

BA Business Management

Introducing the Modern Workplace

Topic selected: A profile of British Airways in the UK

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Kolb's reflective model

Concrete experience

With the help of completing the module which is introducing the modern workplace I have given information regarding the British Airways along with its strategic incorporation for effective brand image and reputation. I have identified that British Airways is one of the most reputed airline organizations of the UK which is located in London. It is the second largest UK based carrier according to the number of passengers carried and fleet size. In this context, I have identified that the organizational structure plays an important role to maintain the performance of the organization. This has been illustrated as this airline organization is associated with maintaining all its activities in a functional hierarchy format in which it is governed by 6 members of the leadership team. I have identified several leadership posts including the post of chief Information officer, Commercial Director, Director of Engineering, Director People and Organizational Effectiveness, Director of Investments and Alliances, and General Counsel. In this context, I have identified that each of the leaders in British Airways play their role and completing the task within the organization with the help of the organization performance has been effectively enhanced. I have also identified that functional organizational structure helps the company to maintain its operation in an advanced manner with the help of which the organizational performance gets enhanced.

Reflective observation

According to my observation it is noticed that British Airways leadership is associated with an autocratic leadership style in which the leaders of the organization are observed to be providing the procedure and policies for achieving the goal. In this context, it directs and controls all activities within the organization with the help of which it becomes easier for the employees within the organization to complete all of the tasks that they have been provided. It helps to make decisions very quickly and reach the goal of the organization. It has also helped the workplace to improve its sustainability within the airline industry of the UK. I have found other information about the organization as well as the total number of employees who work for this airline organization and work for 200 destinations. The available seats per kilometer are 52635 in 2021 which has increased by 17.4%. I have also identified that the revenue of the organization was 1,302 crores GBP in 2018

which has significantly increased in comparison to previous year. The revenue of this company has further increased by 7.7% in 2021 in comparison to that of 2020. It is also identified that passenger revenue has also increased by 20% in 2021 with the help of which the operational performance has significantly improved. I have identified that service differentiation is implemented within the organization with the help of which it becomes easiest to get the customers attracted towards the British Airways services. In this regard, it enhances organizational sustainability and performance. It also helps to improve competitive advantage in the organization. British Airways uses a combination of differentiation and focus that help to advance the delivery process within the organization due to which the competitive advantage gates effectively developed. Additional supplementary services are also provided within the organization that also enhance the experience of customers.

Abstract conceptualization

It can be demonstrated that the pricing strategy of British Airways is designed by focusing on the strategy of differentiation due to which High quality services are provided with higher prices within the organization. The services are unique according to other companies within the airline industry of the UK due to which it becomes easier within the organization to attract its customers and gain high-performance within the organization. However, British Airways has also developed its performance by following different strategies as well. This has been illustrated as three main strategies are followed by the managers of this workplace such as expansion of global route networks with the help of which the organization has increased the operational countries and revenues. However, marketing-oriented strategies are also incorporated by the managers of the organization with the help of which the services have been improved in its quality as well as securing brand loyalty. It has also helped to enhance the organizational sustainability as well as trust among employees. This strategic incorporation has also helped to enhance the trust among customers with the help of which the organizational sustainability has been enhanced. The cost control strategies are also incorporated within the organization which has helped British Airways to control its prices in an appropriate manner so that all customers can effectively take the services within the organization. This has also helped to enhance the performance of organizations.

Active experimentation

I have effectively analyzed several information regarding the British Airways as well as its strategic incorporation with the help of which I have analyzed that leadership incorporation helps business to run appropriately along with enhancing the sustainability within the organization. This has been understood by me by analyzing the annual report of British Airways and its strategic Incorporation. This has been illustrated as autocratic leadership strategy is maintained within the business which has helped to maintain the organization performance in each situation according to its requirement. However, this knowledge has helped me to understand the importance of strategies within organizational performance. In this context, I have effectively enhanced my leadership skills with the help of effective understanding of the knowledge that I have obtained in this module. However, I will work further to understand more about the strategic Incorporation in the organization according to the criteria of the situation. This can be useful for me to enhance the organizational sustainability in my future along with proper maintenance of all the factors in the situation. The leadership skills that I have enhanced within myself will also be incorporated by me in my future workplace to become an advanced professional as well as enhance the revenue of my future organization.