



**TECHNOLOGICAL UNIVERSITY
DUBLIN
BLANCHARDSTOWN CAMPUS**

Academic term	2022-23
Year	Year 3
Semester	SEMESTER SIX
Assignment Submission Date	5 th of February
Title of Assignment	Environmental Scanning

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.	You <u>must answer all sections of this brief.</u> This first CA is worth 6% of the entire module. Please use the template provided on the module webpage https://www.learning101.ie/files/leaflettemplate.docx
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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 <https://www.ibec.ie/employer-hub/hr-management-guide>

Requirement:

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

- 1) Outline the importance of environmental scanning for business operations, explaining how PESTLE and Five Forces analysis could be utilised for this purpose.

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

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

Link with Course Learning Outcomes:

2. Apply basic knowledge, methodologies and skills to support sustainable business growth in the horticulture sector.
5. Explain fundamental operations management techniques and concepts with a focus on supply chain and quality management.

Total: 6% 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