

Victoria Management School

**MBUS 402**  
**MAORI BUSINESS AND ENTREPRENEURSHIP**

Trimester One 2010

**COURSE OUTLINE**

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**Contact Details**

**Course Coordinator**

Matene Love

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**Lecturer**

Professor Ngatata Love

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**Administrator**

Tania Loughlin

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**Teaching Period:**

Monday 1<sup>st</sup> March – Friday 4<sup>th</sup> June 2010

Study Period: Monday 7<sup>th</sup> June – Thursday 10<sup>th</sup> June 2010

Examination Period: Friday 11<sup>th</sup> June – Wednesday 30<sup>th</sup> June 2010 (inclusive)

**Class Times and Room Numbers**

Thursday 9:30am to 12:20pm

Room: RHG 01

## **Withdrawal from Courses:**

Information available via

**Withdrawal dates: Late withdrawals with Associate Dean (Students) permission  
(See Section 8: Withdrawals - from the Personal Courses of Study Statute)**

<http://policy.vuw.ac.nz/Amphora!~policy.vuw.ac.nz~POLICY~000000001743.pdf>

**Withdrawal dates: refunds:**

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

## **Course Content**

MBUS 402 is for students who have an interest in entrepreneurship and small business development in New Zealand, the commercialization of the Māori resource base and the growing business opportunities Maori have access to in the global business economy.

With the growth of the Maori asset base and the strong entrepreneurial drive within Maori communities, the need has arisen to better understand current business practices and issues and to develop advanced learning opportunities in this rapidly developing field of endeavour. Maori business and organizations must operate and compete in the general business environment while also often operating within their own cultural framework and philosophical value systems.

In recent years the advancement and growth of Maori entities has opened up new horizons of intellectual pursuits both here in New Zealand and worldwide. A recent Te Puni Kokiri report believes Maori are rapidly moving from being passive participants in the business sector to now setting business agendas and leading entrepreneurial debate. To highlight this claim, the Global Economic Monitoring Report (GEM) consistently ranks Maori in the top entrepreneurial peoples of the world.

This paper looks at why Maori are consistently regarded by international experts as a highly entrepreneurial people, the unique business opportunities Maori have to leverage off, and whether they are taking advantage of these opportunities to maximize profit and global recognition.

## **General Course-related Learning Objectives**

This programme will provide students the opportunity to:

Develop oral, written and IT-related communication skills

- through active participation in class discussion
- through the development and presentation of oral and written reports, using narrative, rhetoric and diagrammatic and other schema as forms of presentation
- through formal and informal classroom debate

Develop critical and creative thinking skills

- through exercises and assignments requiring analysis, evaluation, interpretation and synthesis
- through debate and classroom discussion

Develop leadership skills

- through structuring independent study: a project activity, a practicum, an internship etc
- through leading a tutorial, project or group exercise
- through fulfilling spokesperson duties, reporting on a group's activities or ideas to a class

## Specific Course-related Student/Learning Objectives

By the end of this course students will be able to:

- Conceptualise and define the key characteristics of entrepreneurship.
- Be familiar with the core elements of the current economic climate in New Zealand as well as the global economic climate.
- Critique and evaluate international models of business development and indigenous entrepreneurial support strategies.
- Identify and define where opportunities exist for Maori entrepreneurs and Maori business both in New Zealand and internationally.
- Examine and critique various Maori businesses that have strategically entered the New Zealand and global markets and outline the reasons for their respective success/failures.

## Expected Workload

Students can expect the workload to be approximately 15 hrs per week. This includes scheduled contact time (lectures, one-on-one research appointments), as well as reading, research, assignments and preparation for presentations.

## 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 readings include:

*Entrepreneurship: Theory, Process, Practice* by Howard Frederick, Donald Kuratko, Richard Hodgetts, 2007, Thompson, 80 Dorcas Street, South Melbourne

*Entrepreneurship and Small Business Management in New Zealand* by Claire Massey, 2005, Pearson Education New Zealand

*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,

Additional reading will occasionally be given out. These should be inserted into your folders. Students are also encouraged to access the following website

Te Puni Kokiri

[www.tpk.govt.nz](http://www.tpk.govt.nz)

This website provides access to current government initiatives, speeches and legislation relevant to Māori and contains a substantive link to relevant sites within New Zealand and around the world.

## Materials and Equipment

There are no extra materials or equipment for this course.

## Course Requirements

MBUS 402 is 70% internally assessed and 30% externally assessed through a final exam. Assessment aims to test a variety of skills and enable students to exhibit their diverse strengths.

**To meet the mandatory course requirements for MBUS 402, students are required to:**

- Complete and submit the Assignment
- Complete and submit a Case Study Report and prepare and present a 20-minute presentation outlining the key issues and findings of the Report.
- Sit and submit the final exam.

Assessment	%	Length	Due Date
1. Assignment	25%	(2000 words)	<b>31 March 2010 4pm</b>
2. Case Study Report	45%	(3000 words)	<b>3 June 2010 4pm</b>
3. Final Exam	30%	3 Hours	<b>11 June – 30<sup>th</sup> June 2010</b>

Assignment topics will be distributed to students during the first lecture.

