**Instructions:**

1. The work is submitted individually.
2. Submit a PDF file, font 11, space 1.5, up to 4 pages.
3. Submit only on submission box at course website.
1. The submission will open on November 19<sup>th</sup> and will be close on the 25<sup>th</sup> 23:59 Monday.  
Any delay in submission or not according to instructions will incur grading deduction.
4. At the top of the submitted file, please write your full name and ID number.

**The content of the exercise will include the following:**

1. What is the name of the organization you have chosen? add a link website.
2. "Micro-environment" and "Macro-environment" (20%)
  - a. Name 3 factors in the organization's "Micro" environment, give 3 examples.
  - b. Name 3 factors in the organization's "Macro" environment, give 3 examples.
3. Perform a SWOT analysis according to the components of the model: strengths, weaknesses, threats and opportunities. (30%)
4. Choose one of the following two models and perform the analysis according to the model's components: (30%)
  - a. Perform a PESTEL analysis according to the components of the model: political, economic, social, technological, environmental and legal factors.
  - b. Perform analysis according to porter's 5 forces including all the components of the model: what are the internal competitive forces of the organization? (customers and suppliers) and what are the organization's external competitive forces (new competitors, existing competitors and substitute products).
5. From the analysis, Name and explain, and give specific examples of 2 "Grand Challenges" that your chosen organization is facing in the past 2 years. (20%)

Goodluck!