

Academic term	2022-23
Year	Year 3
Semester	SEMESTER SIX
Assignment Submission Date	23 rd of April
Title of Assignment	CA 8 Twitter for Business

Programme code	Programme title	Module code
TU844	Bachelor of Science in Horticulture	HTSC H3029
TU884	Bachelor of Science in Horticulture (Honours)	HTSC H3029

Module Title	Manage Your Own Business
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Internal Examiner:	<i>Robert Hickey</i>
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Instructions to candidates:

1.	<p>You <u>must answer all sections of this brief.</u> This CA is worth 8% of the entire module.</p> <p>Please use the template provided on the module webpage</p> <p>https://www.learning101.ie/files/leaflettemplate.docx</p>
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Scenario:

You are working as a mentor for young entrepreneurs in Fingal County Enterprise Board, and have been asked to prepare a series of short information leaflets to help support the entrepreneurs in managing their new businesses. Below is a selection of recommended texts and links to online resources you should refer to while compiling these leaflets. All information provided in your leaflets should be referenced.

- Ricky W. Griffin 2013, Management, 11th Ed., Thomson South-Western [ISBN: 1111969728]
- Siobhan Tierney & Michael Morley, Modern Management, 4th Ed., Gill & Macmillan [ISBN: 9780717156320]
- Ricky W. Griffin 2013, Management, 11th Ed., Thomson South-Western [ISBN: 1111969728]
- Siobhan Tierney & Michael Morley, Modern Management, 4th Ed., Gill & Macmillan [ISBN: 9780717156320]
- Website: Harvesting the Sun: A profile of world horticulture
<http://www.harvestingthesun.org/>
- Website: Horticultural Marketing Services <http://www.hortitrends.ie>
- Website: Small Firms Association <http://www.sfa.ie>
- Website: Central Statistics Office <http://www.cso.ie>
- Website: Revenue Commissioners <http://www.revenue.ie>
- Website: Economic and Social Research Institute <http://www.esri.ie>
- Website: Citizens' Information Board <http://www.citizensinformation.ie/en/>
- Website: Irish Tax Institute <http://www.taxinstitute.ie/>
- Website: Marketing Institute of Ireland <http://www.mii.ie>
- Website: National Standards Authority of Ireland <http://www.nsai.ie>
- Website: IBEC - Employment Law in Ireland
http://www.ibec.ie/IBEC/ES.nsf/vPages/Employment_law~employment-law?OpenDocument&gclid=CjwKEAiAgfymBRCEhpTR8NXpx1USJAAV0dQy3BzwMhXidsz6_ZPfr11CSgNrJiQTgkehkeMNOG01BoC5Gnw_wcB#.WH5C4IXXKM9

Requirement:

You should compile an information leaflet for the item listed below.

- 1) Describe four ways that you can use Twitter to generate revenue for your business.

All sources of material used in your leaflets must be referenced using the Harvard Style.

Your Leaflet should be emailed to Robert.hickey@tudublin.ie and Robert.hickey.tudb@analysis.orkund.com before the due date.

Link with Course Learning Outcomes:

4. Interpret common financial statements and reports used in controlling a business.
6. Describe the legal requirements comprehending the duties and responsibilities of directors and business owners

Total: 8% of Module

MYOB Leaflet Marking Scheme:

Element	Max Mark	D	C	B	A	Remarks
Organization						
Clearly identified purpose & approach	10	2	5	8	10	This must run throughout the entire leaflet, not just in the intro.
Content: (accuracy & depth)						
Topic mastery, including technical correctness	20	4	10	16	20	No misinformation/no emissions. All work referenced and topic explained pragmatic way.
Appropriate level of detail and thoroughness of documentation	20	4	10	16	20	All main important points discussed and described in detail.
Content is clearly organised & supports purpose	20	4	10	16	20	Logically sequenced content, makes sense and is easy to follow and understand. Headings used and answers brief.
Presentation						
Easy to read	5	2	3	4	5	Makes sense and simple language used.
Spelling / Grammar	5	2	3	4	5	Use spell check and structure your sentences correctly. Keep sentences short and to the point.
Research						
Harvard Referencing	± 20%	4	10	16	20	Correct format and structure used with at least a handful of references used per/leaflet.
Total	100					

Total: 100 Marks