

Victoria Management School

MBUS 203
Maori Small Business

Second Trimester 2005

COURSE OUTLINE

Contact Details

Course Coordinator

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Lecturers

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Teaching Fellow/ Assistant Administrator

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Class Times and Room Numbers

Monday 12.40-2.30pm RLWY 129

Wednesday 12.40-1.30pm RLWY 129

Course Overview

MBUS 203 is for those interested in small business and entrepreneurship, and how this sector of the commercial market contributes to the overall New Zealand economy.

MBUS 203 will introduce participants to the fundamentals of entrepreneurship and small business and look specifically at the role Maori play in the small business economy.

Small and medium sized businesses are viewed as a key growth area for Maori economic development. Self-employment in particular is seen as the primary source of future employment growth outside the metropolitan areas. It is also seen as a means to promote rangatiratanga and Maori self-determination.

This course examines generic small business concepts such as the role of the business plan, marketing strategies, location of business, promotion, selling, types of business ownership, human resources, operational systems, management, pricing strategies and finance, as well as focusing specifically on the contribution Maori have made to New Zealand's small business sector. It looks at Maori small business in the global context, comparing Maori small business initiatives with those of other indigenous cultures; rates of Maori small business set-up and failures; reasons for success and failures; niche marketing using Maori cultural elements to gain a competitive advantage and examines Maori provider enterprises created to deliver social and economic services on contract from Crown agencies.

Business practitioners are brought in to discuss their experiences in developing and running niche market small businesses.

Course Objectives

This course has several objectives. These include the student:

- To develop an understanding of entrepreneurship and the small business sector, and how important it is to the overall New Zealand economy;
- To develop an understanding of the key concepts that relate to small business start up including the importance of business planning;
- To examine the current and future contribution of Maori to small business sector in New Zealand;
- To examine how and why Maori small business is viewed as a key growth area towards Maori economic development; and
- To examine management systems appropriate to organisations established to utilise existing and future Maori resource bases

Course Content

This paper examines the fundamentals of small business start-up, particularly that of Maori enterprises. It examines management systems appropriate to organisations established to utilise existing and future Maori resource bases. In particular, it deals with issues relevant to Maori provider enterprises created to deliver social and economic services.

Readings

There is no textbook for this course. Readings and case materials will be distributed during the course. Students are expected to read the assigned readings before the lectures (refer to Course Schedule).

Recommended Text, '*Small and Medium-sized Enterprises – A New Zealand Perspective*' by Alan Cameron and Claire Massey, 1999, Addison Wesley Longman NZ Ltd, 46 Hillside Road, Auckland 10, \$29.95

Materials and Equipment

There are no extra materials or equipment for this course

Assessment Requirements

MBUS 203 is 100% internally assessed. Assessment aims to test a variety of skills and enable students to exhibit their diverse strengths. Mark allocations are:

Assignment	2000 Words	30%
Case Study Report	2500 Words	40%
One Day Workshop		10%
Review Test		20%

Mandatory Course Requirements:

To fulfil the mandatory course requirements for MBUS 203 you must;

- Submit the assignments by the due dates and attain at least a 'C' average
- Participate in the lectures.
- Attend and participate in the workshop
- Complete the final test and attain at least a 'C'

Assignment and report topics and due dates will be distributed to students during the first lecture.

One day Workshop: Students will be expected to attend and participate in the MBUS 203 one-day workshop. Exemption from this workshop will only be given in extreme circumstances. If you anticipate you will have a problem attending, please contact the course coordinator before the workshop.

Penalties

Assignments: Assignments submitted after the due date will receive a penalty of 25% of the total mark for that assignment per day or part day, that they are late.

When calculating the late penalty Saturday, Sundays and public holidays WILL BE INCLUDED when counting the number of days that an assignment is late.

Assignments received more than seven (7) days after the deadline will not be accepted and the student will automatically fail terms.

Workshop: If you have been excused from the workshop for valid reasons, you will meet term requirements but will forfeit the 10% course mark.

Communication of Additional Information

Additional information or any changes to this course will be conveyed to students either during lecture times, postings on the notice board outside RH 1027, or on the Maori Business notice board on the mezzanine floor Rutherford House.

REQUIREMENT FOR WRITTEN WORK

Marking

Staff aim to mark assignments promptly and return them to you in plenty of time for you to utilise the feedback in preparing your next assignment. Markers look for professionally presented work displaying a thorough understanding of the topic, a strong argument supported by sound evidence (appropriately referenced) and an ability to evaluate material.

A mark of 50 is a pass and indicates an adequate performance. Most students will meet an 'acceptable' standard of work throughout the year and a number will maintain an excellent standard. There are no "quotas" on any of these categories, so make use of the information available to you, and aim for the top.

Grades are awarded according to the following range of marks:

Mark	Grade	Comment
A+	85+	Exceptional
A	80-84	Outstanding
A-	75-79	Very good
B+	70-74	
B	65-69	Competent
B-	60-64	
C+	55-59	Acceptable
C	50-54	
D	40-49	Flawed
E	below 40	Deficient

Presentation

All assignments should be typed and double-spaced with an adequate margin on the left-hand side of the page for markers' comments. Write on only one side of the page. Students should familiarize themselves with the standard University assignment writing procedures.

Referencing

Use of other people's ideas and material must be acknowledged. There are many different styles of referencing and the Faculty of Commerce & Administration at VUW has decided to make APA (American Psychological Association) referencing style the common standard across the Faculty. The Commerce and Central Libraries hold the APA Style Guide. You can also access the information from the online VUW library site (<http://www.vuw.ac.nz/library/resources/virtualref.shtml#style>)

Faculty of Commerce and Administration Offices

Railway West Wing (RWW) - FCA Student Administration Office

The Student Administration Office is located on the ground and first floors of the Railway West Wing. The ground floor counter is the first point of contact for general enquiries and FCA forms. Student Administration Advisers are available to discuss course status and give further advice about FCA qualifications.

