



Oide

Tacú leis an bhFoghlaim
Ghairmiúil i measc Ceannairí
Scoile agus Múinteoirí

Supporting the Professional
Learning of School Leaders
and Teachers

Gnó na hArdteistiméireachta

Leabhrán

Lá 2



Clár ábhair

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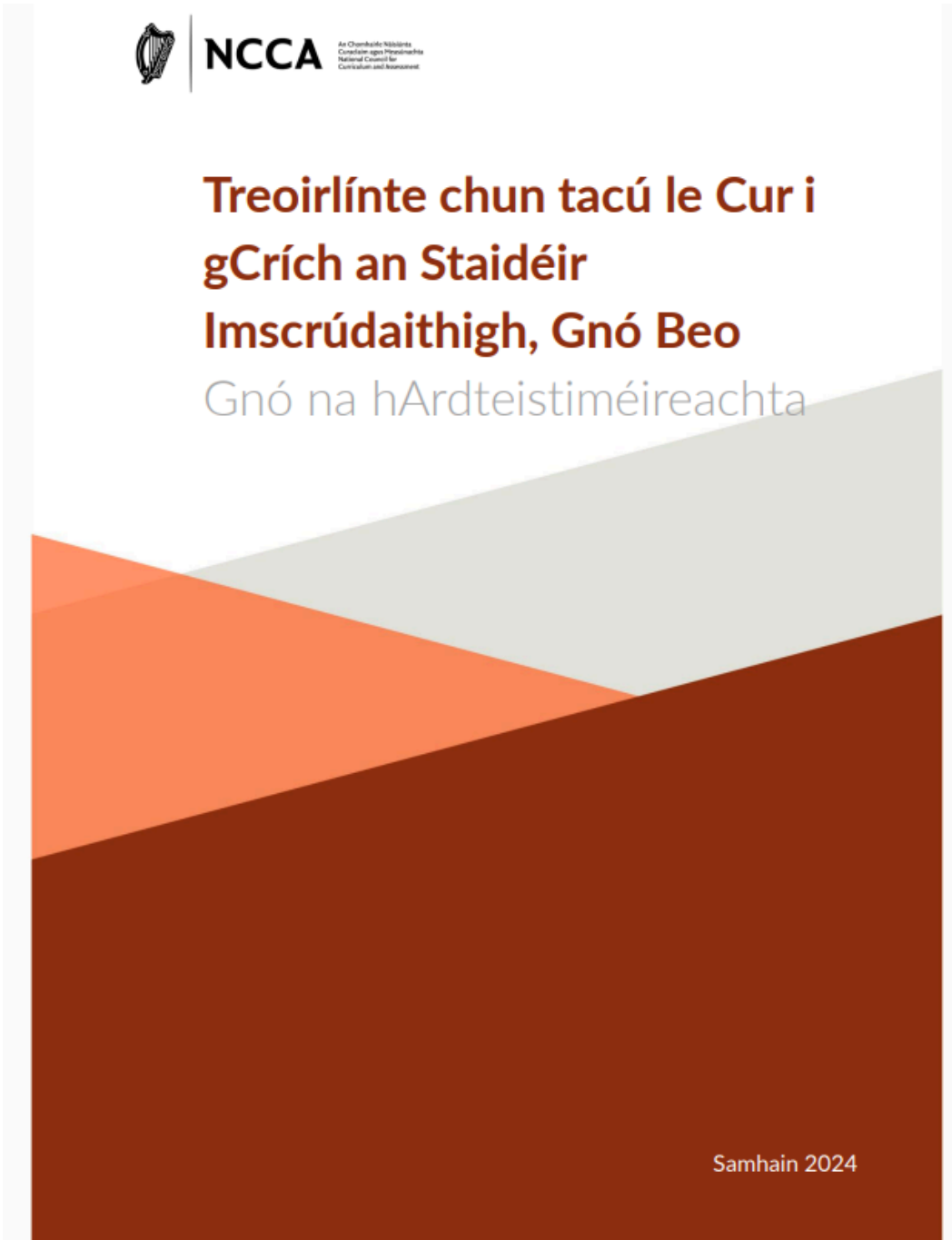
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Sonraíocht & Teoirlínte don CMB

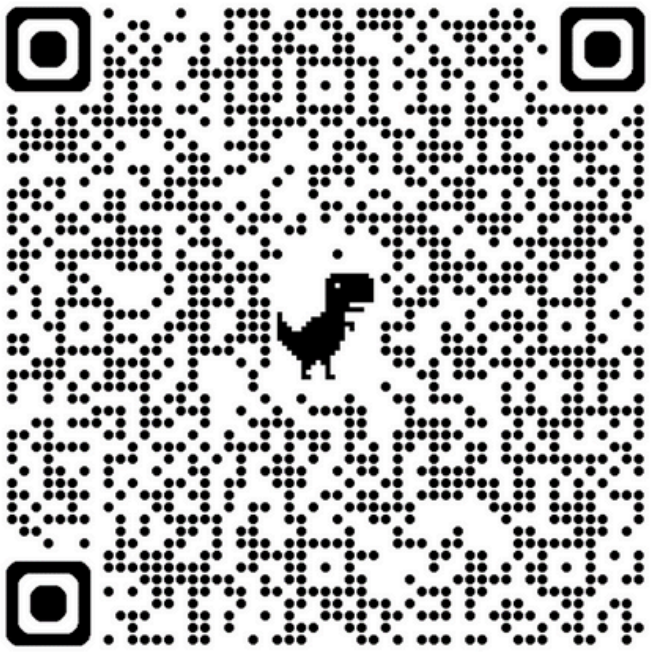


<https://curriculumonline.ie/getmedia/e81ccca9-fdf5-42e9-a291-52e9549820c9/SC-Business-Spec-ENG.pdf>



https://www.curriculumonline.ie/getmedia/875b16f7-be29-4fc0-acec-42eefcb88f75/AAC_Guidelines_LCBusiness_November-2024_EN.pdf

