

<b>Academic term</b>	2022-23
<b>Year</b>	Year 3
<b>Semester</b>	SEMESTER SIX
<b>Assignment Submission Date</b>	19 <sup>th</sup> of February
<b>Title of Assignment</b>	CA 3 The importance of organisational planning for business growth.

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

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

1.	<p><b>You <u>must answer all sections of this brief.</u> This CA is worth 6% of the entire module. Please use the template provided on the module webpage</b></p> <p><a href="https://www.learning101.ie/files/leaflettemplate.docx">https://www.learning101.ie/files/leaflettemplate.docx</a></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](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.

Each Leaflet should be 600 words  $\pm$  20% in length.

- 1) Explain how important organisational planning is for business growth. Describe how Ansoff's matrix and Porter's Generic Strategies could be used for formulating these types of business level strategies.

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

Total: 100 Marks