

Victoria Management School

**MBUS 402 Maori Business and Entrepreneurship**

Trimester 1- 2009

**COURSE OUTLINE**

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**Contact Details**

**Course Coordinator**

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**Lecturer**

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**Administrator**

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**Class Times and Room Numbers**

Friday 9:30am to 12:20pm  
Room: RWW 413

**Trimester Dates:** Monday 2 March to Wednesday 1<sup>st</sup> July 2009.

**Withdrawal dates:** Information available via

<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 three 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.

### **BCA(Hons) Learning Objectives**

- Directly access, comprehend, critically assess and draw on the published international scholarly research in their discipline.
- Display insight in adapting and applying a theoretical framework(s) to real world situations.
- Design and implement a research project or demonstrate advanced analytical skills
- Explain, discuss and use a range of concepts, theories, and/or techniques in their discipline.
- Convey key discipline-specific concepts concisely in an appropriate written format.
- Display articulate oral communication skills.
- Provide direction and/or present new ideas persuasively.

### **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 indigenous 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 10 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.

### **Mandatory 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 requirements for MBUS 402, students are required to:**

- Sit and submit the mid-course review test;
- Complete and submit the Assignment;
- Complete and submit a Case Study Report and prepare and present a 30-minute presentation outlining the key issues and findings of the Report; and
- Sit and submit the final examination.

<b>MBUS 402 Course Requirements</b>	
<b>Assignments</b>	<b>Assessment</b>
Mid-Course Review Test	10 %
Assignment	20 %
Case Study Report and Presentation	40%
Final Examination	30%

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

Examination dates for trimester one: Friday 12<sup>th</sup> June to Wednesday 1<sup>st</sup> July 2009 (inclusive). Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period.

Notice of failure to meet Mandatory 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.

### **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. To check for opening hours call the office on (04) 463 5376.

#### 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 is available for 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.

Check with the Student Administration Office for opening times (04) 463 5376.

### **General University Policies and Statutes**

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar or go to [www.vuw.ac.nz/policy](http://www.vuw.ac.nz/policy).

For information on the following topics, go to the Faculty's website [www.vuw.ac.nz/fca](http://www.vuw.ac.nz/fca) under Important Information for Students:

- Academic Grievances
- Academic Integrity and Plagiarism
- Student and Staff Conduct
- Meeting the Needs of Students with Impairments
- Student Support

### **Manaaki Pihipihinga Programme**

Manaaki Pihipihinga is an academic mentoring programme for undergraduate Māori and Pacific students in the Faculties of Commerce and Administration, and Humanities and Social Sciences. Sessions are held at the Kelburn and Pipitea Campuses in the Mentoring Rooms, 14 Kelburn Parade (back courtyard), Room 109D, and Room 210, Level 2, Railway West Wing. There is also a Pacific Support Coordinator who assists Pacific students by linking them to the services and support they need while studying at Victoria. Another feature of the programme is a support network for Postgraduate students with links to Postgraduate workshops and activities around Campus.

For further information, or to register with the programme, email [manaaki-pihipihinga-programme@vuw.ac.nz](mailto:manaaki-pihipihinga-programme@vuw.ac.nz) or phone (04) 463 5233 ext. 8977. To contact the Pacific Support Coordinator, email [pacific-support-coord@vuw.ac.nz](mailto:pacific-support-coord@vuw.ac.nz) or phone (04) 463 5842.

### **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 \$5 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/>