Ábhar Thacaíochta

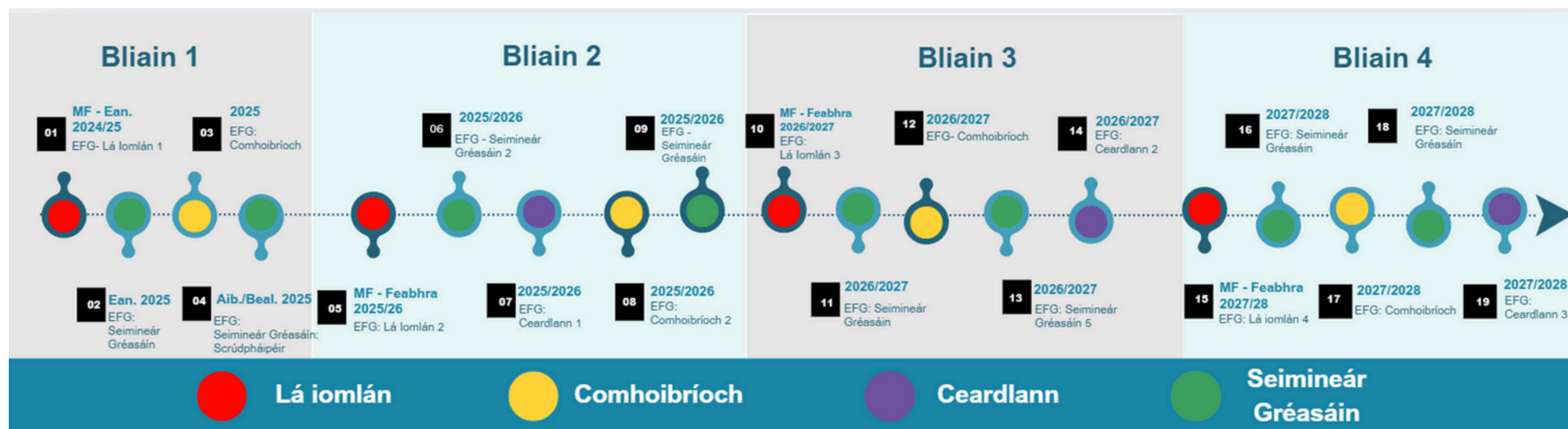


Liosta Seachadta Oide

Doiciméid bheartais a thacaíonn leis an tsonraíocht



Athfhorbairt na Sraithe Sinsearaí - Clár ama



4 x Lá iomlán EFG | 4 x Comhoibriúch | 3 x Ceardlann | 8 x Seimineár Gréasáin

Príomhinniúlachtaí

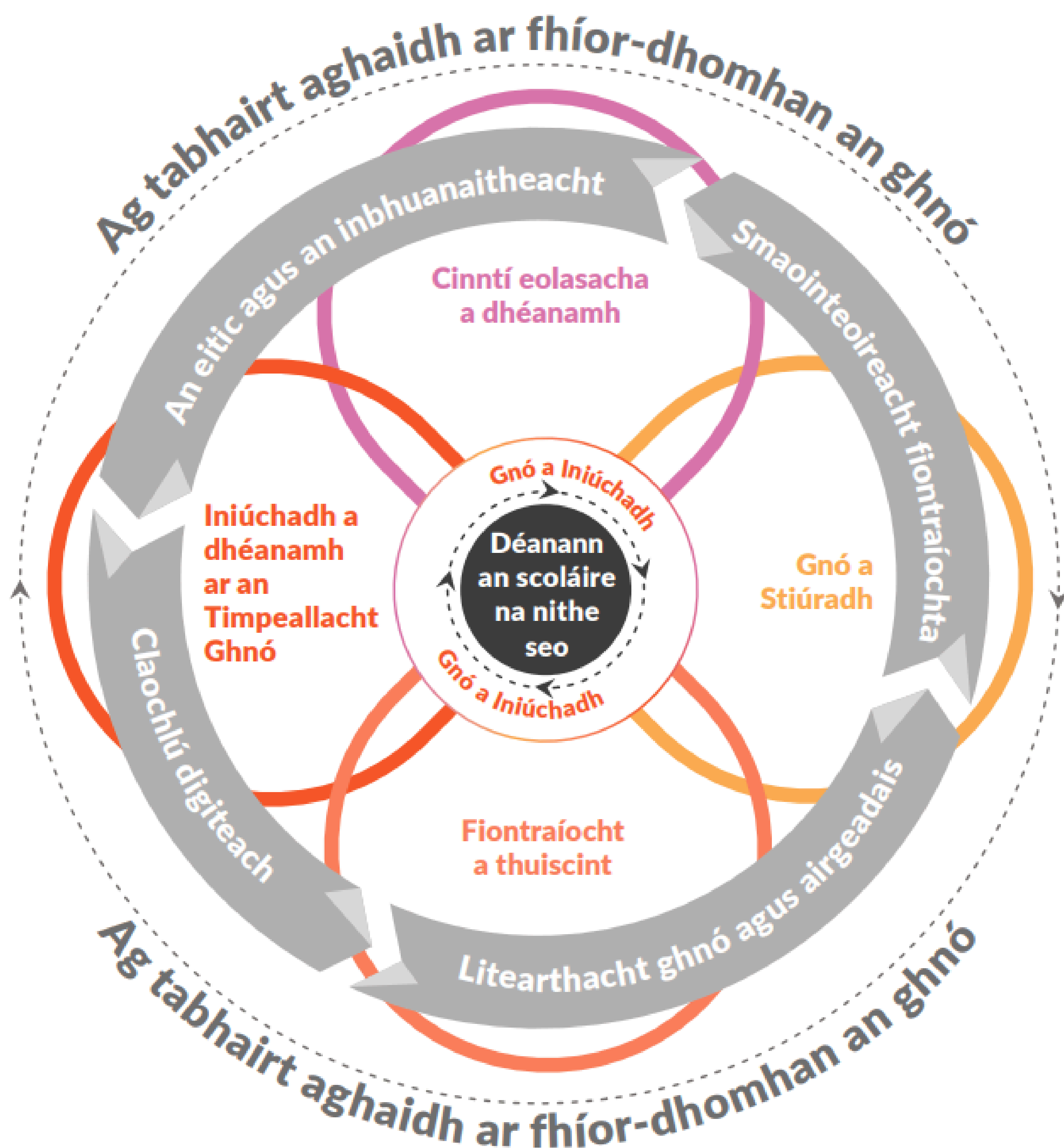


Fíor 1: Comhpháirteanna na bpríomhinniúlachtaí agus an tionchar a mianaítear leo



