



Course Outline 2018

MĀORIDEV 721

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

Quarter 3 (1186)

Course Prescription

The principles of marketing and assessment and the evaluation of business opportunities. Participants examine 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

Session 1: Kia Marama: An intro to Maori theories and frameworks

Session 2: Ā mua: Reimagine the future

Session 3: I mua: Revisit the past

Session 4: Ō nainei: Reframe the present

Session 5: Tuhinga: Essay

Session 6: Arotake: Opportunity evaluation

Session 7: Kaute te nama: Knowing the numbers

Session 8: Pākihi: Venture Summary workshop

Session 9: Pito Kōrero: Pitch preparation

Session 10: Pākihi: Venture Pitch & Summary

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

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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 (or Indigenous/Pacific) 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 assignment) 10%

Develop an idea you have for new venture opportunity.

b) Venture Summary (3000 word - team assignment) 20%

This summary discusses the major aspects of your venture.

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

Assignment Three: Digital Reflections 15%

During this course you will be expected to reflect via a digital medium, this could include blogging and/or video and sound recordings. which are then uploaded. The topic of your reflections are;

I've Been Thinking about Entrepreneurship.

The purpose of the digital reflections is to record your thinking about entrepreneurship and engage with other class members reflections. One entry per fortnight is expected, plus at least one response to another class members digital reflection. While there is no maximum word or time limit, we would expect that each entry would be at least 250 words and recordings to be at least 2 minutes. Response length will vary. Digital reflections is an opportunity to engage in online discussions with thoughts and questions about course readings.

Assignment Four: Opportunity Case Study 25% (pair)

Using The Fire Triangle framework, your task in this assignment is to write a case study about a Māori innovator or an innovative Māori enterprise. A case study analyses a real life situation and The Fire Triangle is a helpful guide to help you to look for the components in Māori innovation.

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 Outcome	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 Kiri or Rachel if you have any questions or concerns.

