

Introduction to rationalization essay



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Rationalization is beneficial for the business cause Increase the efficiency of the business It will also Increase service and control back Into the business. Junction Hotel are disorganized and have a lack In management. One way in which rationalization will help the business is through Fayol and his ideas on managing people. He brings up the idea of direct and indirect control. Direct control Is when one person Is In charge of the business and is able to speak to the work force face to face and have a personal relationship with each employee.

This would only work within a small business as the bigger the business he more people you would need to employ and having one person in charge of all would make the business unmanageable and disorganized. As the Junction Hotel Is quite a large business I would suggest that using Indirect control would help the productivity of the business and also lower costs it helps achieve the business's aims in the most efficient manner possible. However, all does not see Bureaucracy as a good thing.

Max Weber who was a sociologist noted the efficiency of bureaucracy but critical of its effects on people. Bureaucracy tends to be linked with Inflexibility and denigration of the employees.

This would be bad for Junction Hotel because the staff may decide to leave and therefore would cost the company more money to train the new staff instead of having to cut costs instead. On the one hand bureaucracy can be seen to allow for great achievements within a business but also can lead to great problems.

Another way in which rationalization may help the business is through Taylor's scientific management. According to Taylor management should establish specific work targets, pay workers for the tasks that they do and not to be used as an incentive and lastly, give regular feedback to employees. The main elements of his theory were science based and he said that the solution to the problem is determining fair work standards. Work habits could be discovered by trial and error.

From this you are able to see that there is one right way for the work to be performed.

Another element of Taylor's theory was that selecting the right workers for the job was key to making the business successful. The workers are developed and trained and it is the management's task to not only engineer the job so that it can be performed efficiently but also they are responsible for training the worker as to how the work is accomplished and for modernizing the practices as better ones of established. This is how a business will be able to be successful and work in the finest fashion. Taylor said management should hire and assign workers accordingly.

Scientific management is a partnership of workers and managers. The worker is responsible for how the work is completed and if it is to the highest standard. Planning, scheduling, methods, and training are roles of the manager. Rational organizations are valuable as having efficient and motivated workers can mean the business is able to perform more easily and quicker meaning the work will be done in a faster amount of time but to the same high level of standard.

In the long run this will mean that efficiency in the business, as a whole will be increased.

Having defined job roles can make employees more motivated and encourage them to fulfill their roles, as they know exactly what they should be doing and how to do this. This is a key principle of Taylorism. This theory only works when the jobs that need doing are easy and products and services are similar and humans are obedient. Taylorism is bad for the Junction Hotel because it is more suited to manufacturing whereas Junction Hotel deals specifically with customers and therefore some of the tasks are not useful in this case. A typical example of a business today that has used rational organization is McDonald's.

McDonald's uses simplicity and therefore shows that McDonald's has streamlined processes and the organization has been maximized with efficiency. This has been done by producing a limited number of menu choices through this McDonald's is able to assign set tasks to certain departments, to be completed and a set time, reauthorizing work. This increases control as the higher authority staff can over-see that the departments are completing their set tasks to ensure food is made quickly in order to the customer to receive their food in a short amount of time.

Also, " offering a smaller menu cuts costs as the limited number of menu items also allows for highly efficient ordering of food and supplies" suggested by Ritzler. The business does not use cash buying items, which will be wasted.

Business like McDonald's will have already weighed up "cost versus benefit" Hotels such as the Travelogue have used rationalization, in terms of value engineering. Businesses, such as the Travelogue, use value engineering to enhance their process, cut costs and improve quality. Value engineering where businesses cut costs by taking out the frills' which not all customers want.

Rational organization design is exactly what the Junction Hotel needs.

This is because since its existence in the year sass's, has changed owners numerous times which shows that the management at the hotel has needed to be changed and made more efficient. However, it is obvious that the hotel has needed the foundations of management as ell as organization. The hotel has been poorly organized and well managed and therefore the management of the hotel should use the rational organizational in order to avoid the failure of the business in the future.

This organizational design will help rearrange the management of the hotel.

The design will also help to remove the main issues on the factors which have led to the change of owners and. After the rational organizational reveals these aspects as well as problems to the new management, the design will also present new strategies which the new management will be able to evade the financial incidences in future which have always been a problem at the Junction Hotel.