Easterfield (EA) - FCA/Law Kelburn Office

The Kelburn Campus Office for the Faculties of Commerce & Administration and Law is situated in the Easterfield Building - it includes the ground floor reception desk (EA005) and offices 125a to 131 (Level 1). The office, will be open from 9:00 am to 5:00 pm during Trimester 2, offers the following:

- Duty tutors for student contact and advice.
- Information concerning administrative and academic matters.
- FCA Student Administration forms (e.g. application for academic transcripts, requests for degree audit, COP requests).
- Examinations-related information during the examination period.

Please note:

There will be a Student Administration Adviser, from the RWW office, based in EA005 from Monday 27 June to Friday 1 July (9:00 am to 5:00 pm) and from Monday 4 July to Friday 22 July (11:00 am to 1:00 pm).

General University Policies and Statutes

Students should familiarise themselves with the University's policies and statutes, particularly those regarding assessment and course of study requirements, and formal academic grievance procedures.

Student Conduct and Staff Conduct

The Statute on Student Conduct together with the Policy on Staff Conduct ensure that members of the University community are able to work, learn, study and participate in the academic and social aspects of the University's life in an atmosphere of safety and respect. The Statute on Student Conduct contains information on what conduct is prohibited and what steps can be taken if there is a complaint. For queries about complaint procedures under the Statute on Student Conduct, contact the Facilitator and Disputes Advisor. This Statute is available in the Faculty Student Administration Office or on the website at:

www.vuw.ac.nz/policy/StudentConduct.

The policy on Staff Conduct can be found on the VUW website at:

www.vuw.ac.nz/policy/StaffConduct.

Academic Grievances

If you have any academic problems with your course you should talk to the tutor or lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of School or the Associate Dean (Students) of your Faculty. Class representatives are available to assist you with this process. If, after trying the above channels, you are still unsatisfied, formal grievance procedures can be invoked. These are set out in the Academic Grievances Policy which is published on the VUW website:

www.vuw.ac.nz/policy/AcademicGrievances.

Academic Integrity and Plagiarism

Academic integrity is about honesty – put simply it means **no cheating**. All members of the University community are responsible for upholding academic integrity, which means staff and students are expected to behave honestly, fairly and with respect for others at all times.

Plagiarism is a form of cheating which undermines academic integrity. Plagiarism is **prohibited** at Victoria.

The University defines plagiarism as follows:

Plagiarism is presenting someone else's work as if it were your own, whether you mean to or not.

'Someone else's work' means anything that is not your own idea, even if it is presented in your own style. It includes material from books, journals or any other printed source, the work of other students or staff, information from the Internet, software programmes and other electronic material, designs and ideas. It also includes the organization or structuring of any such material.

Plagiarism is not worth the risk.

Any enrolled student found guilty of plagiarism will be subject to disciplinary procedures under the Statute on Student Conduct (www.vuw.ac.nz/policy/studentconduct) and may be penalized severely. Consequences of being found guilty of plagiarism can include:

- an oral or written warning
- suspension from class or university
- cancellation of your mark for an assessment or a fail grade for the course.

Find out more about plagiarism and how to avoid it, on the University's website at: www.vuw.ac.nz/home/studying/plagiarism.html.

Students with Disabilities

The University has a policy of reasonable accommodation of the needs of students with disabilities. The policy aims to give students with disabilities an equal opportunity with all other students to demonstrate their abilities. If you have a disability, impairment or chronic medical condition (temporary, permanent or recurring) that may impact on your ability to participate, learn and/or achieve in lectures and tutorials or in meeting the course requirements, then please contact the Course Coordinator as early in the course as possible. Alternatively you may wish to approach a Student Adviser from Disability Support Services to confidentially discuss your individual needs and the options and support that are available. Disability Support Services are located on Level 1, Robert Stout Building, or phoning 463-6070, email: disability@vuw.ac.nz. The name of your School's Disability Liaison Person can be obtained from the Administrative Assistant or the School Prospectus.

Student Support

Staff at Victoria want students' learning experiences at the University to be positive. If your academic progress is causing you concern, please contact the relevant Course Co-ordinator, or Associate Dean who will either help you directly or put you in contact with someone who can.

The Student Services Group is also available to provide a variety of support and services. Find out more at www.vuw.ac.nz/st_services/ or email student-services@vuw.ac.nz.

VUWSA employs two Education Coordinators who deal with academic problems and provide support, advice and advocacy services, as well as organising class representatives and faculty delegates. The Education Office is located on the ground floor, Student Union Building, phone 463 6983 or 463 6984, email education@vuwsa.org.nz.

Maori and Pacific Mentoring programme (Manaaki Pihipihinga)

This is a free programme of mentoring for Maori and Pacific students doing first year courses within the Faculty of Commerce and Administration. Weekly one hour mentoring sessions: drafting and editing assignments/discussing any questions that you might have from tutorials or lectures and going over every aspect of essay writing, either in small group sessions or on a one-to-one basis.

This includes:

- A computer suite hooked up to cyber commons for students to use to produce their assignments.
- Regular skill-based workshops with a learning adviser from Student Learning Support Services.
- Networking with other Maori and Pacific support groups throughout the university.

For more information please contact:

Melissa Dunlop, Programme Coordinator

Ph: 463 6015 or Email: Maori-Pacific-Mentoring@vuw.ac.nz