

The Changing World - IT



● information technology N-UNCOUNT IT N-UNCOUNT

Information technology is the theory and practice of using computers to store and analyse information. The abbreviation IT

...the <u>information technology</u> industry.

The UK II market is growing at a faster rate than in any other country in Europe.

• business model (business models) N-COUNT

A business model is the structure of a business, including the various relationships between the different parts of the business.

- ...the entirely new <u>business models</u> made possible by the Internet.
- ...inefficiencles in traditional <u>business models</u>.

vertical integration N-UNCOUNT virtual integration N-UNCOUNT

Vertical integration is the merging of two or more companies involved in different aspects of the same business, for example, a brewery might buy a chain of pubs. Virtual integration is close cooperation between two or more companies involved in different aspects of the same business, so that they operate almost like a single company. Virtual integration is based on the use of IT.

For the oil business the benefits of vertical integration are that supplies are assured and an immediate customer or outlet is available.

The biggest attraction of virtual integration is that organizations can integrate care without investing huge amounts of capital or completely altering their structures,

The most important difference in these new economies is that they favour virtual integration over vertical integration.

CAD N-UNCOUNT CAM N-UNICOUNT

CAD is the use of computer software in the design of things such as cars, buildings, and machines. CAD is an abbreviation for 'computer aided design'. CAM is the use of computer software in the manufacture of products. CAM is an abbreviation for 'computer-aided manufacture'.

A design made with <u>CAD</u> can be transmitted perfectly from one place to another, if they both use the same system.

The application of <u>CAD/CAM</u> makes traditional procedures more efficient and provides avenues for innovation and new development.

... CAD/CAM software.

microelectronics N-UNCOUNT

Microelectronics is the branch of electronics that deals with miniature electronic circuits.

He thinks Daimler should buy its microelectronics from outside suppliers.

...a <u>microelectronics</u> company.

outsource (outsources, outsourcing, outsourced)

outsourcing N-UNCOUNT

If a company outsources goods or services, it pays workers from outside the company to supply the goods or provide the services. Outsourcing is the use of outside companies to supply goods or services.

Increasingly, corporate clients are seeking to outsource the management of their facilities.

The difficulties of outsourcing have been compounded by the Increasing resistance of trade unions.

■ fast track manufacturing N-UNCOUNT

Fast track manufacturing is a manufacturing system which aims to speed up manufacturing times, for example by the use of more efficient practices or the pre-manufacture of components.

Our fast track manufacturing facility can build and ship complete turn-key systems in a matter of weeks.

flexible ADI

Production methods or working practices that are flexible are able to be changed easily so that they suit different conditions and circumstances.

... flexible production lines that can make whichever versions of Its three main products are selling best.

Thanks to cheaper wages and flexible working practices, BA's operating costs are lower than its American rivals.

Common Collocations

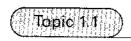
flexible working arrangements flexible working hours flexible working patterns flexible working practices flexible hours flexible work schedule

multi-skilled workforce (multi-skilled workforces) N-COUNT

A multi-skilled workforce is a workforce that has many different skills, enabling them to do several different types of work within a company.

The importance of a highly trained, multi-skilled workforce has never been so crucial to the survival of the industry.

just-in-time manufacturing: Topic 5.1; subcontract: Topic 5.3; mass production: Topic 5.5; order: Topic 6.3; supplier partnership: Topic 12.2



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PRACTISE YOUR VOCABULARY

Use the terms in the be	ox to complete the	paragraph.		
vertical integration b	usiness model IT	outsourcing virt	ual integration	 `
adapt to change. A mod firm controls a number of which buy in componen Using other companies t difficult to maintain qua Computers can help two	iel where the manages in successive stages in its and only assemble to supply goods rath lity. Many companie or different companie and uses IT to achieve	rement of a comparent the supply of a period of the finished producer than manufactures use new business work closely and feather benefits of bother	ny owns other roduct is an e uct in-house, let them them models based form partners the of the above	
2 Look at the information				e of:
a vertical integration b virtual integration	c CAD d outsourcing	e fast track man f multi-skilled w	~	g CAM
•	s relies heavily on th	e use of IT in the pr	roduction pro	cess. They work closely with their main nt.
ii The Dairy Box confect to produce its own rav	ionery company ma v materials.	kes chocolates and	sw eets . 15 ye	ars ago it bought cocoa plantations in Africa
iii Big Eddie's Internation their vehicles, Howeve	al Trucking and Frei r, 10 years ago they	ght Company used stopped this and n	to employ the	eir own mechanics to repair and maintain tialist firm to do this work for them.
iv In the past, the compa their orders to be filled	any received many col. Following changes	omplaints from thei to their manufactu	ir customers a tring system, t	bout the length of time they had to wait for this rarely happens now.
v In the Shining Path pa production process as	int factory the worke the load of work der	ers are expected to mands.	move round t	the factory, working at different points in the
vi Hawthorn have investe introduced sophisticate	ed a great deal of me ed computer equipm	oney in updating the nent to assist them,	e production	process at their factories, and have
vII The machines at the A rapidly-changing dem	Apollo sports shoe fa ands of fashion.	ctory can easily be	programmed	to make different designs in response to the
Read the text and say if	the sentences belo	w are true or false	<u>.</u>	
JKM produce microchips the computer system at t	that contain the elect he Space Agency, ar e finished microchip	etronic circuits used nd computer specia	in spacecraft lists from both	. Their computer system is networked with n places work together in the design process. ans can work at either site, and can adapt
a JKM operate within the	•	d The relationship	between JKN	1 and the Space Agency is an example of
b JKM is a microelectronic		virtual integration		
c The microchips are deve	eloped using CAD.	e JKM employees	use flexible w	orking practices.