



Unit #1: Organization Analysis

WestJet Evaluation

KEY LEARNING GOALS:

A note from Mr. Parsons

This project is a formative presentation to help you understand the importance of developing a strong organizational structure and can identify the different management strategies a manager may use.

You also have an opportunity to demonstrate your business communication skills through the different aspects of this project.

Detailed feedback will be provided for each student following your presentation.

Finally, I hope the unit theory will help you to properly assess an organizations success.

Overall Expectations:

1. Assess the role of management within an organization.
2. Demonstrate the use of appropriate communication techniques related to business management.
3. Demonstrate appropriate techniques for making group and individual presentations (e.g., use a variety of appropriate visual aids, make eye contact where appropriate, speak clearly).

WestJet Airlines Ltd. is a Canadian airline that began as a low-cost alternative to the country's competing major airlines. WestJet provides scheduled and charter air service to 100 destinations in Canada, the United States, Europe, Mexico, Central America and the Caribbean. Founded in 1996, it is currently the second-largest Canadian air carrier, behind Air Canada, operating an average of 425 flights and carrying over 45,000 passengers per day. In 2013, WestJet carried 18.5 million passengers, making it the ninth-largest airline in North America by passengers carried. WestJet is a public company with more than 10,000 employees, is non-unionized and is not part of any airline alliance. It operates three variants of the Boeing 737 Next Generation family, as well as Boeing 767 aircraft, on select long-haul routes. Its subsidiary WestJet Encore also operates the Bombardier Q400. The airline's headquarters is located adjacent to the Calgary International Airport.

In 2015, WestJet had passenger revenues of CAN\$4.029 billion and its earnings per share increased 19% to C\$2.92.

We are proud to be Canada's most-preferred airline, powered by an award-winning culture of care and recognized as one of the country's top employers. We offer scheduled service to more than 90 destinations in North America, Central America, the Caribbean and Europe.

Through our regional airline, WestJet Encore, and with partnerships with airlines representing every major region of the world, we offer our guests more than 120 destinations in more than 20 countries.

Leveraging WestJet's extensive network, flight schedule and remarkable guest experience, WestJet Vacations delivers affordable, flexible travel experiences with a variety of accommodation options for every guest. Members of our WestJet Rewards program earn WestJet dollars on flights, vacation packages and more. Our members use WestJet dollars towards the purchase of WestJet flights and vacations packages on any day, at any time, to any WestJet destination with no blackout periods - even on seat sales. For more information about everything WestJet, please visit westjet.com.

Part A: Theory to Practice - Each group member is responsible for completing one of the following questions (you will be assessed individually for this component).

Option #1) Organizations in the 21st century must consider five focus areas for success. Complete the research the five focus areas. How is the organization performing in each of the 5 success areas? Defend your decision with evidence.

Option #2) Outline the Quality of Work Life for the organizations employees. How is the organization performing in these 6 QWL indicators? Defend your decision with evidence.

Option #3) Complete an analysis of the organization using Porters Five Forces Model. How is the organization performing in Porters 5 Forces Indicators? Is it an attractive industry for your organization? Defend your decision with evidence.

Option #4) Complete a SWOT Analysis for the organization. Part of your analysis/finding should be based on your interview. Outline the strengths, weaknesses, opportunities and threats for this organization? Defend your decision with evidence.

Option #5) Evaluate West Jet's CEO as a leader. Use the 3 skills sets of a manager to defend your evaluation of his leadership abilities. What is the CEO's vision for the company? Outline your own predictions/forecast on whether the company will be successful based on Elon Musks vision.

Part B: Presentation Format

You presentation must incorporate multimedia (such as Powerpoint) to present your research and analysis. The presentation should be shared equally between all members. Each member is also responsible to ensure that the have an understanding of all components for the assignment. Proper presentation guidelines (discussed previously) should be followed.

Specific Presentation Expectations:

- Demonstrate appropriate presentation techniques for both groups and individuals.
- Demonstrate the use of short-term planning tools and strategies.
- Apply business teamwork skills to carry out projects and solve problems.
- Analyse organizational strategic plans, using a variety of management tools (e.g., strengths, weaknesses, opportunities, threats analysis (SWOT analysis); political, environmental, social, technological analysis; Porters five forces competitive model).
- Apply business teamwork skills to carry out projects and solve problems.
- Analyse the characteristics of effective leaders (e.g., integrity, drive, vision, commitment to equity and diversity in the workplace).
- Demonstrate the ability to use time-management techniques.

