

Analyse different tasks and skills of British Airways

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Describe the organisation's profile

Background

- The United Kingdom's flag carrier airline, British Airways (BA), has its headquarters in London, England. Since its inception in 1974, BA has grown to become one of the world's largest airlines, flying to more than 200 destinations on more than 280 aircraft. The airline has won numerous awards for its first- and business-class offerings, and it is well-known for its high-quality service.

Describe the organisation's profile

- **Performance**
- With a revenue of £13.59 billion in 2020, BA is a major player in the aviation sector in terms of performance. However, like a lot of other airlines, it has been severely affected by the COVID-19 pandemic, necessitating significant operations reductions (Adekunle, 2019). Starting around 2021, the aircraft is centered around modifying its business and reestablishing its pre-pandemic course organization.
- **Competitors**
- BA's primary rivals incorporate other major worldwide carriers like Emirates, Delta, and Joined Aircrafts. Low-cost carriers like Ryanair and EasyJet, which have disrupted the traditional airline business model by offering low fares and charging extra for optional services, have also increased competition for it in recent years (Kankaew *et al.*, 2021) . Generally, BA has areas of strength for an in the flying business and is known for its superior help and broad course organization. Nonetheless, it faces continuous difficulties from both customary contenders and new disruptors in the business.

Explore the relationship between the organisation structure and its performance

- The connection between an organization's performance and its structure is crucial. A very much planned design can work on an association's effectiveness, efficiency, and by and large achievement. Then again, an inadequately organized association can prompt correspondence breakdowns, disarray, and decreased efficiency (Drosos *et al.*, 2021). The structure of British Airways is intended to guarantee effectiveness and efficiency in providing customers with high-quality services. Due to the company's hierarchical organizational structure, clear lines of authority and decision-making are possible. The organization is able to respond quickly to shifts in the aviation sector and make well-informed choices that keep it competitive thanks to this structure.
- Additionally, British Airways' organizational structure lends support to its customer-centered service delivery strategy. The company can concentrate on providing exceptional customer service while maintaining operational efficiency because it has separate divisions for customer experience, operations, and commercial activities (Mahmutaj and Grubi, 2020). In general, the structure of British Airways has significantly contributed to the company's success over the years (Satvindar *et al.*, 2020). The all around planned structure has considered proficient and viable navigation, empowering the organization to stay cutthroat in the flight business.

Discuss tasks and skills that a manager uses to run this organisation

- To ensure that British Airways runs smoothly, managers need to be able to perform a wide range of tasks and have a variety of skills. First and foremost, they must be well-versed in the airline industry and global market dynamics. Additionally, they should be adept at communication, problem-solving, and decision-making. In order to stay ahead of the competition, they need to be able to analyze data, comprehend market trends, and develop strategies. In addition, they must be proficient in managing human resources, including employee recruitment, development, and training (Abbas and Jiang, 2020). They need to keep a positive hierarchical culture and rouse workers to accomplish hierarchical objectives. They must also effectively manage financial resources and budgets.
- Moreover, directors should have a client driven way to deal with the business, guaranteeing that the requirements and assumptions for clients are met or surpassed. They must be able to develop new products and services in response to shifting customer preferences and needs (Papasava and Njeru, 2022). To summarize, in order for British Airways to be successful, managers need to be skilled in a variety of areas, including strategic thinking, problem-solving, communication, financial management, human resources management, and customer service.

Explain how leadership theories can be applied on this organisation

- **Transformational Leadership Theory**
- Groundbreaking pioneers move and propel their supporters to accomplish their best. Groundbreaking initiative can assist British Aviation routes with further developing representative inspiration (Kassem *et al.*, 2022) and commitment, and cultivate a culture of advancement and imagination.
- **Situational Leadership Theory**
- Situational leaders tailor their approach to the circumstances and requirements of their followers. British Airways could benefit from this because different circumstances may necessitate different approaches to leadership. During a crisis or major change initiative, for instance, a more directive leadership style might be required.

Discuss the factors which influences group and team behaviours

- Within a company like British Airways, there are a number of things that can affect how a group or team behaves. These include:
- Communication: For teams to work together, they need to communicate well. Misunderstandings, a lack of trust, and poor team performance are all possible outcomes of poor communication.
- Leadership: To create a positive work environment for the team, effective leadership is essential. Leaders should be able to inspire and direct their team members to achieve common objectives.
- Diversity: Team performance can be improved by including a variety of perspectives, skills, and experiences. Nonetheless, contrasts in values, convictions, and social foundations can likewise prompt clash on the off chance that not oversaw as expected (Cozmuta, 2021).
- Goals: Obviously characterized and attainable objectives can spur colleagues to cooperate and keep fixed on what should be achieved.
- Culture in the workplace: The by and large hierarchical culture can altogether affect group elements. Team performance can rise in a positive culture that values cooperation, respect, and teamwork.
- Recognizance and rewards: Prizes and acknowledgment for group accomplishments can lift everyone's spirits and rouse colleagues to perform better.

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