Fig. 2: Príomhinniúlachtaí sa tsraith shinsearach, 2024, I.2. Príomhinniúlachtaí sa tSraith Shinsearach, lena dtacaíonn litearthachtaí agus uimhearthacht..

Léargas ar an tSonraíocht



Seisiún 1

Staidéar Imscrúdaitheach, Gnó Beo

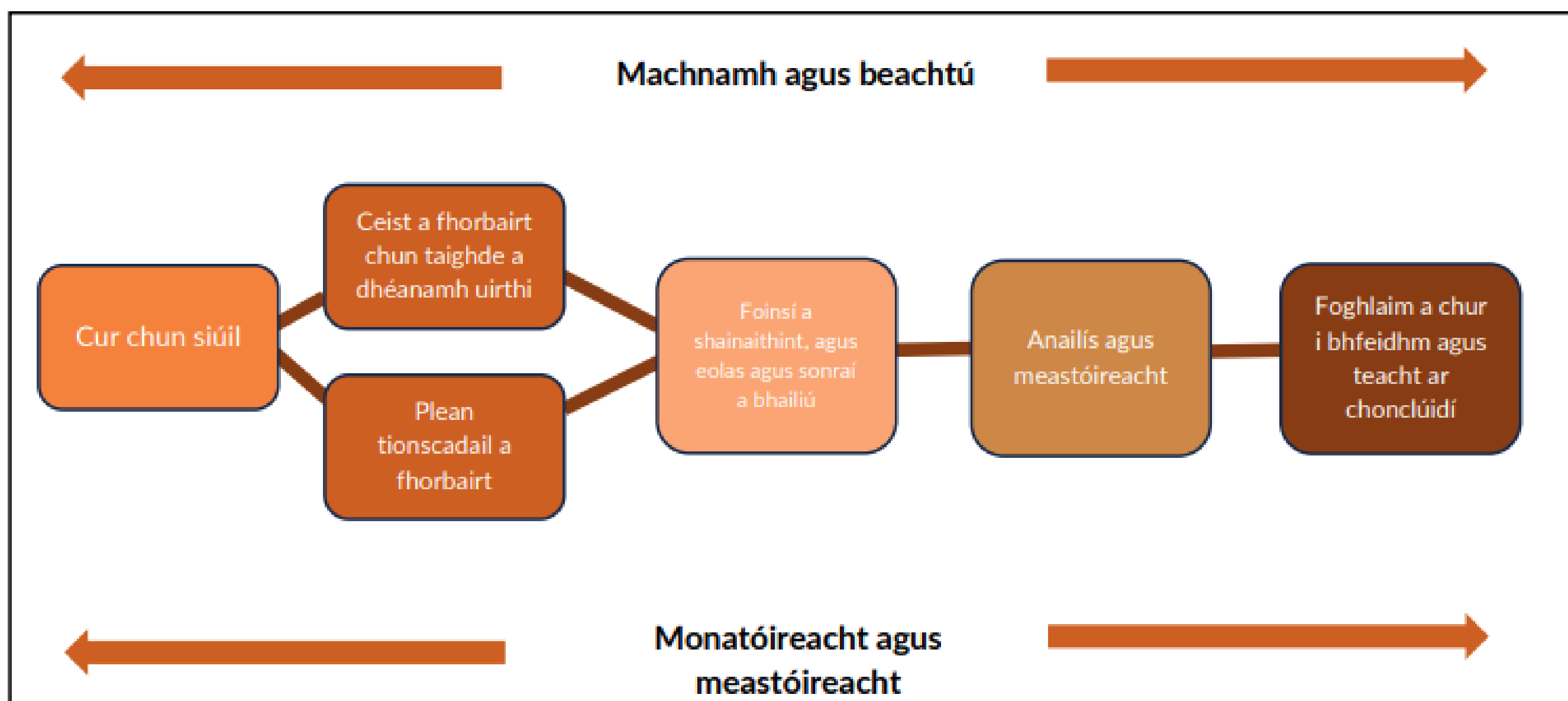


Fig. 4: Treoirínte chun tacú le Cur i gCrích an Staidéir Imscrúdaitheach, Gnó Beo, 2024, l.3. Achoimre ar na príomhchéimeanna gníomhaíochta sa Staidéar Imscrúdaitheach, Gnó Beo .

