

conference assignment

by Pranay Jeenukala

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conference assignment

GRADEMARK REPORT

FINAL GRADE

/100

GENERAL COMMENTS

Instructor

Pranay, this is a basic answer which needs depth and development. You use some of the topics and information covered during the presentation and management tour at Air Asia but this needs to be applied and developed.

Your presentation needs structure from the outset to apply your work to the topic and to discuss the chosen topic.

You explain some of the background of Air Asia and a low cost airline however this needs to be underpinned by evidence and statistics regarding pax numbers and statistics.

Listing of all the destinations is not MBA standard. You need to discuss and consider the issues. You identify the aims of the organisation and operations however to use this you need to apply performance results to KPI's and use underpinning academic theory.

Low costs pricing structure needs to be considered in depth and analysed in terms of performance. I appreciate that we were only just facing Covid-19 crisis however this needed detailed consideration from the outset.

Operating systems and CIA guidelines are very strict within the airline sector however despite this the operational procedures and turn around time which is a world exemplar has major financial implications. This is something which will be seriously effected by Covid-19 and the issues of risk to the airline industry.

You include a detailed bibliography however your sources are not referenced as you are presenting and images need to be referenced. This is particularly true with regard to the Business Operations pillars which is vital.

Discussions need to be applied to the topic and to use academic models to discuss the operational performance of Air Asia as a low cost carrier. The competitive edge section is better as turnaround and

air bridge time has a massive impact on performance. Ticjeting, check in and automated bag drop is all part of the competitive edge.

In order to improve this assignment you need to ensure that you structure your work and develop discussions using underpinning academic research and models. You needed to focus on a specific topic and develop detailed discussions. It is 13 minutes before you refer to a reference.

ASSESSMENT CRITERIA FEEDBACK

1. RESEARCH INFORMED LIT

It is evident that you have undertaken some highly relevant research but you need to use this and apply academic research and industry stats to support your presentation

8/20

2.KNOWLEDGE & UNDERSTANDING

A basic knowledge and understanding. Marketing and reservations section is better regarding the digital however this needs to be developed further using models and airline industry management systems.

7/20

3. ANALYSIS

Your work tends to be descriptive and needs to become analytical in order to discuss and analyse Air Asias performance using underpinning theory. You try to use the quality process but this needs to be related to the low cost airline. It is a shame you do not consider Covid and market issues until the conclusions

7/20

4. PRACTICAL APPLICATION & DEPLOYMENT

Limited practical application to consider the effectiveness of Air Asia operations and management systems in regard to the airline industry competitiveness and performance

7/20

5. SKILLS FOR PROFESSIONAL PRACTICE

The answer covers a range of topics but needs structuring in order to discuss and analyse issues using underpinning research with stats , theory and evidence in order to put forward professional industry concs and recs.

Your presentation would benefit from you slowing down and discussing issues rather than reading.

7/20

Provisional Grade subject to moderation 36%

Mark Agreed

Whilst good and honest effort is shown, it is not at an appropriate level for the Masters.

The video is largely descriptive and not really a critical and analytical and filled with factual information but that does not fulfil the requirement at Masters level. Whilst the assessment is a video presentation, I would still require that it is underpinned with appropriate academic material. I am also alarmed at the simple oration/reading from the slides. Whilst this is perfectly acceptable occasionally, the video is a simple reading.

Whilst the student has focussed on operation(al) management, the student has not demonstrated adequate critical thinking to debate issues in the review of literature. The student has also not considered a range of research to select the most appropriate methods for their selected Contemporary Theme. There was no detailed analysis and academic debate regarding key global issues covering operation management. Very simply the student could have focussed on the best practices at AirAsia such as using the same equipment, simplifying the booking and sales through IT, simplifying 12 the operations through the concept of free-seating, limited choices of snacks and beverages, and simple organisational structure has created simplicity for its service operations. Some practices and procedures that can be attributed to the discipline function are the total quality culture, training and development, performance measurement, and discipline of the staff. Overall, the student could have evaluated the best practices and procedures at AirAsia contribute to simplifying its operation and disciplining the system elements.

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