Notice of failure to meet course requirements will be emailed to students or posted on the Mezzanine floor notice-board. Students will be expected to check both places for notification.

### **Penalties**

Assignments: Any assignments that are handed in late will receive a penalty loss of 5% for every day after the due date.

### **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.

The following broad indicative characterisations of grade will apply in grading:

A+	excellent performance in all respects
A	excellent performance in almost all respects
A-	excellent performance in many respects
B+	very good, some aspects excellent
B, B-	good but not excellent performance
C+, C	work satisfactory overall but inadequate in some respects
D	poor performance overall, some aspects adequate
E	well below the required standard
K:	Failure to achieve mandatory course requirements and have achieved at least an average "C" over all the assessment. Note this is a failing grade.

### **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.

### **Handing in of Assignments**

Assignments should be submitted, in hard copy to lectures form in the assignment **Box 11** located on the Mezzanine floor. Assignments received after that time will be deemed to be late, and must be handed to Room 1021 or Reception, Level 10, Rutherford House.

*Note: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of FCA programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.*

**All Hand-Ins** should have: an Assignment Cover Sheet stating your name, the course name, lecturers name, assignment name and number, a word count and due date. You should also put page numbers on each page, and use in-text referencing and include a list of references at the end. Preferred referencing style is APA system. You can access the information from the online VUW library site (<http://www.vuw.ac.nz/library/resources/virtualref.shtml#style>)

Students will prepare two copies of each hand-in and keep the second copy for their own reference. Students must also keep an electronic copy of their work

### **Communication of Additional Information**

Additional information or any changes to this course will be conveyed to students either during lecture times, via email, or on the Maori Business notice board located on the Mezzanine Floor Rutherford House.

### **Use of Turnitin**

Student work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Turnitin is an on-line plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. Turnitin will retain a copy of submitted materials on behalf of the University for detection of future plagiarism, but access to the full text of submissions will not be made available to any other party.

### **Class representative**

A class representative will be elected in the first class, and that person's name and contact details will be available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

### **Te Herenga Waka Marae: The University Marae**

The marae provides a tūrangawaewae (a standing place where Māori custom prevails) for the students and staff of Victoria University to promote, disseminate and maintain the use of te reo and tikanga Māori. A primary role of the Marae is to be a support facility that enhances the teaching, learning and cultural needs of Māori at the University. The marae is situated at: 46 Kelburn Parade, Kelburn Campus. During University trimesters terms, the Marae provides a

wholesome lunch at the nominal fee of \$4 for students and \$5 for staff and visitors. This service is provided Monday to Thursday between 12:00pm and 12:30pm. For further information refer to: <http://www.vuw.ac.nz/marae/>

**For the following important information follow the links provided:**

**Academic Integrity and Plagiarism**

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

**General University Policies and Statutes**

<http://www.victoria.ac.nz/home/about/policy>

**AVC (Academic) Website: information including: Conduct, Academic Grievances, Students with Impairments, Student Support**

[http://www.victoria.ac.nz/home/about\\_victoria/avcacademic/Publications.aspx](http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx)

**Faculty of Commerce and Administration Offices**

<http://www.victoria.ac.nz/fca/studenthelp/>

**Manaaki Pihipihinga Programme**

[http://www.victoria.ac.nz/st\\_services/mentoring/](http://www.victoria.ac.nz/st_services/mentoring/)



## Victoria Management School

### MBUS 402 Individual Assignment Cover Sheet

Name: \_\_\_\_\_ Student ID: \_\_\_\_\_

**WORD COUNT:** \_\_\_\_\_

**Tutor's Name:** \_\_\_\_\_ **Tutorial Number:** \_\_\_\_\_

**Tutorial Day:** \_\_\_\_\_ **Tutorial Time:** \_\_\_\_\_

**Date Due:** \_\_\_\_\_ **Date Submitted:** \_\_\_\_\_

*I have read and understood the university policy on Academic Integrity and Plagiarism.  
I declare this assignment is free from plagiarism.*

Signed: \_\_\_\_\_

Extension of the due date (*if applicable*)

**Please attach a copy of the note authorising your extension.**

*Date extension applied for:* \_\_\_\_\_

Extension granted until: \_\_\_\_\_

Extension granted by: \_\_\_\_\_

## Victoria Management School

**MBUS 4 02**

### Request for re-examination of assessed work

	<b>Assessment affected</b> <i>e.g. Individual Assignment, In-class Test</i>	
<b>Student ID</b>	<b>Name As it appears in your enrolment</b>	<b>Tutorial No/Tutor's name</b>
<b>Contact Details</b>	<b>Phone</b> _____ <b>Email</b> _____	

***Specify which section (criteria specified in the mark sheet) you wish to be re-examined***

*Note: requests to re-examine "all" criteria will not be considered.*

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**Clearly state why you believe each of these sections should be re-examined:**

*Note: "I think it is worth more," is insufficient.*

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In requesting a re-examination of my submitted work, I understand that the result may be an increase OR decrease in the mark obtained.

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Signature Date