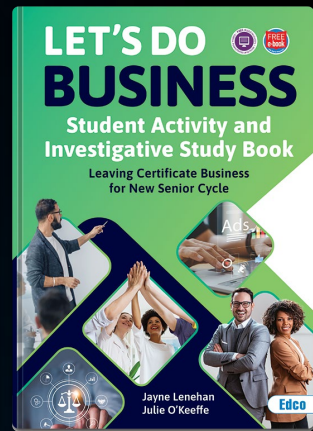
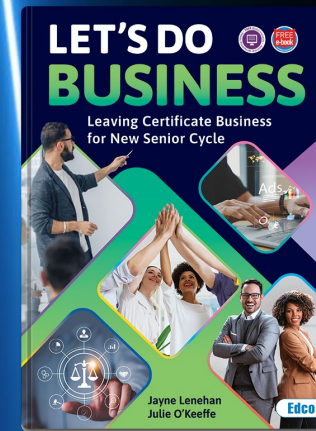


Leaving Certificate Business

BUSINESS ALIVE
INVESTIGATIVE STUDY *2027*



JULIE O'KEEFFE & JAYNE LENEHAN, LET'S DO BUSINESS

Edco

THE BRIEF

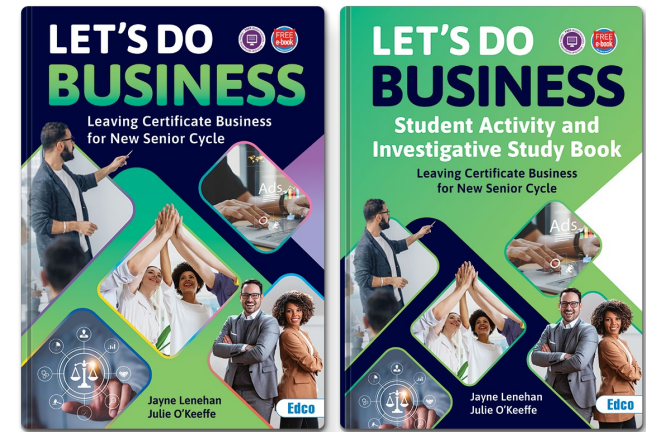


'Digitalisation is a major driver of productivity growth through the improvement of process efficiency and the quality of products and services. The growing adoption of technologies is disrupting traditional roles and transforming the world of work.'

Department of Enterprise, Tourism and Employment Adapted from www.gov.ie

You are required to **investigate** how a **work practice** that **uses digital technology** is impacting **either employers or employees**. Support your investigation with appropriate primary and/or secondary data

Timeline



1

5th Year, Term 3
(6 weeks, 1 class/week)

Developing an initial understanding
Developing a research question

2

Writing a project plan
Identifying sources

3

6th Year, Term 1
Analysis & Evaluation
(may require more research)

4

5. Applying learning & drawing conclusions

5

6. Compiling FINAL REPORT

This statement gives context and background

'Digitalisation is a major driver of productivity growth through the improvement of process efficiency and the quality of products and services. The growing adoption of technologies is disrupting traditional roles and transforming the world of work.'

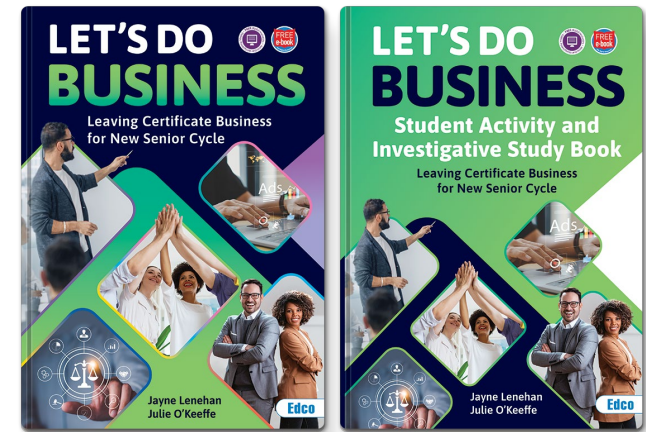
Department of Enterprise, Tourism and Employment Adapted from www.gov.ie

You are required to **investigate** how a **work practice** that **uses digital technology** is **impacting either employers or employees**. **Support your investigation with appropriate primary and/or secondary data**

This is what students have been asked to do...
READ IT CAREFULLY
Pick out the key words



What does this really mean?



