



Course Outline 2017

MĀORIDEV 721: MAORI BUSINESS DEVELOPMENT: TE WHAKAPAKARI HUANGA MĀORI (15 POINTS)

Quarter 2 (1174)

Course Prescription

The principles of marketing and assessment and the evaluation of business opportunities. Participants examine an analysis of successful national and international collective-entrepreneurship models to develop a business checklist and present a case for finance. The focus of this course is the integration of concepts developed across all disciplines covered in the course. Students examine specific case scenarios relating to Maori development.

Programme and Course Advice

Restriction: Māoridev704

Goals of the Course

- To develop and enhance personal skills in new venture creation and management.
- To open a discussion on how new venture creation and management techniques may be applied to the expansion of economic activity by Maori organisations.
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- To focus on Maori participation in both private enterprise and social entrepreneurship, and what it takes to be a successful Maori entrepreneur.

Learning Outcomes

By the end of this course it is expected that the student will be able to:

1. help entrepreneurs who launch firms themselves to handle the particular problems arising from the idea stage to the achievement sustainable growth;
2. examine theory which explores the entrepreneurial mind and the entrepreneurial process;
3. be familiar with barriers to participation in enterprise, and possible options for overcoming the barriers; and
4. be able to assess their own training or education requirements to improve their own performance as entrepreneurs.

Content Outline

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| Session 1: | Introduction to the course and entrepreneurship |
| Session 2: | Maori entrepreneurship |
| Session 3: | The entrepreneurial process and the Entrepreneurial Team |
| Session 4: | Idea evaluation and Case study preparation |
| Session 5: | Essay |
| Session 6: | Opportunity evaluation |
| Session 7: | Knowing the numbers |

Session 8: Venture Summary workshop
 Session 9: Pitch preparation
 Session 10: Venture Summary Pitch & Summary

28 th March	One: Introduction to the course	Kiri & Chris	Assignment 3 Blog – due each week from Week one.
4 th April	Two: Māori Entrepreneurship	Kiri	
11 th April	Three: Entrepreneurial Process and the Eial Team	Chris	Assignment Two (a) Idea challenge due in class
18 th April	Four: Idea Evaluation/Case study overview	Kiri & Chris	
25 th April	Five: No class Essay completion		
2 nd May	Six: Opportunity Evaluation	Chris	Assignment One Essay Due 2 nd May in Class & Turnitin
9 th May	Seven: Knowing the Numbers	Chris	
16 th May	Eight : Venture Summary Workshop	Kiri	
23 rd May	Nine : Pitch Preparation	Kiri	Assignment Four: Case study due 23 rd May in Class & Turnitin
30 th May	Ten : Venture Summary Pitch & Summary	Kiri & Chris	Assignment Two (b & c) due in class 30 th May

Learning and Teaching

The course is based on active learning methods. Full participation is required. The classes will include lectures, article discussions, presentations, guest lecturers and assessment workshops.

Teaching Staff

Associate Professor Christine Woods

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Learning Resources

A reading list is provided on Canvas. Other resources will be provided in class.

Assessment

Assignment One: The Maori Entrepreneur 20%

Drawing on entrepreneurship theory, discuss your definition of a Maori entrepreneur. Use illustrations of Maori entrepreneurs to support your discussion. This assignment is to be written as an essay (2000 words) using APA referencing.

Assignment Two: New Venture Planning 40%

- a) Idea challenge (1000 words – individual) 10%
 Develop an idea you have for a new venture opportunity.

- b) Venture Summary (3000 word - team) 20%
This summary discusses the major aspects of your venture.

- c) New Venture Pitch (15 minute pitch plus 5 minutes for questions – team) 10%

Assignment Three: Reflective Blog 20%

During this course you will be expected to keep a reflective blog. The theme of this blog is:
I've Been Thinking about Entrepreneurship.

The purpose of the blog is to record your thinking about entrepreneurship. One entry per week is expected, plus at least one response to another blog post. While there is no maximum word limit, we would expect that each entry would be at least 250 words. Response length will vary. This blog is also an opportunity to engage in online discussions with thoughts and questions about course readings.

Assignment Four: Opportunity Case Study 20% (pair)

Your task in this assignment is to write a case story about a Maori entrepreneurial venture. The case study should describe:

- how the opportunity was identified
- how Maori values and tikanga played a role
- the key people and resources that were needed for the opportunity to be realised

More detailed discussion and additional resources for each of these assessments will be provided in class.

The broad relationship between these assessments and the course learning outcomes is as follows:

Learning	Ass 1	Ass 2	Ass 3	Ass 4
1		X	X	X
2	X		X	X
3		X	X	
4	X	X	X	

INCLUSIVE LEARNING

Students are urged to discuss privately any impairment-related requirements face- to-face and/or in written form with the course convenor/lecturer and/or tutor.

STUDENT FEEDBACK

We welcome student feedback and will formally seek this in week 4/5 and toward the end of the course. At any point during the course, please feel contact Chris or Kiri if you have any questions or concerns.

In the Event of an Unexpected Disruption

We undertake to maintain the continuity and standard of teaching and learning in all your courses throughout the year. If there are unexpected disruptions the University has contingency plans to ensure that access to your course continues and your assessment is fair, and not compromised. Some adjustments may need to be made in emergencies. In

the event of a disruption, the University and your course coordinators will make every effort to provide you with up to date information via canvas and the university web site.

Cheating and Plagiarism

The University of Auckland regards cheating as a serious academic offence.

Plagiarism is a form of cheating. In coursework assignments submitted for marking, plagiarism can occur if you use the work and ideas of others without explicit acknowledgment. Work can be plagiarised from many sources, including books, journal articles, the internet, and other students' assignments. A student's assessed work may be reviewed against electronic source material using computerised detection mechanisms. Upon reasonable request, students may be required to provide an electronic version of their work for computerised review.

The way of avoiding plagiarism is to reference your work properly. If you are in doubt about how to reference properly, ask someone – your lecturers, tutors and the Student Learning Centre are good places to start. Please refer to the following website for further information about academic referencing: www.cite.auckland.ac.nz/

The document *Guidelines: Conduct of Coursework* provides further advice on how to avoid plagiarism. It can be found at: www.business.auckland.ac.nz/conductcoursework

The penalties for plagiarism can be severe, including losing some or all of the marks for the assignment. Major offences can be sent to the University's Discipline Committee, where further penalties can be imposed.