Seisiún 1

Gníomhaíocht: Céimeanna don CMB

Céim

Cúrsaí ama

Róil

Aguisíní

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Seisiún 1

Gníomhaíocht: Céimeanna don CMB

Céim	Cúrsaí ama	Róil	Aguisíní



Ag baint úsáid as an treoir shamplach, léigh leathanaigh 14 agus 15 de na treoirlínte ar ról an mhúinteora.



Breithnigh conas a d'fhéadfá tacú le do scoláirí agus iad ag gabháil don staidéar imscrúdaitheach seo.

Cad é atá á dhéanamh agat i do sheomra ranga chun tacú le rannpháirtíocht na scoláirí sa CMB?

Breithnigh:

Ról an mheasúnaithe fhoirmithigh

- Aiseolas foirmitheach
- Ceistiú éifeachtach



Ról an tSnaithe Aontaigh

- Inniúlachtaí na scoláirí a fhorbairt i gcúrsaí taighde agus machnamh

Ról na dtuairiscíní cáilíochta

- Scoláirí ag úsáid na gcritéar ratha

Seisiún 2:



Interviewer: Rachel English, RTE

Interviewee: Eoin Corry, Travel Journalist

Date: August 15th, 2024

RTÉ News at One

Wizzair, the budget airline has launched an “all you can fly” subscription, offering customers unlimited flights for an annual fee of €500. The unlimited flight deal would give customers the opportunity to travel to destinations in Europe, North Africa, the Middle East and Asia by booking an unlimited flight at least three days in advance.

Joining us is Eoin Corry travel journalist and editor of “Travel Extra”.

Eoin, I can already see the horror on the faces of environmental campaigners.

How will this work?

Good afternoon. It sounds very exciting doesn't it? There are a couple of drawbacks, as there always are in these occasions. There's only 10,000 of these tickets available. They're distributed around the places that Wizz fly. Wizz don't fly to Ireland. They withdrew from Ireland in 2013, but they also require a €10... it's a charge every time you do book three days in advance.

So it does look like it's going to inject quite a bit of cash into Wizz's coffers at a time of the year when the summer bonanza that airlines enjoy every year is coming to an end ...without causing too many bureaucratic problems down the line.....because I can tell you, travel passes and flying cards have caused immense hassle for the aviation industry down through the years.

And is that why they're doing this - to try and get some money upfront?

Usually it's cash. Very famously in 1981, American Airlines sold for a quarter of a million [dollars], a lifetime pass which you could buy and fly for the rest of your life. It proved a better deal for the customers than for the airline. So they are still in the process of trying to wind that system down.

One of the people who bought it would be Michael Dell, the industrialist who set up the plant in Limerick.

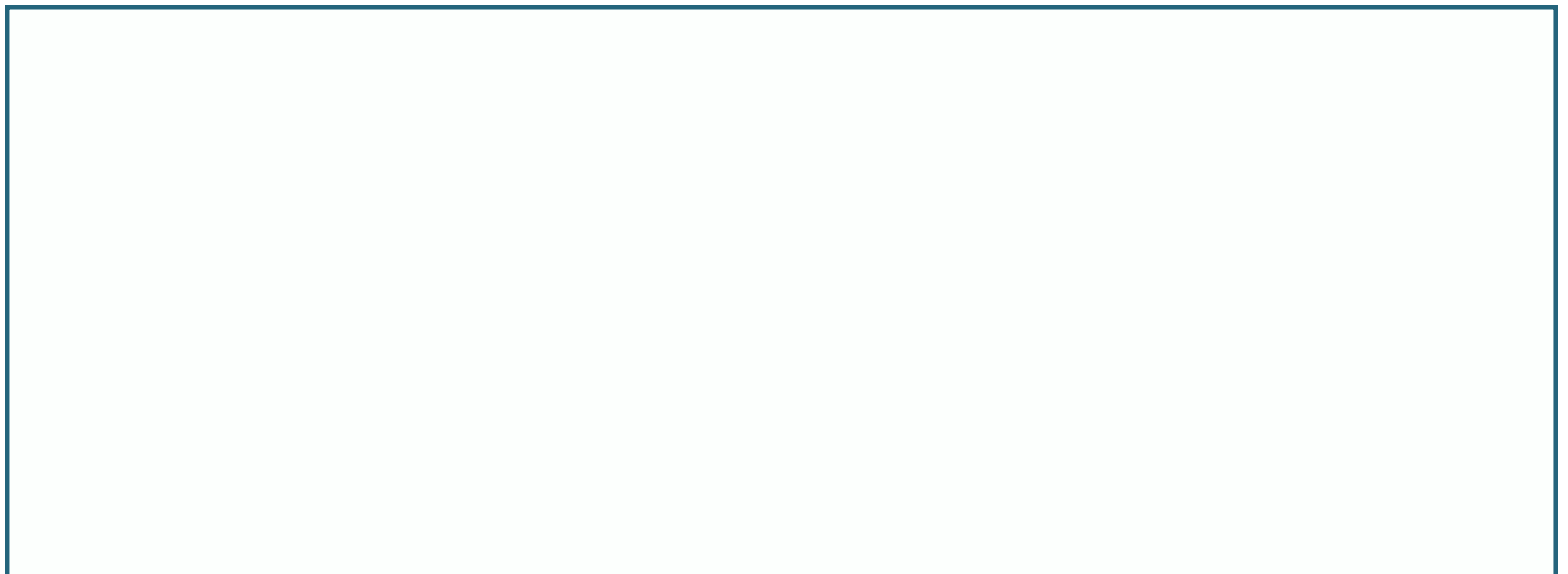
You see it occasionally, you see it in places where aviation is important for commuting - Norway is a good example ... big long country. You can buy, effectively what would be, a leap card for flying, but it tends to be limited to one route. [It is] quite unusual what Wizz are doing. They have opened it to all their network throughout Europe

At a time though, when people are being urged to fly less, is there something, I don't know, distasteful, about a scheme that encourages people to fly as much as possible?

