

British Airways presentation

by Sophie Davies

Submission date: 25-Nov-2019 03:44PM (UTC+0000)

Submission ID: 114316307

File name: 16730_Sophie_Davies_British_Airways_presentation_204676_949288323.pptx (3.29M)

Word count: 1138

Character count: 4828



British Airways

Research proposal

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Research Proposal

The proposal that the group has chosen is British Airways, British Airways is a worldwide airline that offers a premium service for its customers and is the biggest international carrier in the UK. The airline offers their 145,000 customers choice, convenience and quality which is the company's main focus. British Airways is based at London Heathrow and offers flights to more than 200 locations around the world. Some of the benefits of booking a flight with British Airways include free baggage allowance, free seat allocation 24 hours before departure, flexible fares, price points and cabins to suit different customer's needs, free food and drink on all long-haul flights and collect Avios points on every flight. BA offer a range of training for employees giving them a vast portfolio for light, engineering and cabin, while giving them the top training and equipment they need. (British Airways Media Centre, 2019) – Chloe



As a group the decision is to research British Airways in the light of the fact that each of us would like to do the first-year placement here, British Airways a traditional British company and a well known tour operator within the tourism industry which is one of many reasons why the group would love the chance to work for the company. During the research the group hope to find out what the company offers students, the opportunities that are available and the benefits of working for the company. The group also hope to find out more about all the aspects of the organisation. - Sophie

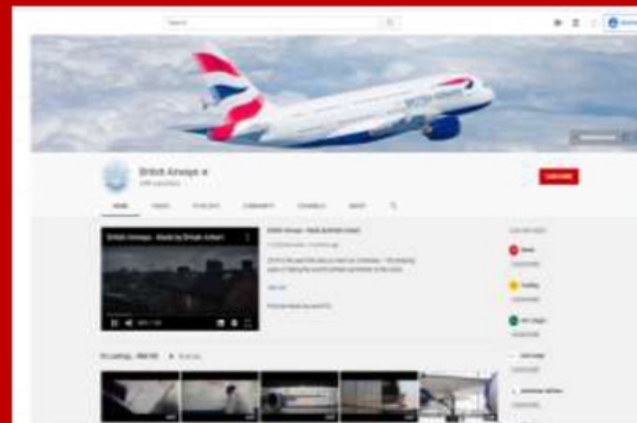
Research approach

The group will use both primary and secondary resources to undertake research. A primary source that the group will use is a visit from British Airways. A primary source that the group will use is a visit from British Airways. The group will ask the tutor if they can arrange for British Airways to come and visit the University, this will give the group a chance to hear from current employees and they can give the group their perspective on the company, by undertaking research this way the group will also have the chance to ask questions and hear about the company from people who work there. Another source that the group will use is a YouTube documentary called 'A Very British Airline', this documentary shows how BA tries to persuade the public to spend more money on flights and looks at how the airline is trying to play catch up on its rivals. This YouTube video will allow the group to take a further look into the company and go behind the scenes to see what goes on in all departments of the company (BBC, 2014). – Jade.

Another primary source that the group will use is journals and TV interviews about current employees that work for British Airways, this will give the job an incite on what it's like to work for British Airways (Ellie Bennet, 2019) – Courtney.



Another main source that the group will use is the internet, the group will use the British Airways website which will contain key information about the company, this will give the group more knowledge about British Airways and make the group understand how British Airways manages their staff etc. (British Airways, 2019). Another secondary research method that the group will use is a review site; this will allow the group to see what other people think of the organisation and their experiences that they have had with the company, both positive and negative reviews. (Trip advisor, 2019) – Courtney.



Anticipated Limitations

The group hope to be very successful while collecting the research, although the group may face some potential limitations along the way which may affect the group getting information. Some limitations may include not having time to research for correct information, limited resources, finding time when everyone's free to research the topic which may be difficult with upcoming deadlines. On the other hand the group itself may also face limitations such as using mobile phones, not turning up to lectures and not working as a group. – Sophie

Reference list

- University of Birmingham (2019), 'What is a research proposal?', [online]. Available: www.UniversityOfBirmingham.com [2019, October, 29]
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- BBC (2014), 'A Very British Airline' [Online] <https://www.youtube.com/watch?v=ZKMVvKl87yw> [2019, November, 3]
- Trip Advisor (2019), 'British Airways reviews' [Online] https://www.tripadvisor.co.uk/Airline_Review-d8729039-Reviews-British-Airways [2019, November, 3]
- BBC News (2019). 'British Airways' [Online]. Available: <https://www.bbc.co.uk/news/topics/cmmq89l227wt/british-airways> [1st, November, 2019].
- Bennett, E. (2019), 'BA Cabin Crew Recruitment & Training' [Online] <https://www.youtube.com/watch?v=vKYGczbmvwg>, Accessed 1st November 2019.
- Careers.ba.com (2019), 'British Airways- Working with us' [Online]. Available: <https://careers.ba.com/working-with-us> [1st, November, 2019].
- Skytrax (2019), 'British Airways customer reviews'[Online]. Available: <https://www.airlinequality.com/airline-reviews/british-airways/>, [1st , November, 2019].
- Taylor, I. (2019). 'British Airways', [Online]. Available: <http://www.travelweekly.co.uk/articles/340029>, [1st November 2019].
- Thomas, J. (2014), 'A very British Airline' [Online] <https://www.youtube.com/watch?v=ZKMVvKl87yw>, Accessed 1st November 2019.

British Airways presentation

GRADEMARK REPORT

FINAL GRADE

77/100

GENERAL COMMENTS

Instructor

Engagement with Literature

Evidence of research undertaken. Citations included in the slides using mostly appropriate methods. Spoke about the research methods applied and the approached that you would like to undertake when you research the company and its career opportunities further.

A reference list which applies appropriate Harvard methods has been included. **23/25**

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Knowledge and Understanding

Evidence of knowledge and understanding of British Airways, different departments, careers, training and development.

18/25

Cognitive and Intellectual Skills

Not applicable

Practical Application

Introduced the presentation and each member of the group. Introduced British Airways. Good reference to possible limitations in the research process.

17/25

Transferable Skills for Life and Professional Practice

PowerPoint used to display the presentation, images included in support of the presentation, included trip advisor reviews.

Sophie – Had notes, but did not use them. Spoke clearly and confidently.

Take care with the number of words in a slide. Use bullet points rather than large chunks of text that cover the whole slide.

Video included but it did not play. For future reference, use the link to the video on the slides as well as the images. 19/25

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