

Case study airways

Business



Illustrate the relationship between organizational goals, objectives, and policy and lustily their contribution to the effective management of Scotia Airways. Goal is the end of result the organization strives for. It is established specific, measurable, and observable end result, which has one or more time- targeted objectives. Objectives encourage action which means there is certain effort made in order to achieve the planned task.

The words objective and goal are not easy to extinguish as they both stand for something that organization wants to attain. What makes them different is period of time they are set for and order they are set in. Goals always come as first and are set for longer term. Objectives are derived from the goal and are accomplish before the goal is reached. An organization takes an action towards objectives and then through objectives achieves a goal.

According to Neat they are focused on we differentiate goals to several types, namely operational goals, consumer goals, product goals and secondary goals. Regarding to Scotia Airways, there are various types of goals found in the case study. As to the main goals, they have set a few such as: expansion and competition in a challenging market. To accomplish this they have decided to set an ambitious programmer, which stands for an objective. – “ The investors in Scotia Airways have set an ambitious programmer for expansion over the next 5 years to include long haul destinations.

‘ The airline operates scheduled flights, mainly targeting business and leisure travelers and aims to provide exceptional value for money, unparalleled comfort and convenience to its passengers, every time they are on board.

Scotia Airways is the first airline to offer full business class services, but at prices that are equivalent to the economy class of its competitors. " These are goals related to meeting customer's needs so called consumer goals and the airline meets them through its product – flights to various EX. destinations, domestic flights services provided on board, etc.

There are also secondary goals, which are not the main aims of organization.

For example developing staff, and maintaining social and ethnically responsibilities. Secondary goals doesn't directly affect products and services, but influence the right Meany's operation. When applied to Scotia Airways they set staff development and also maintaining good relationships with their stakeholders- suppliers and customers by establishing a range of suppliers and clients that are seen as the extended family.

Policy is set of operating rules, principles and guidelines, which organizations adopt in order to reach their goals, determine decisions and activities.

Through policies the behavior of an organization is controlled and ensures that people, when following the policy, will act in a predictable way and in the best interest of the company.

There IS only one policy mentioned in the case study – wide ranging reward policies, however, there may be other policies used in the Scotia Airways as well. E. G. Ate and healthy policy, cancellation and customer service policy, training policy, security policy and hygiene policy. To sum up there must be a working relationship among all three- goals, objectives and policies in order for managers to manage the organization itself and its staff to create suitable conditions for a business to be prosperous. 2.

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Explain the nature of Open System Theory and apply it to Scotia Airways. Y the main differences between the doormat and internal organization These two types of organizations are formed on the basis of relationships created in organization- whether formal, or informal.

Formal organization refers to an organization, which has certain rules and regulations, which must be followed by staff. Informal organization creates its own rules and regulations and doesn't have pre- determined objectives and goals. A formal organization is formed by its management and shown on the organization chart.

Its structure is well defined and all the employees and managers have their duties, responsibilities and create authority within a workplace.

On the contrary, in informal organization there are personal and social relationships and it is based on feelings or emotions. As it comes to rules and regulations in formal organization, they are put in writing, written by a formal authority, which distinguish it from informal organization, where there are no certain rules or regulation, or they are not officially written. There is also a difference n goals and objectives set within formal and informal organization. The goals and objectives in formal organization are carefully set and defined in order to achieve e.

Expansion, however, in informal organization there is just the common interest and satisfaction, what gives the formal organization more stability to operate. Also, there are several benefits formal organization offers, such as financial benefits, traveling bonuses, health insurance, however, informal organization only provide personal benefits. In order for organization to <https://assignbuster.com/case-study-airways/>

operate efficiently both types are required to be combined. They both help organization to operate smoothly. Formal organization originates from its structure, rules and regulations and informal organization originates from formal one.