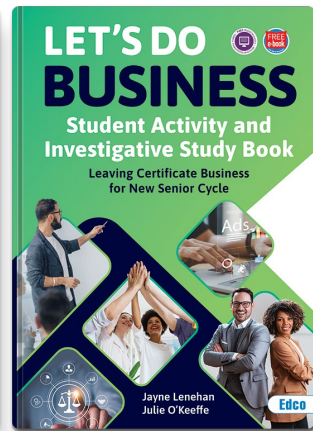
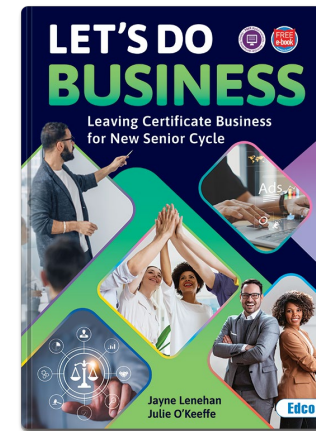
- Choose a work practice that uses digital technology.
- Look at how this impacts either employers or employees (choose one or the other).
- Do some research on their chosen work practice.
 - Secondary research (Let's Do Business textbook p8 has a list of useful websites).
 - Primary research (Can I interview an employer or employee whose work practices have been impacted by digital technology? Could I survey people about this? Could I hold a focus group with some employees or employers?)
- Write up a report on your findings.

WHAT IS A WORK PRACTICE?

Work practices are rules and regulations that organisations implement to improve working conditions for employees.

Working practices may benefit employees in some way, ensure high safety standards or help improve productivity by enhancing staff satisfaction.

A 'practice' is something you do regularly, so a 'WORK PRACTICE' is something you do regularly as part of your paid employment.

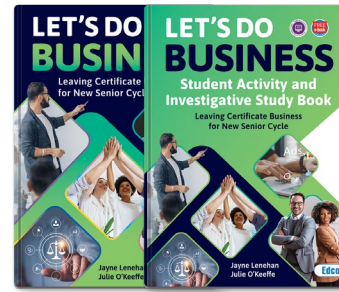


Examples....

I used AI to generate this list - let's refine it...



shutterstock · 720894646



- Punctuality: arriving on time for work and meetings.
- Time management: planning the day, using to-do lists, meeting deadlines.
- Following health and safety procedures: wearing PPE, using equipment correctly, reporting hazards.
- Teamwork: cooperating with colleagues, sharing information, supporting others.
- Communication: using clear, polite language in emails, calls and face-to-face interactions.
- Respect and equality: treating all colleagues and customers fairly, avoiding discriminatory behaviour.
- Professional appearance: appropriate dress code, good personal hygiene.
- Confidentiality: keeping customer and company information private.
- Initiative: identifying problems and suggesting solutions without being asked.
- Reliability: turning up consistently, completing tasks to an agreed standard.
- Flexibility: being willing to adapt to changes in shifts, tasks or procedures.
- Record-keeping: accurately completing forms, logs or digital records.
- Customer service: greeting customers politely, listening to their needs, resolving complaints.
- Use of technology: using workplace systems correctly, following IT and data-security rules.
- Continuous improvement: seeking feedback, reflecting on performance, doing training or upskilling.



Where do I start?



- ❑ Chapter 12 - Digital Technology & Business Models (p179)
- ❑ Chapter 13 - Disruptive Impact & Digital Technology (p191)
- ❑ Chapter 16 - The role of technology in expansion & adaption (p254)
- ❑ Chapter 19 - Leading & Managing People
- ❑ Chapter 20 - Human Capital Management
- ❑ Chapter 21 - Technology & Communication in Business
- ❑ Chapter 28 - Being an Informed Employee
- ❑ Chapter 29 - Employee Governance (Gig based economy)

Develop an initial understanding of the brief.

