

Victoria Management School

MBUS 402
Maori Business and Entrepreneurship

Trimester 1- 2011

COURSE OUTLINE

Contact Details

Course Coordinator

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Class Times and Room Numbers

Thursday 9:30am to 12:20pm
Room: RHG 02

Trimester Dates for 2011

Teaching Period: Monday 28 February – Friday 3rd June 2011

Study Period: Monday 6 June – Thursday 9 June 2011

Examination Period: Friday 10 June – Saturday 2 July (inclusive) 2011

Withdrawal From Courses

Your fees will be refunded if you withdraw from this course on or before 11 March 2011. The standard last date for withdrawal from this course is 14 May 2011. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late*' including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks.

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.

Course 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.

Programme and 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

Course Delivery

This course is structured around a series of lectures, case studies, class debate, guest presentations and where relevant, video materials.

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 Lecture 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,

Students are also encouraged to access the following website

Te Puni Kokiri

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 course requirements for MBUS 402, students are required to:

- Complete and submit the Assignment
- Complete and submit a Research 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)	8 April 2011 4pm
2. Research Report	45%	(3000 words)	2 June 2011 4pm
3. Final Exam	30%	3 Hours	TBA

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 form in the boxes located on the Mezzanine floor. Assignments received after that time will be deemed to be late, and must be handed to Reception, Level 10, Rutherford House.

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.

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

Faculty of Commerce and Administration Offices

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

Manaaki Pihipihinga Programme

http://www.victoria.ac.nz/st_services/mentoring/