

Introduction:

I have chosen Highgate Wood School as a business that I'm going to investigate.

Highgate Wood is a popular co-educational school of 1200 students. The school's basic aim is to create a positive and structured learning environment, which enables every student to develop to their full potential.

Highgate wood school have recently became Performing Art College. The life of the school benefits from the rich cultural and linguistic mix of its students. In recent years the school has played a leading part in Haringey's Education Business Partnership and developed its own planned programme of work experience for students.

At Highgate Wood School the education of every student is held to be of equal value.

The school as hole has its objective and aims that are as follow:

- The provision of creative aesthetic experience and,
- The exploration and realisation ideals and aspiration.
- The requisition of seatrain skills and attitudes and of a number of concepts.

The school also try to find the perfect surrounding which the student can:

- Reach the highest position of academic achievement.
- Have confident in them.
- Feel valued and value others.
- Be able to feel secure and,
- Understand the consequence of self-discipline.

Assignment A:

Functional areas:

IT (Information Technology):

Highgate Wood School has recently improved its IT facilities and developed its Intranet and Internet site.

Mr. Ashmen and his team in charge of the computer network and if any item of computer hardware in need of repair will be inspected by the Head of IT and if possible, will be repaired on site. If the repair cannot be carried out in school, the department will arrange for it to be sent away for repair.

The IT team is also in charge of creating a database for student records and information.

The school attempt to get the best possible use from the computers, and to do this the Information Technology rooms are usually available both before school, during lunch breaks and, when possible, after school.

Finance team:

Teachers receive invoices from the finance lady that they have to fill in; afterwards they are passed on to MS. Ashbee to sign it.

The supplier checks all orders; afterwards they deliver the order to the school.

All the invoices are then sent to the correct teachers and make sure that the invoices are paid.

For each of the subject area is given a budget by the finance lady.

Site Manger:

The site manager is Mr. Wheeler he manages the cleaners, which they are liable for the security, clearness and neatness of the school sight. The team has to check that all doors and windows are closed, also make sure that the corridors and classrooms are clean, neat and tidy.

Assignment A:

Functional areas:

Human Resources:

Human Resources department is traditionally known as Personnel Department, often in its abbreviated form HP.

Recruitment is the first part of process of filling a vacancy: -

- An advert will be placed in the paper seeking people to work in the school,
- Then they have to choose the right person to interview
- After that they will be invited over for selected day.

Ms. Austin is in charge of recruiting new staff; she will then have to make sure that all staffs are motivated, with a smooth welcome into the school.

After that she will run several section for new staff if they want to go for training away from school. She also has to approve the course. Mr. Burton will be in charge supply teachers if needed.

Administration:

The administration area is responsible for controlling paperwork and supporting other department with facilities such as, filling, mailing, word processing and data handling.

- M. Noreen: -

She is responsible with different facilities of work, i.e. organizing trips for student outside the school, keeping the register, giving late slips, making phone calls, arranging appointment, organizing photos for year seven throughout year eleven, photo copping and filing.

- Anna Gillespie: -

She is in charge with handling computer data, with administration facilities plus the finance area.

- Anna Halogen: -

She works on the front desk, she also deals with the administration work, school welfare and checking the first aid supplies.

Assignment A:

Customer service:

In order to keep the customers happy (teachers, student or parent) the school has to carry out some work to insure that customers are feeling happy and safe within the school ground. E.g. Teachers rights needs to be taken into account and they to be protected against any kind of discrimination (e.g. sex, race and disability). Also in order to provide them a good customer services teachers will need to be paid a good wages. In order for them to keep the student happy they will have for example to provide a good study environment so they can revise or study their subject and also by providing them a good and a wide range of IT facilities and also provide extra help and support e.g. provide revision classes. The school has also to meet the parents' need. The school will have then to keep the parent up to date with their children report and arrange a meeting where they can discuss about the amount of work the student has to do and their performance.

Improving Customer Service:

Customer service is based around identifying the need of the need of the student, teachers and parent and providing a quality service to meet their needs.

Suggestions of how customer service could be improved.

Messages:

Ensuring that messages get passed on and there should be a quick reaction after receiving the messages.

Having clear objectives:

Report should have a quality check to avoid misleading information.

Telephone:

With telephone technology expanding, customers are more sensitive than ever about the way they are treated on the phone.

By using new telephone technology we could maximize telephone skills and show customers your care!

Student and teacher care policy:

Student and teacher should respect each other's policy and if they're any unpleasant behaviour from the student, teachers should inform the parent about it either through sending a letter or by discussing the case face-to-face and some thing should be done towards that.