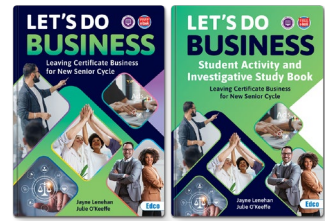
Useful resources at this stage:

Project Guide
(AB, p169)

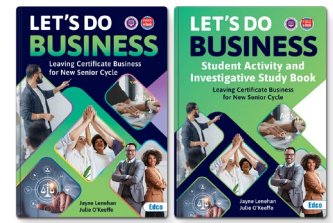
Unifying Strand
(TB, Ch1)

LC Business
Class Notebook
(AAC Folder)

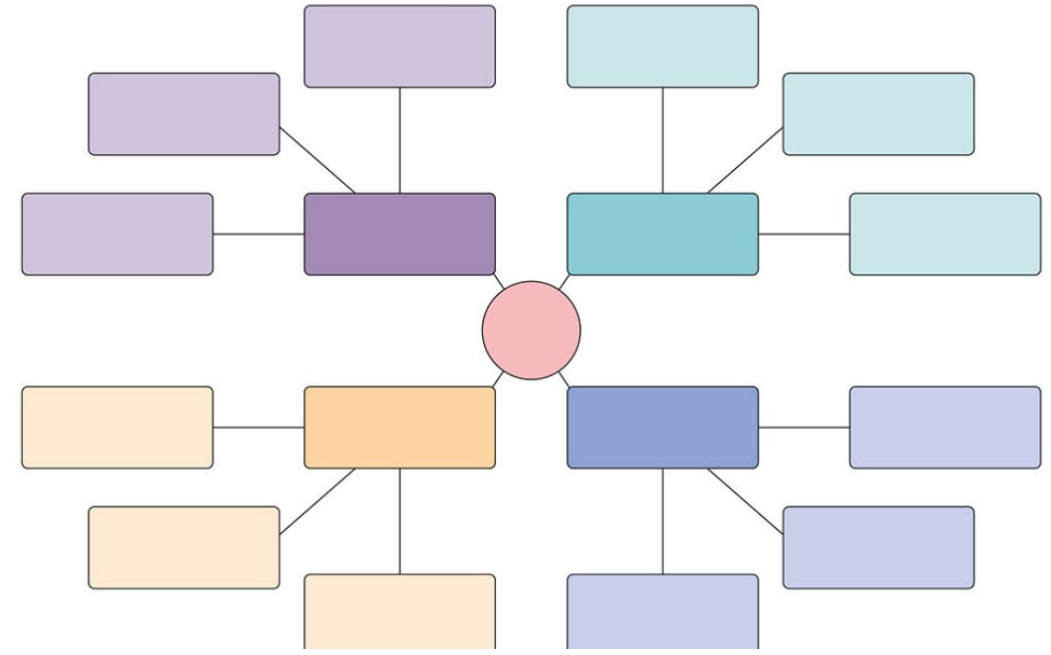
Where do I start?



What do I already know about this topic?	What do I want to know about this topic?	Can I identify any examples in my local area, nationally or internationally?	How can I find out more about this topic?
--	--	--	---



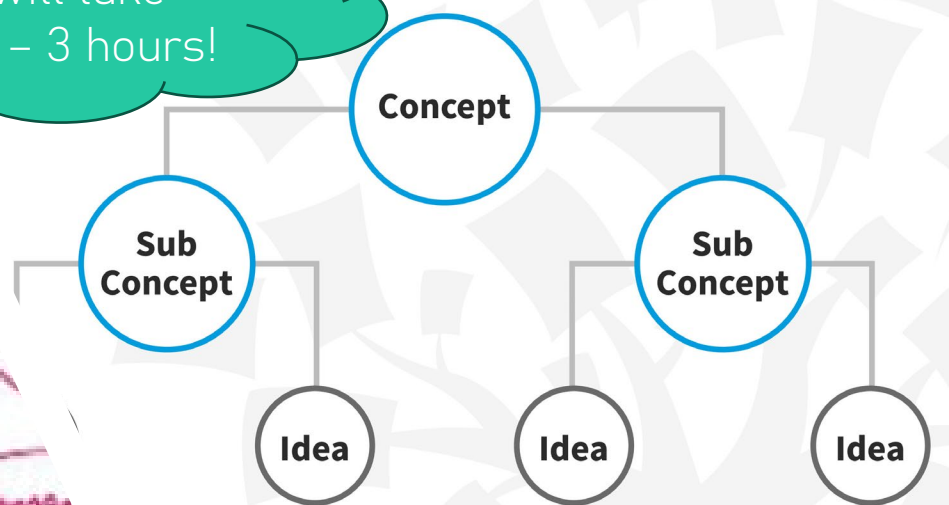
You may want to complete a **mind map** or **concept map** in your copy to start your research and get a better understanding of the theme/project brief.