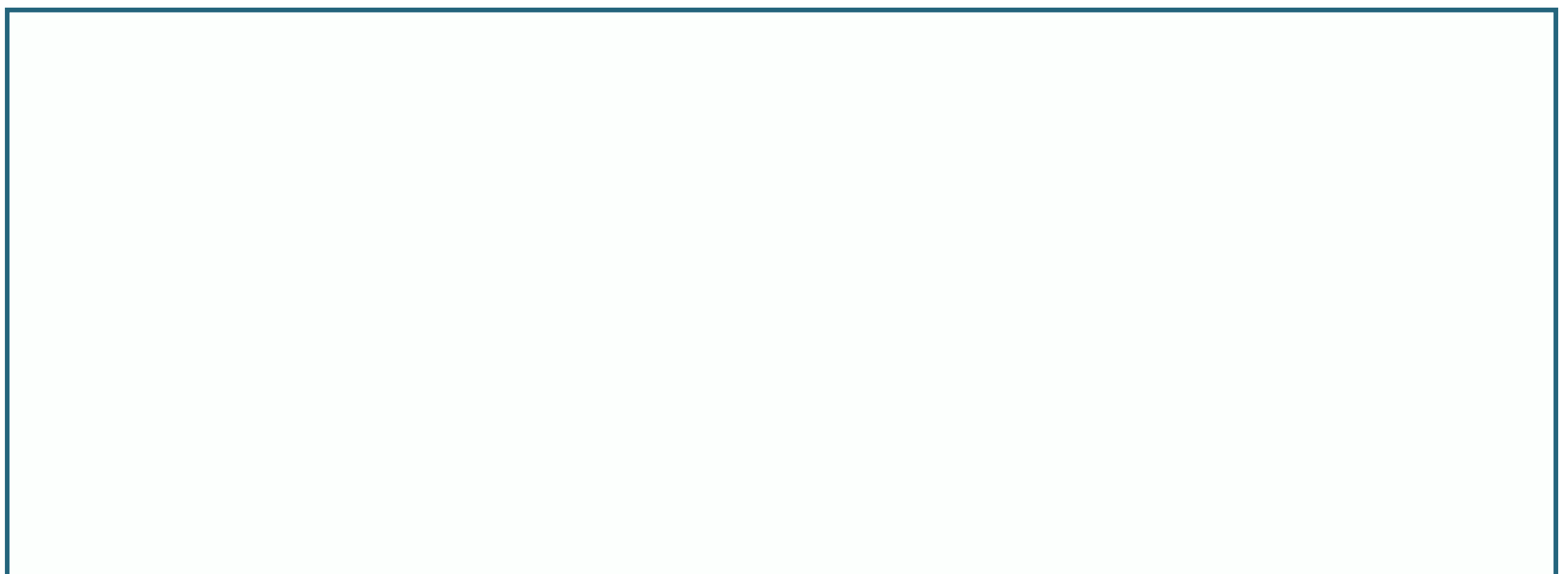
We are flying more. We're not actually back to where we were pre-pandemic. So I don't think this will be a contributor to a massive increase in flying. What it looks like, Rachel, is that certain [sic] of the Wizz routes have a pretty low load factor, by industry standards. The average across the industry is 82%, but most low cost airlines are looking for more than 90%. I think what will happen is when the plane is flying anyway and there is availability, they have used this as a scheme to fill up those empty seats with some of their flyers, their frequent flyers.

Alright, Eoin Corry - travel journalist, thanks very much for talking to us.

Agus tú ag éisteacht leis an ngearrthóg fuaime ó Nuacht RTÉ, breithnigh conas is féidir leis an ngearrthóg cabhrú le torthaí foghlama na samhlacha gnó a bhaint amach.



Sainaithin na straitéisí teagaisc a d'úsáidfeá le gearrthóg fuaime chun a chinntiú go bhfoghlaimeodh gach scoláire a oiread agus is féidir



How companies make it hard for you to cancel online subscriptions

By Ashley Sheil, MTU and David Malone, Maynooth University. May 2024



If you have noticed how much more difficult it is to cancel a subscription compared to signing up for one, you are not alone. This is an example of a dark pattern (or deceptive design) - tricks used online to convince you to do things you may not have originally planned.

Tricks where companies deliberately make it difficult to cancel a subscription are sometimes known as Hard to Cancel or, more colourfully, Roach Motel. The term was coined by user experience consultant Harry Brignull and gets its name from a trap where cockroaches can easily get in but cannot get out. This is often how people feel with online subscriptions!

