Which Goal should be followed by a Corporate Executive?



Filesize: 3.08 MB

Reviews

This publication is definitely worth purchasing. it was actually writtern really completely and beneficial. Your life span will likely be change once you total reading this article pdf. (Dell Hegmann Jr.)

WHICH GOAL SHOULD BE FOLLOWED BY A CORPORATE EXECUTIVE?



To save Which Goal should be followed by a Corporate Executive? PDF, remember to follow the button beneath and save the document or gain access to additional information which might be related to WHICH GOAL SHOULD BE FOLLOWED BY A CORPORATE EXECUTIVE? ebook.

GRIN Verlag Jun 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2007 in the subject Tourism, grade: 2, Bournemouth University (Bournemouth University), course: International Tourism Management (top-up), 31 entries in the bibliography, language: English, abstract: A corporate chief executive encompasses the final responsibility for a successful company development. 'He sets the objectives for the business and specifies strategies for their achievement' (Lines, 1978:3). Further key tasks are listed in Appendix A. In this unique role he is also responsible for the funding of the business (Lines, 1978). Since 1st December 2007 Andrew Harrison is the chief executive of easyJet (easyJet plc, 2007). He defines the organisational structure to lead staff towards defined goals (Mullins, 1999). easy Jets organisation structure is a flat management structure. A comparison of flat and tall management structures is given in Appendix B. Being under the pressure of different interest groups the question arises which interest should be given priority Easy Jet postulates 'creating real wealth for all stakeholders' (Bournemouth University, 2004: 22). This assignment demonstrates the theory and understanding of the five objectives. Discussing their importance and priorities, a link is given to easyJet plc. Wealth in this context means 'the market value of ordinary shares.' This value states the future potential return for a shareholder's investment in relation to the risk taken over a certain time period (Atrill, 2000: 5). They can benefit from the company in form of dividends and/or through increases in the share value from the point of buying (Neale & McElroy, 2004). 'Shareholder will weigh the returns from each investment against the potential risk involved' (Atrill, 2000:7). Banks are seen as safe but usually bring lower return on investment (Atrill, 2007). The common opinion...



Read Which Goal should be followed by a Corporate Executive? Online Download PDF Which Goal should be followed by a Corporate Executive?

Related eBooks



[PDF] Psychologisches Testverfahren

Access the link listed below to read "Psychologisches Testverfahren" PDF file.

Read Book »



[PDF] Programming in D

Access the link listed below to read "Programming in D" PDF file.

Read Book »



[PDF] Tinga Tinga Tales: Why Lion Roars - Read it Yourself with Ladybird

Access the link listed below to read "Tinga Tinga Tales: Why Lion Roars - Read it Yourself with Ladybird" PDF file.

Read Book »



[PDF] Adobe Indesign CS/Cs2 Breakthroughs

Access the link listed below to read "Adobe Indesign CS/Cs2 Breakthroughs" PDF file.

Read Book »



[PDF] Sport is Fun (Red B) NF

Access the link listed below to read "Sport is Fun (Red B) NF" PDF file.

Read Book »



[PDF] Have You Locked the Castle Gate?

Access the link listed below to read "Have You Locked the Castle Gate?" PDF file.

Read Book »