Spend a double class getting students familiar with the brief and doing general research on digital technology. This will help them to form a solid overview of the topic.

This is essential to help them narrow down their focus and develop an effective research question.

This will take about 2 - 3 hours!





STUDENT HOMEWORK: Students to find four additional articles/sources of information & identify some possible areas of interest.

YOU ARE HERE: [HOME](#) / [INTERACTIVE ZONE](#) / [LEARNING RESOURCES](#) / [SCHOOL RESOURCES](#) / LEAVING CERT BUSINESS ALIVE INVESTIGATIVE STUDY

Leaving Cert Business Alive Investigative Study

Leaving Certificate 2027: Business Alive Investigative Study

'Digitalisation is a major driver of productivity growth through the improvement in the quality of products and services. The growing adoption of technologies is driving the transforming the world of work.'

- Department of Enterprise, Tourism and Employment

You are required to investigate how a work practice that uses digital technology is impacting on your investigation with appropriate primary and/or secondary data.

A list of CSO resources relevant to the project brief is displayed here

Enterprise Statistics - Retail Sales

- The monthly [Retail Sales Index](#) release shows the percentage of turnover generated by...

PxStat Table: [RSM07](#)

✚ Add Page
⌵

LC2027 Investigative Study Brief

Useful Articles.

Business Alive Investigative Stud...

Relevant Theory

Untitled page •

CSO Resources

Ireland and younger workers 'm...

Useful Articles.

Monday 9 February 2026 12:40

[2025 in Review - The World of Work](#)
This is a useful article about workplace trends which might be a good starting point for your AAC research.

[navigating-the-human-impact-of-digital-transformation-presentations.pdf](#) HSA Seminar 20th Oct 2025

[Ireland and younger workers 'most exposed' to AI impact on jobs – The Irish Times](#)

[Employees thrive with AI, while employers fall behind | Deloitte Ireland](#)

[Big increase in AI usage in workplaces - ~~ibec~~ RTE Article](#)

[Impact of digital technology on employment - Ethical, legal and environmental impact - CCEA - GCSE Digital Technology \(CCEA\) Revision - BBC Bitesize](#)

[The Impact of Digital Technologies | United Nations](#)



-
- [2025 in Review - The World of Work](#)
 - This is a useful article about workplace trends which might be a good starting point for your AAC research.
 - [navigating-the-human-impact-of-digital-transformation-presentations.pdf](#) HSA Seminar 20th Oct 2025
 - [Ireland and younger workers 'most exposed' to AI impact on jobs - The Irish Times](#)
 - [Employees thrive with AI, while employers fall behind | Deloitte Ireland](#)
 - [Big increase in AI usage in workplaces - Ibec RTE Article](#)
 - [Impact of digital technology on employment - Ethical, legal and environmental impact - CCEA - GCSE Digital Technology \(CCEA\) Revision - BBC Bitesize](#)
 - [The Impact of Digital Technologies | United Nations](#)
 - [Leaving Cert Business Alive Investigative Study - CSO - Central Statistics Office](#)



Keeping record & accountability

AAC •

Assessment •

Class Notes

Investigati...

Researching entrepreneurs 22/9/...

Ch18 - Leader Profile AAC Practi...

Initial Research •

- Everything gets recorded in the student's AAC folder within Class Notebook.
- New page each week.
- Weekly reflection.
- Individual meetings.

Initial Research

Monday 13 April 2026 10:26

[The Impact of Technology on the Work](#)