These patterns take several forms, from making it hard to find how to unsubscribe to using emotional pressure to dissuade people from leaving. For example, you might be asked 'are you really sure you want to cancel?' or you may be asked to phone to cancel, which requires a bigger emotional investment than clicking a button. As consumers and regulators are starting to become more aware of them, rules around the world are starting to address dark patterns online. For example, Amazon was sued by the US regulator in June 2023 for one dark pattern, when leaked data revealed they deliberately made it difficult for customers to cancel their subscriptions.

However, dark patterns have an ability to technically comply with regulations such as GDPR while still making it cumbersome to decline cookies or cancel a subscription which makes it difficult to regulate. Germany is one of the few countries that have started to expand regulation of dark patterns online. Their regulation is quite strict and direct. It states you must be able to cancel online with a button click and goes as far as describing what this cancel button should look like and what should happen after clicking it.

These changes inspired us to investigate how these regulations are affecting the subscription process in different countries. We created five imaginary customers to subscribe to newspapers in four different countries: Germany, the Netherlands, the UK and the United States. In the US, regulations vary from state to state, so we created a customer from California where there are regulations to allow cancelling online and Texas where there are none. We attempted to sign up to a list of the top ten news sites from each country, and our European consumers also signed up to the top ten news sites for the US.

Given how much complaining appears online, our results did surprise us. One trademark characteristic of the Roach Motel pattern is having to phone the service to cancel, even though you were able to purchase the subscription online in a few clicks. We were expecting to spend a lot of time on the phone when cancelling our subscriptions.

However, this was not the case; we only had to call to cancel four subscriptions from three different news sites from a total of 67 successful subscriptions. In other cases, online cancellations were accomplished by filling in a form or having a (sometimes lengthy) discussion with a bot. Interestingly, while one major news site required a call for both the UK and Texas unsubscriptions, we were able to cancel online for California, in line with Californian regulations.

How companies make it hard for you to cancel online subscriptions - CONT'D

But despite being able to cancel online, we discovered there can be other subtle barriers to cancelling services. These include numerous promotional offers, messages asking ‘are you sure you want to leave?’ and mandatory surveys. Navigating through all these different levels required many clicks of a ‘next’ button, and this is how we determined how hard it was to cancel versus subscribing. We found that the number of clicks to cancel was, for all countries, more than subscribing. However, for the US, it was around double the clicks. Often, even locating the initial cancel button itself proved to be difficult.

Despite Germany's strict Cancel Button rule, we only found a few German news sites that seemed to technically comply with the letter of the law for these new regulations. Although German subscriptions were easiest to cancel, so the regulations may still be having a useful impact.

We saw other regional differences too. For example, the US displayed more advertisements and required the completion of mandatory surveys. After cancelling, our personas consistently received emails to resubscribe to the news site.

Variations across countries also saw Germany offer a ‘pay for privacy’ option. This is where you pay extra per month to ensure your data is not shared with other companies. The Netherlands only accepted payment via direct debit. One curious dark pattern was where the news site requested that you type in the word ‘Cancel’ into a box to ensure you definitely wanted to cancel your subscription!

Overall, our findings showed that dark patterns are in use, but it was possible to cancel online for the majority of papers. This could be in part due to recent changes in regulations. But perhaps it could also be because it is actually cheaper to just make the dark pattern tricks do the work to dissuade you from cancelling instead of hiring people to man the phones

Conas a dhaingnítear an tuiscint ar thorthaí foghlama i snáithe 2 ar shamhlacha gnó trí rannpháirtíocht leis an dá spreagthach?

Cén chaoi a dtacaíonn an rannpháirtíocht sin le hinniúlachtaí na scoláirí a fhorbairt?

Féach ar TFanna an tSnáithe Aontaigh ar leathanaigh 13-15

Féach ar Cháipéis na bPríomhinniúlachtaí ar leathanaigh 3-9

Na Príomhinniúlachtaí :

An Filleán Imscrúdaitheach

Réimse foghlama	
Teideal an spreagthaigh	
Dáta	
Foinsí (nasc chuig foinsí nuair is ábhartha). An bunfhoinsí iad nó an foinsí tánaisteacha iad? Conas agus cén fáth a bhfuil na foinsí seo bainteach leis an taighde atá á dhéanamh agam? An bhfuil réimse dearcthaí iontu? Conas a dhéanann mé tagairt d'fhoinse?	
Príomhphointí/smaointe	
Peirspictíochtaí (grúpaí agus daoine difriúla)	
Mo mhachnamh pearsanta ar an bpíosa seo	

Breithnigh:



Conas a d'fhéadfainn “fíorshaol an ghnó” a úsáid i mo chleachtas sa seomra ranga chun:

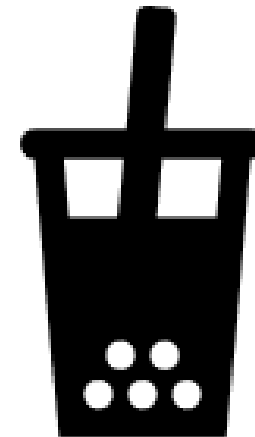
- eolas scoláirí a fhorbairt,
- a gcuid foghlama a chur i bhfeidhm
- inniúlachtaí a fhorbairt

...mar ullmhúchán don CMB agus don scrúdú scríofa?

Seisiún 2

Gníomhaíocht: Uirlisí Anailíseacha

1. Léigh an cás-staidéar
2. Athbhreithnigh an creatdoiciméad samplach
3. Déan anailís STEEPLE
4. Sainaithin 2 ábhar imní don ghnó



Cás-staidéar

Deochanna EcoSip Teo.