Assignment A:

Improving one functional area

Administration:

- Making sure that late student sign on the registration book and informing the parent about the student lateness and with any unpleasant behaviour or a brief explanation of the lateness or absence if the person was sick the a letter from your doctor stating type and the period of sickness.
- Ensuring that all record detail is up-to-date and they are recorded on the computer. E.g. that could be done double-check them or by asking the student for any changes in their detail and pass it on to the admin every 2-3 month.
- Ensuring that messages get passed on. E.g. sending some one to make sure that the message is delivered and received at the same time.
- Clear discipline systems and procedures and that could be improved having regular meetings to discuss about the systems, procedures and for any changes that might accrue

Evaluation of different type of communication:

Memo:

Memos are used to communication within the school E.g. it can be used to send information or for any request. The advantage from using memos is that you can pass the information to the person when he is not there or unreachable at that time. However, the disadvantage from using memos is that they might get lost and not being received.

E-mail:

It can be used for example to ask for a prospectus of all curses available in the school or even to apply for a curse. It's an easy and quick method of communication on the other hand you need to have a telephone line to connect to the Internet and be able to send your E-mail.

Assignment A:

Telephone:

E.g. inform the school if the student is ill and can't come to school that day. The advantage of using telephone is that the school will know the reason about the student absent. But the disadvantage is that you will need to have a telephone line, it could cost a lot if calling from abroad plus the message may not get passed.

Face to face:

This method for example can be used to discuss the student performance in the school and to speak about the target setting for the student. It is good to avoid any conflict or any miss understanding and quick action can take place. The disadvantage is that the person may have to travel far and not be able to come or may miss the appointment

Fax:

E.g. it can be used to send the price list of any product have been ordered previously. The advantages is that Its quick methods of communication and u will still have the original work if any thing happened to the one you have sent or as a reference. Except for it could go to the wrong person in addition to that you need to have telephone line.

Letter:

Can be used E.g. to invite the parent for target setting day or National Record of Achievement Evening. The good thing is E.g. to keep the parents up-to-date about the student performance at school. And the disadvantage is it will cost money to send plus letter may not get home.

Assignment A:

Type Of Communication	Who use it?	Why is it used?	Advantages	Disadvantages
E-mail	Young people to Head, Mentors.	E.g. It can be used to apply for a course at school.	You may have same day response to your E-mail.	Need telephone line to connect to the internet and be able to send your E-mail.
Fax	Organisation to Head, Mentors	E.g. it can be used to send the price list of any product have been ordered previously.	Its quick methods of communication and u will still have the original work if any thing happened to the one you have sent or as a reference.	It could go to the wrong person in addition to that you need to have telephone line.
Memo	Teachers to teachers	It is used to communicate within the school E.g. it can be used for information or request.	E.g. If the person is not their you could still inform him that there will have meeting this day.	The memo might get lost in that case the person will not receive the message and miss the meeting.
Face to face	Teacher to parents.	E.g. Discuss the student performance in the school and to speak about the target setting for the student.	Avoiding any conflict or any miss understanding and quick action can take place.	The parent may have to travel far and not be able to come or may miss the appointment
Letter	Teacher to parents.	E.g. to invite the parent for target setting day or National Record of Achievement Evening.	E.g. to keep the parents up-to-date about the student performance at school.	E.g. it will cost money to send plus letter may not get home.
Telephone	Student to teacher	E.g. inform the school if the student is ill and can't come to school that day	The school will know the reason about the student absent.	Need to have a telephone line, it could cost a lot if calling form abroad plus the message may not get passed

Assignment A:

Working together:

Different functional areas could work together because each area does certain jobs, one example on how different functional in the school area work together:

Human resources department meet to discuss the needs of a new staff, then an advert is designed with the information, after that they gets passed on to the administration department which will type the hole thing up and put it an the TES paper. People that are interested ring or write to the administration, the administration send off information and receive applications, after that it gets collected and placed in Ms Austin pigeon hole she then discusses it with the subject department and the best ones are called for an interview. The admin then writes back for an interview. After the interview the best one is chosen and the others are rejected. Finally a memo is send to the finance department setting out the pay roll details of the new staff.

This work could not completed without admin, finance and the senior manager team working together.

Another example of different areas working together:

If there is a fight between two students in the school teachers will have to stop that and tries to solve the problem, but if the matter was serious and on of the student got heart then, well fair department will check on the student. Then the teacher will discuss the mater with the head of year and might have to ask the administration to phone or send a letter to the parents however if it gets even worse it will then be passed on to the senior manager and then the student might get dismissed form the school for a certain time.