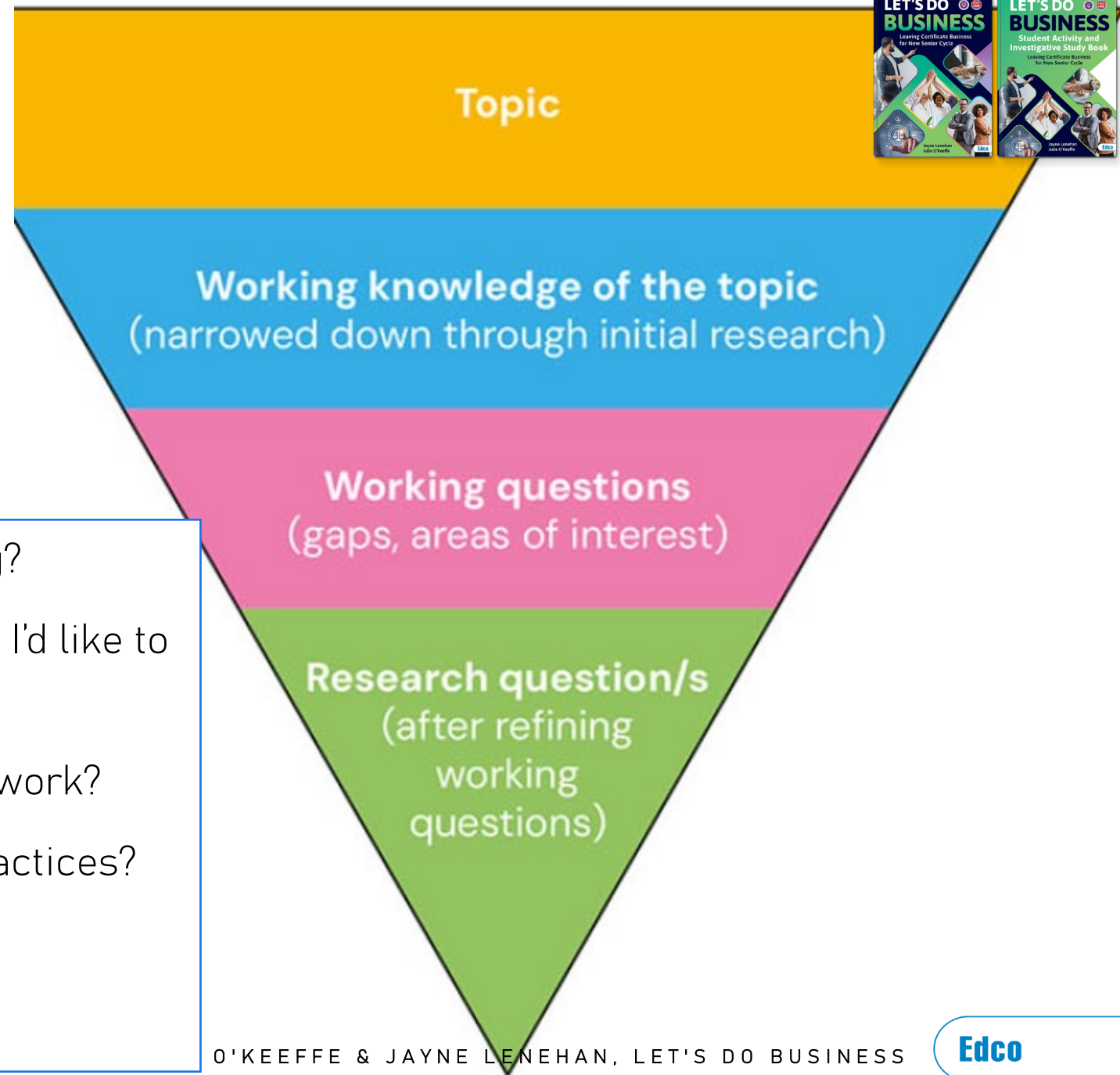
Quick Summary

CLASS ONE

- Introduce the brief & talk through the brief with your students
- Talk through timeline
- Accountability & expectations (Class Notebook/Google Classroom etc)
- Initial research to build familiarity (Theory & AB Project Guide)

Develop a question to research...

- Is there an article that I found interesting?
- Is there an area I have an interest in that I'd like to find out more about?
- What about my parents? Where do they work?
- Can I chat to anyone about their work practices? Has that sparked an interest for me?



S pecific



Example: Let's take an example of a potential research question and critique it using the SMART criteria.

'To learn more about organisational culture'

S - It's a little vague

A - It is achievable (I will be able to get this information)

M - It's hard to measure in terms of success

R - It is relevant

T - It doesn't have a clear time line



This will take us about 1-2 hours!

Let's make this a SMART research question:

'To identify two factors that impact on organisational culture in an organisation'

This is much more specific and measurable and I can set a clear deadline for completing my report.

T imebound



Students will need to refer to this in their actual report, so give them time with it.



This will take us about 1-2 hours!