Is comhlacht Éireannach é Deochanna EcoSip Teo. a tháirgeann deochanna inbhuanaithe, plandabhunaithe. Arna bhunú in 2018, tá bonn custaiméirí dílis faighte ag an gcuideachta trí dhíriú ar phacáistiú atá neamhdhíobhálach don chomhshaol, foinsiú eiticiúil, agus táirgí a bhfuil aird acu ar chúrsaí sláinte. Is rogha eile é a dtáirge suaitheanta, Deoch Choirce EcoSip, ar bhainne déiríochta, atá ag freastal ar an éileamh méadaitheach ar aistí bia plandabhunaithe. Tá an chuideachta ag feidhmiú i dtionscal dí an-iomaíoch, áit a mbíonn dreamanna móra cosúil le brandaí deochanna boga idirnáisiúnta agus táirgeoirí déiríochta i gceannas ar spás seilf. Ina ainneoin sin, tá EcoSip tar éis é féin a dhéanamh difriúil trína tháirgí a chur chun cinn mar ábhar 100% orgánach, neodrach ó thaobh carbóin de, agus saor ó bhreiseáin shaorga.

Anailís ar Thimpeallacht Ghnó:

Agus EcoSip ag breithniú arbh fhéidir leo leathnú i dtreo margaí nua agus línte táirgí nua a sheoladh, tá deiseanna agus dúshlán iomadúla rompu.

Suíomh ar an Margadh agus Iomaíocht sa Mhargadh:

Tá EcoSip in iomaíocht le corparáidí ilnáisiúnta (CINanna) móra a bhaineann leas as barainneachtaí scála agus aitheantas láidir branda. Mar sin féin, tugann an t-aistriú i dtreo tomhaltas inbhuanaithe buntáiste iomaíoch do EcoSip maidir le tomhaltóirí atá feasach ar an gcomhshaol.

Príomhchuspóirí Gnó:

- Sciar den mhargadh a mhéadú trí leathnú isteach i margaí na hEorpa, ag tosú leis an Ríocht Aontaithe.
- Líne táirgí nua a fhorbairt, mar shampla deochanna plandabhunaithe atá saibhrithe le vitimín.
- Cleachtais inbhuanaitheachta a fheabhsú chun difreáil iomaíoch a choinneáil.
- Caidrimh le páirtithe leasmhara a neartú, lena n-áirítear soláthraithe, gníomhaireachtaí rialtais, agus custaiméirí.

Straitéis Ghnó sa Todhchaí:

Tá EcoSip ag smaoineamh anois ar leathnú agus ag meas nuálaíocht táirge. Ní mór don chuideachta:

- Leathnú isteach i margaí na Ríochta Aontaithe agus na hEorpa.
- Deochanna plandabhunaithe feidhmiúla nua a fhorbairt (m.sh., deochanna coirce feabhsaithe le próitéin).
- A thionscnaimh inbhuanaitheachta a neartú chun iad féin a idirdhealú ó iomaitheoirí.
- Comhpháirtíochtaí níos láidre a thógáil le slabhraí ollmhargaí móra.

Anailís STEEPLE

S	T	E	E	P	L	E
Gnéithe sóisialta	Gnéithe teicneolaíochta	Gnéithe eacnamaíochta	Gnéithe comhshaoil	Gnéithe polaitíochta	Gnéithe dlíthiúla	Gnéithe eiticiúla
Athróga daonlathacha	Rochtain Teicneolaíochta	OTI (Olltáirgeacht Intire)	Beartais chomhshaoil	Timpeallacht pholaitiúil	Pá	Moráltachta
Gnéithe cultúrtha	Bonneagar	Ráta fostaíochta	Athchúrsáil	Beartas an Rialtais	Ceartha	Ionracas
Reiligiún	Taighde	Rátaí malairte	Treochtaí tomhaltais	Coimhlint/cabhair	Slándáil fostaíochta	Cleachtas trádála
Stíl Mhaireachtála	Treochtaí teicneolaíochta	Boilsciú	Próisis táirgthe	Cánacha	Rialacháin	Freagracht Shóisialta Chorporáideach
Leibhéal oideachais	Intleacht Shaorga	Leibhéal ioncaim	Rioscaí nádurtha	Brúghrúpaí	Treoracha	Cultúr

Seisiún 3

Gníomhaíocht: Straitéis tobsmaointeoireachta á cur i ngníomh

1

Réimse foghlama ón treoir

2

Smaointe

3

Na smaointe a ghrúpáil

4

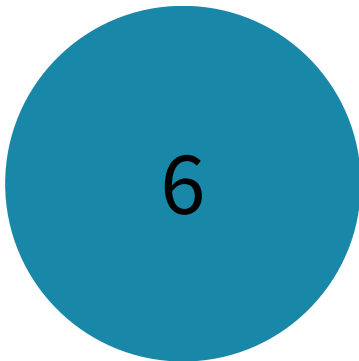
Limistéar fócas a roghnú

5

An cheist atá molta:

Seisiún 3

Ceist a bheachtú: An ceist éifeachtach í?



