**MANAGEMENT ESSENTIALS**

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# Introduction

This study is going to evaluate the organizational work process of Qatar Airways management. Based on the provided case study, organizational mission, and values are to be evaluated with the support of evidence. In addition, the key business challenges are to be evaluated for the development of business strategy operations. Organizational current management competency is to be assessed here linking to the managerial and leadership development, Leadership is the process to provide direction to a team whereas management introduces the process of handling a system.

# Task 1: Management practice

**Identification and critical assessment of mission, vision, values and management practices**

**Mission**

* Providing a high standard of service and excellence
* Focusing on 150 destinations reaching in global route
* Providing stress on the joint venture

The said management would keep the focus on the service excellence standard and reach a certain point of 150 destinations. Herein the management needs to keep the development of the managerial development by introducing joint ventures.

**Vision**

* Building up certain brand identity
* Development of the business extension
* Making assurance of the security system by introducing Aeronautical Distress Safety System

The management of the organization focuses on the development of the brand value which through better business output can be confirmed. On the other hand, the management would keep the focus on the business extension with the support of safety management.

**Values**

In terms of keeping the development of the business process, the management of Qatar Airways would make assessments of certain business values such as customer satisfaction and also upgrading the security. In addition, aircraft location management would also be assessed here for the process of upgrading the service. By providing preference to the service, the management has ensured the tagline of best business class, best business class airlines lounge and best airlines staff service.

**Critical assessment of management practices aligned with mission and vision of the airline**

In terms of keeping up the gradation of the business process, the management has to keep the development of the organizational infrastructure. Herein, the process of operation would be required to be professional and systematic (Cook and Billig, 2023). In addition, the proper management process is to be introduced by focusing on the customer facility, proper time management and making smooth communication development. The development of employee performance and providing proper training would also ensure the customer satisfaction process. Therefore, organizational leadership control and responsibility distribution would also be important from the organizational point of view

# Task 2: Analysis of the business challenges

**Identification and critical discussion of the key challenges of Qatar Airways to encounter current environment**

In terms of keeping the development of the business process of Qatar Airways, the management of the organization needs to identify the key challenges which would be assessed in the following.

**Technological support issue:** The management of the organization has faced technological support issues which affect the organizational value system and also the service quality development. Therefore, the problem in the communication process can occur which affects the organizational environment.

**Employee retention:** Qatar Airways also faces the issue regarding employee retention. The issue regarding the proper leadership lacking would create pressure on the employees. In addition, strict rules and regulations would develop complications in the work process (Lee *et al.* 2020). This hampers the organizational workflow.

**Development of the business competition:** In the present era, business process development has occurred with the support of enhancing business competition. Due to the issue of getting options, this cannot be possible to keep a loyal customer or consumer base. Therefore Qatar Airways can face problems regarding business revenue generation.

**Critical discussion of organizational current management competency of creativity and innovation to resolve the identified challenges**

The managerial thinking and decision-making have been identified from the given case study which can be beneficial for the company to overcome the threat which has been made by the situational environment. Initially, the chief executive Mr. Akbar Al Baker was appointed in 1997 and has the vision to make application of the resource to develop the brand value. He has the observation and decision-making ability by turning Qatar Airways into an internationally successful entity. Under Al Baker's supervision (*Qatar Airways - book a flight and browse our flight offers*, 2023). Secondly, Qatar Airways can achieve a strong position in regional and global aviation. After 14 years of the organizational re-launch, the management has grabbed the fame named Airline of the Year 2011 at the annual Skytrax World Airline Awards. Herein, the leadership qualities such as applying resources, ensuring work ethics and values and recognizing the talent of Mr. Akbar Al Baker have been effective.

Support of the 18 million travellers worldwide would help the management to get fame. Thirdly, managerial decision-making has been identified such in 2014, the airline introduced the first Airbus A350 with the support of unique services. In June 2015, Qatar Airways received the name of Skytrax Airline of the Year 2015s. Therefore, innovative ideas would help the organization to keep its competitive advantages.

**Critical evaluation of the improvement of Qatar Airways management needs to implement for management competency in decision-making to mitigate challenges**

The management of Qatar Airways needs to keep the focus on the management competency development process which through organizational decision-making can be determined. Herein, the management would require introducing a proper organizational hierarchy which through the possible communication development and systematic professional culture can be kept. In the work process, leadership development is required to ensure providing stress on the proper flexibility of the leaders. In addition, this also requires not making manipulating in identifying the performance growth or providing responsibilities by not assessing the leader's decision-making, observation power or communication skills.

# Conclusion

Throughout the above-mentioned study, possible issues have been identified in connection to Qatar Airways. The organizational vision and mission have been analyzed in connection to the managerial practices. In addition to that, the different business challenges have been assessed which can affect organizational development. The managerial decision-making and leadership process of Qatar Airways has been analyzed in the study with the current evidence of organizational achievements.

# Reference List

Cook, G.N. and Billig, B.G., 2023. *Airline operations and management: a management textbook*. Taylor & Francis.

Lee, J., Marla, L. and Jacquillat, A., 2020. Dynamic disruption management in airline networks under airport operating uncertainty. *Transportation Science*, *54*(4), pp.973-997.

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# Appendix

Self-evaluation

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| **Criteria** | **Performance** |
| Knowledge gathering | High |
| Analytical approach | Medium |
| Presentation | Need to improve |
| Writing authenticity | Medium |
| Keeping sequences | Need to improve |