Project Plan

- You will need a plan to help you keep track of everything you need to do and make sure you complete everything.
- Start by identifying your objectives. What is it you are trying to achieve in your Investigative Study?
- Now make a list of all resources you will need, list of tasks, potential risks (and how you will manage them!).

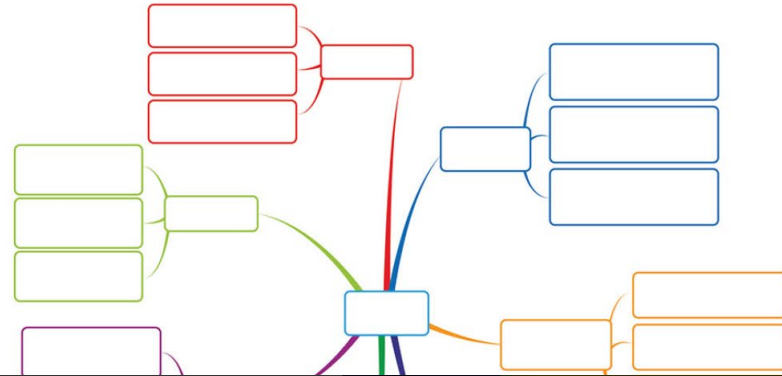
Objectives:

▶ _____
▶ _____
▶ _____

Task	Time	Resources needed	Risk assessment



29



Project Guide: Business Alive Investigative Study

What is the Business Alive Investigative Study?

The Business Alive Investigative Study is the Additional Assessment Component (AAC) for Senior Cycle Business. It will be worth 40% of your final grade.

It will allow students to demonstrate their ability to plan, conduct, analyse and evaluate research on a particular topic. Students will be required to use a variety of sources of information to show that they can consider a variety of opinions and perspectives before making an informed conclusion and/or recommendations at the end of their study.

Digital Resources

required to:

Categories

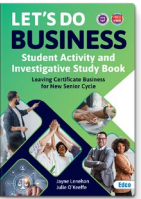
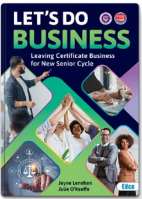
- All Categories
- Additional Activity
- Documents
- PowerPoints
- Weblinks
- Planning
- Project Guide**
- Templates
- Solutions

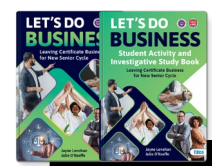
All Programmes

Let's Do Business Student Activity an...

Choose e-book chapter/unit

Let's Do Business Student Activity and I... Chapter/Unit *	PDF	Business Alive Investigative Study Sample ...
Let's Do Business Student Activity and I... Chapter/Unit *	Video	Business Alive Investigative Study Sample ...
Let's Do Business TRB Chapter/Unit *	PDF	Business Alive Investigative Study Sample ...
Let's Do Business TRB Chapter/Unit *	PDF	Project Guide
Let's Do Business TRB Chapter/Unit *	Video	Business Alive Investigative Study Sample ...





Add Page ↓

LC2027 Investigative Study Brief

Useful Articles.

Business Alive Investigative Stud...

Relevant Theory

CSO Resources

Ireland and younger workers 'm...

Project Plan

Project Plan

Tuesday 14 April 2026 15:08

RESEARCH QUESTION	
OBJECTIVES	1
	2
	3



Have a separate page in their AAC folder for this. Encourage students to keep coming back to it. Is it working? Why? Why not? Do they need to change it in any way?

RESEARCH QUESTION			
OBJECTIVES	1		
	2		
	3		
TASK	TIME	RESOURCES NEEDED	RISK ASSESSMENT



Timeline

1

5th Year, Term 3
(6 weeks, 1 class/week)

Developing an initial understanding
Developing a research question

2

Writing a project plan
Identifying sources

3

6th Year, Term 1
Analysis & Evaluation
(may require more research)

4

5. Applying learning & drawing conclusions

5

6. Compiling FINAL REPORT

Let's research...

LET'S TALK
RESEARCH!



JULIE O'KEEFFE & JAYNE LENEHAN, LET'S DO BUSINESS

Edco

This will take us about 6-8 hours!

- Gather a variety of sources
- A useful list of secondary sources is on page 8 of your Let's Do Business textbook.
- Primary Research
 - Could we interview someone? A parent, relative or friend?
 - Could I survey people? Would that be useful?
- RECORD EVERY WEBSITE YOU ACCESS IN YOUR CLASS NOTEBOOK... you will need this for references.

