



THE TIMES 100

Edition 14

Syngenta: Developing an effective organisational structure Lesson plan

Content area

- Organisational structure
- Roles and responsibilities
- Skills and competencies

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:

Sustainable agriculture; innovative; technology; government; recruiting; employees; motivation; manager; product lines; yield; agribusiness; competitive; NAFTA region; matrix structure; function; mission; functional areas; research and development; global supply; manufacturing; human resources; sales and marketing; finance; information systems; authority; hierarchical structure; flat structural span of control; chain of command; promotion; empowered; delegation; initiatives; autocratic; democratic; paternalistic; laissez faire; flat line structure; responsibility; bureaucracy; organisation chart; project team structure; disband; functional management; specialism; skills; competencies; public relations; advertising ;exhibitions; intermediary; leadership; training; development; risk and reward; team leader.

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 Syngenta.



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Questions

1. What does Syngenta do?
2. How many employees does Syngenta have worldwide?
3. Why does Syngenta benefit from an organisational structure?
4. What is the difference between a matrix structure and a traditional organisational structure?
5. True or False - in theory the organisation structure gets taller as the business grows.
6. In your opinion is it better for Syngenta to have managers with wide spans of control or not?
7. What is the difference between delegation and empowerment?
8. What would cause Delaying to occur in and organisational structure?
9. Is delaying a good thing in a business?
10. List the different functional areas of Syngenta.
11. Why is clear leadership essential in Syngenta?

Activities

- Using the case study and Syngenta website, produce a leaflet outlining one of the areas that Syngenta specialises in.
- Using the website and any other sources, research Syngenta. Has it appeared in the news for any reason? Has it won any awards?
- Working in groups, produce a product portfolio for all of Syngenta products.

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--organisational-structures--338.php>
<http://www.thetimes100.co.uk/theory/theory--organisational-functions--337.php>
<http://www.thetimes100.co.uk/theory/theory--research-development--318.php>
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