An cheist atá molta

An cheist mar atá sí anois tar éis athbhreithniú a dhéanamh uirthi

Freagair na ceisteanna seo a leanas maidir le do cheist

	Ceisteanna atá le meas	Mo chuid machnaimh/smaointe/meabhraithe
Cuspóirí 	- Cad é cuspóir mo thaighde? Cad atá mé ag iarraidh a fháil amach? - Conas atá sé sin nasctha le mo cheist taighde? Cén bhaint atá aige leis an ngnó go háitiúil, go náisiúnta nó go hidirnáisiúnta? Cén fáth a bhfuil spéis agam ann? - Cad iad na spriocanna atá agam ag gach céim de mo chuid oibre?	
Mo ról 	- Céard a d'fhoghlaim mé roimhe seo a d'fhéadfadh cabhrú liom? - Céard is gá dom a dhéanamh? Céard iad na scileanna a theastóidh uaim chun an staidéar seo a dhéanamh? - Cad iad na hinniúlachtaí a d'fhéadfainn a fhorbairt agus an staidéar seo á dhéanamh agam? - Conas a eagróidh mé mo chuid oibre agus a choinneoidh mé taifid? Conas a dhéanfaidh mé monatóireacht agus meastóireacht ar mo dhul chun cinn?	
Acmhainní 	- Cad iad na hacmhainní a bheidh orm a rochtain chun mo cheist taighde a fhreagairt? - Cathain a bheidh rochtain ag teastáil uaim? Cén chaoi a dtiocfaidh mé ar na hacmhainní sin? - An bhfuil na hacmhainní sin oiriúnach don cheist atá forbartha agam? An dtabharfaidh siad raon peirspictíochtaí dom?	
Sceideal ama 	- Cad é achar ama mo staidéir? Cad iad na príomhchéimeanna a bhaineann leis an staidéar? Céard is gá dom a dhéanamh agus cathain? - Ar ullmhaigh mé plean chun an leas is fearr a bhaint as mo chuid ama? - Ar thug mé go leor ama dom féin chun gach céim den obair a chur i gcrích? Conas agus cathain a rianóidh mé mo dhul chun cinn?	
Rioscaí féideartha 	- Ar smaoinigh mé ar na rudaí a d'fhéadfadh dul in aimhréidh nó na dúshláin a d'fhéadfadh a bheith romham? - Cén chaoi a bhféadfadh na rioscaí sin dul i gcion ar dhul chun cinn nó ar chríochnú mo staidéir? Conas a d'fhéadfainn iad sin a sháru? - Conas a shainaithneoidh mé an méid atá ag oibriú go maith?	
Monatóireacht agus meastóireacht leanúnach 	- Céard atá ag oibriú go maith? Cá bhfios dom? - Céard a d'fhéadfadh a bheith níos fearr? Cá bhfios dom/Céard a d'fhéadfainn a dhéanamh chun dul i bhfeabhas? - Cad é mar atá ag éirí liom le mo chuid spriocanna agus amlínte? - An gá dom smaoineamh an athuair ar mo cheist? An dteastaíonn rochtain uaim ar fhoinsí breise eolais? - Céard iad na díotha ar mo staidéar imscrúdaitheach?	



Conas is féidir liom cabhrú le mo scoláirí ceisteanna taighde a fhorbairt?



Gníomhaíocht: Pleanáil

Laistigh de bhur ranna, cruthaigí plan do théama de bhur rogha féin agus na heilimintí uile san áireamh.

<u>Téamaí spéise</u>	
<u>Torthaí foghlama ábhartha</u>	
<u>Snáithe Aontach</u>	
<u>Téamaí trasghearrtha</u>	
<u>Eispéiris foghlaimeora</u>	
<u>Príomhinniúlachtaí</u>	
<u>Measúnú</u>	
<u>Cleachtas cuimsitheach</u>	



Gníomhaíocht: Machnamh

Déan machnamh ar an EFG seo agus ar do thaithí féin ar an tsonraíocht nua go dtí seo. Sainigh trí ghníomh a dhéanfaidh tú tar éis an lae EFG seo.

1

2

3

Suíomhanna Gréasáin agus acmhainní úsáideacha

Oide

www.oide.ie

Technology in Education

www.oidetechnologyineducation.ie/

Scoilnet

<https://www.scoilnet.ie/go-to-post-primary/>

Padlet

Padlet.com

Mentimeter

Mentimeter.com

Tagairtí

CNCM (2024). *Sonraíocht churaclaim le haghaidh Ghnó na hArdteistiméireachta*

CNCM (2024). *Príomhinniúlachtaí sa tsraith shinsearach*

CNCM (2024). *Treoirlínte chun tacú le Cur i gCrích an Staidéir Imscrúdaitheach, Gnó Beo*

Browne, Oliver, and Deirdre Robertson. "Here's how financial literacy affects the money in your pocket." RTE, 29 January 2025, <https://www.rte.ie/brainstorm/2025/0129/1493145-financial-literacy-money-purchases-savings-debt-finance-subscriptions/>. Accessed 10/03/25.

Sheil, Ashley, and David Malone. "How companies make it hard to cancel online subscriptions." RTE, 9 May 2024, <https://www.rte.ie/brainstorm/2024/0509/1448035-dark-patterns-cancel-online-subscriptions/>. Accessed 10/03/25.

Fig. 1 & 2: CNCM (2024). *Príomhinniúlachtaí sa tsraith shinsearach, 2024, l.1. Comhpáireanna na bpríomhinniúlachtaí agus an tionchar a mianaítear leo.*

Fig. 3: CNCM (2024). *Sonraíocht churaclaim le haghaidh Ghnó na hArdteistiméireachta, l.11. Gnó na hArdteistiméireachta: Forléargas Sonraíochta.*

Fig. 4: CNCM (2024). *Treoirlínte chun tacú le Cur i gCrích an Staidéir Imscrúdaitheach, Gnó Beo, 2024, l.3. Achoimre ar na príomhchéimeanna gníomhaíochta sa Staidéar Imscrúdaitheach, Gnó Beo .*