



THE TIMES 100

Edition 14

Anglo American: New technology development in the primary sector Lesson plan

Content area

- Research and development
- Innovation
- Technology transfer
- Product testing

Method

This resource can be used for general classwork, homework or learning skills for investigation.

It is a good simple exercise in bringing the various terminologies together in understanding what it means, and how it can be used in context. This allows the pupils to bring out more in discussion and understand that the topics covered in Business Studies are not insular. The outcome will be by differentiation.

First Activity:

Using the case study and any other resources, define the following words:

PLC; globalisation; multinational company; primary sector; secondary sector; tertiary sector; technology; competitiveness; competitive advantage; imports; exports; interdependent; processing; added value; market position; market share; research and development; continuous improvement; human capital; lean production; lag time; critical path analysis; efficiency; productivity; capacity utilisation; innovation; emerging technologies; production costs; development plan; private costs; private benefits; social costs; social benefits; decision trees; return on capital employed; return on investment; roadmap; strategic planning; technology transfer; sister organisation; testing; technical economies; sustainable development; carbon footprint; common standards; workforce planning; brown field; greenfield; computer modelling; prototypes; cost; corporate social responsibility, stakeholders.

Second Activity

Once you have completed the definitions link the following words together to form a paragraph. The words do not necessarily have to be in any order but must be in context of Anglo American.



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Questions

1. What sector does Anglo American work in?
2. What does Anglo American do?
3. How does Anglo American maintain its position against its competitors?
4. Anglo American uses a road map. What does this mean?
5. Anglo American benefits from specialist economies. How is this so?
6. After having read the case study, in your opinion would Anglo American use critical path analysis and decision trees. If so, why?
7. What is the difference between a Brownfield and Greenfield site?
8. What are the private costs and benefits to Anglo American of developing Greenfield sites?
9. What are the social costs and benefits to Anglo American of developing Greenfield sites?
10. Why might Anglo American use computer modelling before implementing full scale production?
11. Using the case study, give an example of innovation that Anglo American has used.

Activities

- Using the case study and Anglo American website, produce a 5 minute PowerPoint presentation, giving an overview of the company.
- Using the case study and Anglo American website, produce a map of the current location of Anglo American operations.
- Anglo American is providing materials that are relied upon by the global public. At what point do the Social costs become greater than the Social benefits. Discuss.

Other resources

- MP3 download of the full case study
- Summary of the case study . 500 words
- Brief of the case study. for lower ability pupils
- Interactive online quizzes
- Revision theory :
 - <http://www.thetimes100.co.uk/theory/theory--business-community--153.php>
 - <http://www.thetimes100.co.uk/theory/theory--critical-path-analysis--304.php>
 - <http://www.thetimes100.co.uk/theory/theory--decision-tree-analysis--323.php>
 - <http://www.thetimes100.co.uk/theory/theory--devising-implementing-strategy--383.php>
 - <http://www.thetimes100.co.uk/theory/theory--primary-secondary-tertiary-activity--140.php>
 - <http://www.thetimes100.co.uk/theory/theory--responding-to-social-responsibilities-ethics--331.php>
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