Information should be gathered from a wide range of sources. The following may assist you in your research:

Bord Bia	www.bordbia.ie
Central Statistics Office (CSO)	www.cso.ie
Citizens Information	www.citizensinformation.ie
Competition and Consumer Protection Commission (CCPC)	www.ccpc.ie
Department of Enterprise, Trade and Employment (DETE)	https://enterprise.gov.ie/en
Department of Finance	www.gov.ie/en/organisation/department-of-finance
Economic and Social Research Institute (ESRI)	www.esri.ie
Enterprise Ireland	www.enterprise-ireland.com
European Union	https://european-union.europa.eu
Fáilte Ireland	www.failteireland.ie
Forbes Magazine	www.forbes.com
IDA Ireland (Industrial Development Agency)	www.idaireland.com
Intellectual Property Office of Ireland	www.ipoi.gov.ie
International Monetary Fund (IMF)	www.imf.org
Irish Newspaper Archive <i>(teachers and schools have access to the Irish Newspaper Archive through Scoilnet)</i>	www.irishnewsarchive.com
OECD Profile – Ireland (Organisation for Economic Co-operation and Development)	www.oecd.org/en/countries/ireland.html
Online Encyclopedia Britannica (via Scoilnet)	https://school.eb.co.uk/levels/advanced
Local Enterprise Office	www.localenterprise.ie
Pew Research Center <i>(a non-partisan fact tank that provides information on issues and trends in America and the world)</i>	www.pewresearch.org
SOLAS (oversees the building of a world class Further Education & Training (FET) sector in Ireland)	www.solas.ie
Statista (A tool for data science and statistics)	www.statista.com
Television: current affairs and news programmes can provide useful information	Example: www.rte.ie/learn/senior-cycle (can be accessed via Scoilnet)
Where Your Money Goes	www.whereyourmoneygoes.gov.ie
Workplace Relations Commission (WRC)	www.workplacerelations.ie
World Bank	www.worldbank.org
World Trade Organisation (WTO)	www.wto.org



Analysing & Evaluating Information

What are the main points from your research?

What views/perspectives are expressed?

Why is this happening?

Is there a trend? Why?

What parts of the course can I link this to?



How to analyse an article



Read the article, **highlighting** or **underlining** the key points. Highlight statistics or figures in one colour and key stakeholders mentioned in another colour. Take note of the link and save it in your Investigative Folder. Include the date you accessed the article for future reference.

Answer these questions. Use the template worksheet on p 175 to help you.

- 1 Who wrote the article? Who published it?
- 2 What is the headline? What is the central topic or the main message?
- 3 Which stakeholders are mentioned?
- 4 Does the article refer to statistics or figures from reputable sources?
- 5 Whose views are represented in the article? Is it objective?
- 6 Are any stakeholders or groups shown in a positive or negative light?
- 7 Is any information left out?
- 8 Does the article raise questions for you?
- 9 Has this article influenced your thinking in any way?
- 10 Is this a reliable and credible source? How can you tell?

5. Analysis

Now is the time to review, summarise, analyse and evaluate the data and information you have gathered. The tips on page 12 of your textbook will help you here. Remember:

- ▶ Analyse
- ▶ Appraise
- ▶ Evaluate
- ▶ Synthesise

Trends	Alternative explanations	Conclusions Remember, each objective should have a clear conclusion

Page 175
(Let's Do
Business Student
Activity Book)



Time to pull it all together and write the report...

Create a WORD DOCUMENT with these formatting rules

1500 words
Max 10 images

Report formatting rules

The report you produce must adhere to the following formatting rules:

Section headings	Each section should be clearly identified and begin on a new page of the report. The heading should use the following font: Arial, black, font size 14 and bold. Refer to Section 6 for section heading names.
Main body text	Arial, black, font size 12 with 1.5 line spacing.
Text editing features permitted	Bold, italics, numbering, and bullets.
Text editing features not permitted	Coloured text (black text only), highlighted text, different fonts (Arial only).
Page orientation	Portrait only.
Page numbering	Bottom-centre of each page.
Page margins No work should appear in the margins as it may not be visible to an examiner.	Left margin 20 mm Right margin 20 mm Top margin 20 mm Bottom margin 20 mm
Images, tables, graphs	Refer to Section 4 .