Summative Rubric:**Part A: Theory to Practice - Individual Mark****Category - Thinking****Weight: /20 Marks****Project Expectations:**

- Did you use critical thinking skills to evaluate businesses through data analysis?
- Based on your assigned section, did you evaluate the costs & benefits to the company? Did you use your tools for assessment effectively (your assigned section)? Did you complete accurate and effective research? Were all areas for organizational assessment completed (and to what degree of success)?
- Did you apply planning theories/strategies to a variety of situations?

Level 1: Does not appropriately use critical and creative thinking skills; Uses concepts, skills and procedures in familiar contexts with limited effectiveness.

Level 2: Uses critical and creative thinking skills with limited effectiveness; Uses concepts, skills and procedures in familiar contexts with some effectiveness.

Level 3: Uses critical and creative thinking skills with moderate effectiveness; Uses concepts, skills and procedures in familiar contexts with considerable effectiveness.

Level 4: Uses critical and creative thinking skills with a high degree of effectiveness; ; Use concepts, skills and procedures in familiar contexts with a high degree of effectiveness.

Part B: Presentations Skills - Individual Mark**Category - Communication****Weight: /20 Marks****Project Expectations:**

- Did you communicate information and ideas through writing and visual and oral presentations?
- Did you demonstrate effective use of Multimedia Presentation Software?
- Did you demonstrate appropriate presentation techniques (relevant to business environments)?

Level 1: Communicates information and ideas with limited clarity; Uses language, symbols and visuals with limited accuracy and effectiveness; Communicates with a limited sense of audience and purpose.

Level 2: Communicates information and ideas with some clarity; Uses language, symbols and visuals with some accuracy and effectiveness; Communicates with some sense of audience and purpose.

Level 3: Communicates information and ideas with considerable clarity; Uses language, symbols and visuals with considerable accuracy and effectiveness; Communicates with a clear sense of audience and purpose.

Level 4: Communicates information and ideas with a high degree of clarity; Uses language, symbols and visuals with a high degree of accuracy and effectiveness; Communicates with a strong sense of audience and purpose.

BOH UNIT #1: SUMMATIVE - TOTAL MARKS:**Part A: Theory to Practice - Individual Mark****Category - Thinking****Weight: /20 Marks****Part B: Presentations Skills - Individual Mark****Category - Communication****Weight: /20 Marks****Part C: Demonstration of course content - Individual Mark****Category - Knowledge****Weight /10 Marks**

- Use your assigned tool in an effective manner. Incorporate research into each are of your course content and explain how the assigned tool works to help you evaluate this organization.**

/50 Marks Total**Additional Presentations guidelines:**

- Maximum 25 minutes for all presentations.**
- Include an appropriate introduction and conclusion.**
- Test all technology and be prepared to start.**
- Dress professional.**
- Include pictures (and/or video) that support your analysis.**



Tips from Mr. Parsons: How to ensure you reach a level 4

- ☑ Remember I am looking to determine; do you understand how to use your course content/tools (use knowledge/course curriculum)? Do you apply this content/tool in an effective manner?
- ☑ Complete research to support your arguments. Find reliable sources to defend your position. Don't provide your opinion statements without defending evidence.
- ☑ Don't provide general statements. i.e. "Tesla has seen a **large** increase in sales. Be specific; ie. Tesla's Sales Revenues have increased by 20% from 2016-2017. Total Sales revue was 7.1 Billion in 2016 and 8.5 Billion in 2017. (Then source)
- ☑ Remember I am here to help you through this process. **ASK QUESTIONS!** If you cant find something you are looking for; talk to me and I will point you in the right direction. Ask for feedback. Discuss thoughts and ideas. It's all part of your learning and will ensure that you have strong well defended arguments. I want you to succeed in all areas of your project.
- ☑ Communicate clearly. There is too much information available. You have to be strategic in what you are going to present in your limited time. You are better to make a few clear and well defended arguments rather than skimming a ton of information without analyzing your position properly.
- ☑ Use multimedia to help support your arguments. It should help keep information organized and more engaging for all of us. Make sure to include visuals that enhance your position (ie graphs). Make sure they are large enough for us to read.
- ☑ Demonstrate that you have thought carefully about your analysis and care about your work. Be professional, dress up, consider formatting, speak clearly, make eye contact, practice pace and what you are going to say. Be prepared and ready to go on presentation day. Plan ahead for problems and be prepared to work around them.
- ☑ Connect your research back to your assigned course content. Make sure that your research fits into each area correctly and that you not only explain **how** but tell us **why** you feel a certain way about your evaluation. Your audience should not be left wondering why you feel a certain area is successful or not.