

KNOWLEDGE AND INFORMATION MANAGEMENT SKILLS FOR THE WORKPLACE (BMSW5106_LON)

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RYANAIR HISTORY

- Established in 1984, by Tony Ryan
- Ryanair growth
- Knowledge management
- Investment in technology
- Implementation of digital platforms
- Knowledge management strategies

PARTICIPANTS

- Employees - based on their positions and duties
- Management and leadership
- Cross-functional teams - people from different departments working on the same project
- External stakeholders
- Technology and systems - software, data analytics tools

MANAGEMENT TOOLS

- Enterprise resource planning systems
- Flight operations management systems
- Customer relationship management systems and software
- Revenue management systems
- Safety management systems
- Supply chain management systems
- Business intelligence and analytics platforms
- Task management and collaboration tools



CONCLUSION

Ryanair employs a diverse array of management tools and systems, to effectively oversee and control various aspects of its airline operation. Ryanair utilises technology to optimise efficiency, enhance safety, and deliver a superior customer experience.

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