



THE TIMES 100

Edition 14

Corus: Product development through continuous improvement Lesson plan

Content area

- Continuous improvement
- New product development
- Lean production
- Stakeholders

Method

This resource can be used for general class work, 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:

Revenue; conglomerate; global network; employment; workforce; monopoly; market share; turnover; supplier; core business; profit centre; cost centre; manufacturing process; added value; product mix; product range; location; TQM; quality assurance; quality control; logistics; organisational structure; kaizen; kanban; USP; human capital; specialisation; diversification; imports; exports; primary sector; secondary sector; tertiary sector; innovation; aims; objectives; strategy; tactics; high tech; IT; production process; capacity utilisation; spare capacity; Critical Path Analysis; Decision Tress; capital; continuous improvement; lean production; retrenchment; rationalization; JIT; suppliers; reliability; HASAWA; stakeholders; shareholders; ROI; risk; communication; delegation; empowerment; job satisfaction; motivation; public sector; private sector; testing; technology; supply; demand; tender; product specification; market orientated; product orientated; research and development; patent; economies of scale; job production; batch production; flow production; prototype; benchmarking; SMART objectives; competitive advantage; customer base.

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 Corus.



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Questions

1. Corus has average annual sales of £12 billion. What does this mean?
2. Who are Corus potential customers?
3. Is Corus a multinational company? Justify your answer.
4. Why is it important that Corus embraces continuous improvement?
5. What is JIT and why is it relevant to Corus?
6. Corus uses forms of communication with articles and regular presentations to its staff. How does your school / organisation communicate with you?
7. Who are the stakeholders of Corus?
8. Corus benefits from economies of scale. How?
9. What is capacity utilisation?
10. Why is it important for Corus to obtain national recognised awards?
11. What is the difference between Quality control and Quality Assurance?
12. What would be the effect be on Corus if these aspects were not included in its manufacturing philosophy?

Activities

As a class, research the TATA group and produce a presentation / classroom display on selected data that you might find about that group. (Product mix, partners, worth and location should be included).

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 Operations section
- <http://www.thetimes100.co.uk/theory/theory--lean-production--252.php>
- <http://www.thetimes100.co.uk/theory/theory--quality--256.php>
- <http://www.thetimes100.co.uk/theory/theory--operations--366.php>
- <http://www.thetimes100.co.uk/theory/theory--production-quality--339.php>



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