



THE TIMES 100

Edition 14

RWE npower: Developing people through decision-making Lesson plan

Content area

- Decision making
- Types of decisions
- Organisational structure

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:

Subsidiary; profitability; B2B; B2C; utilities; corporations; service organisation; primary sector; secondary sector; tertiary sector; supplier; competitive; engineers; strategic; spare parts project; strategy; aims; objectives; tactics; operational; implementing; lean production; delegation; empowerment; organisational structure; matrix structure; graduates; hands on; decision making process; hierarchical structure; subordinate; values; culture; recruitment; selection; induction; training; opportunity cost; stock; critical path analysis; span of control; job enrichment; job enlargement; budgets; strategic decision; competencies; portfolio; financial data; procurement; economies of scale; critical; non critical; channels of communication.

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 RWE npower.



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Questions

1. In 2007, how many residential and business consumers did RWE npower supply?
2. What percentage of electricity does RWE npower supply in England and Wales?
3. What do B2B and B2C stand for?
4. Who makes the strategic, tactical and operational decisions in RWE npower?
5. What are the corporate values and therefore aims of RWE npower?
6. What are the differences between strategic, tactical and operational decision making?
7. What is the difference between an organisational structure and a matrix structure?
8. What is the purpose of lean production and how will it benefit RWE npower?

Activities

- Choose 5 key words that are associated with you. Using these listed values, produce a venn diagram like the one that has been used to reflect RWE npower's values.
- Research the energy industry and produce a comparison list of RWE npower and its competitors.
- In groups, produce a poster outlining RWE npower products and services.

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--lean-production--252.php>
<http://www.thetimes100.co.uk/theory/theory--business-strategy--227.php>
<http://www.thetimes100.co.uk/theory/theory--organisational-structures--338.php>
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