A word count is prescribed for the report and this must be adhered to. If material is presented in excess of the prescribed word count you may lose marks.



Layout

1. Introduction (200 words)
2. Investigation and Findings (400 words)
3. Analysis and Evaluation (600 words)
4. Conclusions (300 words)
5. References

20 marks

100 marks

30 marks

OVERALL COHERENCE (50 marks)

Organisation, clarity,
cohesion.

Evidence of planning and
reflection.

Logical structure, clarity of
expression, originality and
effective use of business
terminology.

Accurate referencing.



Introduction (200 words)

Section checklist.

- State your research question
- Explain the rationale for choosing this question
- Reflect on how you engaged with your project plan

Investigation & Findings (400 words)

Section checklist.

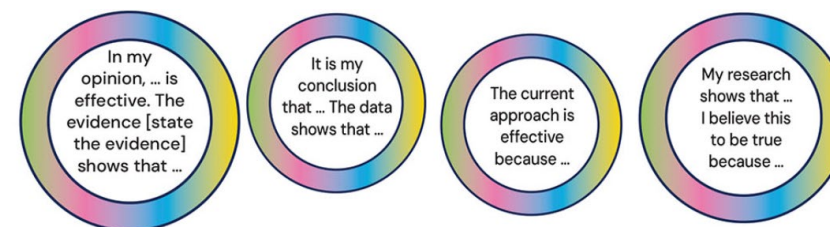
- Explain the purpose and relevance of the different research methods and sources used appropriate to your research question
- Present your research findings in appropriate formats
- Consider a variety of perspectives

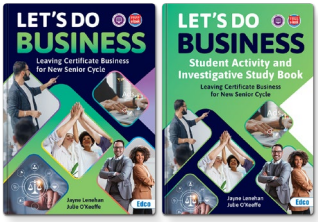


Analysis & Evaluation (600 words)

Section checklist.

- Analyse your research findings
- Evaluate your research findings
- Demonstrate originality and critical thinking throughout your analysis and evaluation





Conclusions (300 words)

Section checklist.

- ❑ Present conclusions justified by the analysis and evaluation
- ❑ Outline how your planning contributed to the successful completion of the study
- ❑ Discuss how your perspective evolved as a result of the study.
- ❑ Consider how your findings connect to the real world of business.

Remember, Ch1 of Let's Do Business textbook has some useful phrases to help you here (p12 & p14)



Reference List

- ❑ Every source you accessed must be referenced
- ❑ Alphabetical order
- ❑ See Let's Do Business textbook Chapter 1, page 17



References

- Advertising Standards Authority [General Rules - Advertising Standards Authority](#) [Accessed 29/09/25]
- Beyond HR (2024) <https://wegobeyondhr.com/is-ryanair-changing-its-company-culture/> [Accessed 25/9/2025]
- Irish Examiner (2022) <https://www.irishexaminer.com/business/companies/arid-40971071.html> [Accessed 25/9/2025]
- Figure 1, Daily Mail (2011) [7,000 call for ban on 'sexist' Ryanair advert which shows scantily-clad crew | Daily Mail Online](#) [Accessed 26/09/25]
- Figure 2, X (2025) [Ryanair \(@Ryanair\) / X](#) [Accessed 26/09/25]
- Irish Independent (2023) <https://www.independent.ie/business/irish/ryanair-among-complaints-upheld-by-advertising-standards-authority/a60284676.html> [Accessed 25/9/2025]
- Figure 3, Verylvke (2016) [ryanair-9-99-sale | Verylvke](#) [Accessed 27/09/25]
- Lenehan, J. O'Keefe, J. (2025) *Let's Do Business*. Dublin: The Educational Company of Ireland.
- Mayo News/Mayo Live (2025) <https://www.mayonews.ie/news/national-news/1866964/ryanair-passenger-s-discovery-lands-airline-in-hot-water-after-misleading-ad.html> [Accessed 25/9/2025]
- PwC (2023) <https://www.pwc.ie/reports/irish-consumer-insights-pulse-survey-2023.html> [Accessed 25/9/2025]
- RTE (2022) <https://www.rte.ie/lifestyle/living/2022/1103/1333010-meet-the-woman-behind-ryanairs-hilarious-tiktok-account/> [Accessed 25/09/2025]