

MGT 490-003, Fall 2009
Indigenous Entrepreneurship

MONDAY, 4:00 – 6:45 PM
ASM 1068

Instructor: Albert Cherino
(505) 620-0706
acherino@unm.edu
Office Hours: Before/after class and by Appointment.

Prerequisite: MGT 306 or by Instructor's permission.

Textbook: How to Prepare a Feasibility Study, Robert E Stevens and Philip K. Sherwood, Prentice Hall, Inc.

Course Overview

Merriam-Webster OnLine defines '**Indigenous**' as "having originated in and being produced, growing, living, or occurring naturally in a particular region or environment". It also lists the synonym "native" which is defined as "belonging to a particular place by birth" and "of, relating to, or being a member of an aboriginal people of North or South America." Furthermore, it defines '**entrepreneurship**' (a form of the word entrepreneur) as "one who organizes, manages, and assumes the risks of a business or enterprise."

Obviously, there is much more to this term than its constituent words. I define Indigenous Entrepreneurship as the endeavor of a people to provide a sustainable economy while at the same time maintaining self-determination, cultural identity, and sovereignty. This course is designed as a study of indigenous entrepreneurship.

Course Objectives

1. Understand the fundamental principles of business and management as they are applied to the economic development activities of indigenous people locally, regionally, and around the world.
2. Understand how indigenous cultures affect the how indigenous enterprises are operated.
3. Conduct feasibility studies of six enterprises (to be developed by tribal members in rural New Mexico will be completed by class members, working with tribal entrepreneurs.
4. Understand how Dependency Theory and Modernization Theory affects indigenous entrepreneurship.

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Assumptions and Expectations

Reasonable Accommodations. If you are a qualified person with disabilities who might need reasonable accommodations in academic settings, please communicate with me as soon as possible so that we may make appropriate arrangements to meet your needs. Frequently, we will need to coordinate accommodating activities with other offices on campus.

Student Code of Conduct. Ethical lapses such as plagiarism or copying are very serious and will result in a failing grade for the course. Academic honesty means performing all academic work without cheating, lying, tampering, stealing, exam misconduct, receiving assistance from any other person or using any source of information that is not common knowledge (unless that assistance or use is authorized by the person responsible for supervising the academic work or is fairly attributed to the source of assistance or information). Any violation of the Student Code of Conduct will be taken very seriously and appropriate sanctions will be applied.

Cell phone and Internet usage. At no time will cell phone or internet usage be allowed during class time. Any student observed using their cell phone or accessing the internet during class time will receive no credit for class participation for that day. If excessive infractions of this nature occur, the student will be asked to leave the class for that day and will not receive Attendance or Class Participation points for that day.

Class Requirements and Grading

Attendance and Participation. Attendance and participation is mandatory and will be computed into your final grade. There will be two (2) excused absence allowed for the semester. 10% of semester grade.

Current Events Article. Each student is expected to research, discuss and submit (in hardcopy) a current events article for each class period. The topic of these articles must reference to Indigenous Entrepreneurship (i.e., related to indigenous business and/or management) and must be dated no earlier than August 1, 2008. 10% of semester grade.

Team Project and Presentation. Each student will become a member of a 3-4 person team. Each team will be assigned a project to work on throughout the semester as discussed earlier in the course overview (practical experience). This semester team project will include a written report and team presentation. The written report and team presentation will count for 80% of semester grade (40% respectively).

Exams. There will be no exams or a final exam in this course.

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Grading:

A – 90% to 100%

B – 80% to 89%

C – 70% to 79%

D – 60% to 69%

F – 59% and below

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Class Schedule (Subject to change dependent on class requirements and guest speaker schedules*)

- 8/24: Introductions, Team Setup/Determination, Team Building Activity, Introduction to Native American Tribes/People.
- Reading Assignment: Chapter 1, Introduction to Feasibility Analysis; How to Prepare a Feasibility Study, Stevens & Sherwood.
- 8/31: Review of Current Research, Review of Chapter 1: Introduction to Feasibility Analysis, Video: Surviving Columbus, Part 1.
- Reading Assignment: Chapter 2: Demand Analysis.
- 9/7: Review of Current Research, Review of Chapter 2: Demand Analysis, Video: Surviving Columbus, Part 2.
- Reading Assignment: Chapter 3: Cost Analysis.
- 9/14: Review of Current Research, Review of Chapter 3: Cost Analysis, Video: Surviving Columbus, Part 3.
- Reading Assignment: Chapter 4: Return on Investment.
- 9/21: Review of Current Research, Review of Chapter 4: Return on Investment.
- Reading Assignment: Chapter 5: Preparing the Final Report.
- 9/28: Review of Current Research, Review of Chapter 5: Preparing the Final Report, Introduction to the Navajo Nation, Guest Speaker #1: (scheduled Tribal Councilman - TBD).
- 10/5: Review of Current Research, Navajo Nation Chapter House Overview – Part 1, Project Assignment Overview, Guest Speaker #2: (scheduled Navajo Nation Chapter House President #1- TBD).
- 10/12: Review of Current Research, Navajo Nation Chapter House Overview – Part 2, Project Assignment Overview, Guest Speaker #3: (scheduled Navajo Nation Chapter House President #2- TBD).
- 10/19: Review of Current Research, Data Analysis – Part 1, Guest Speaker #4: (scheduled Navajo Nation Chapter House President #3 - TBD).
- 10/26: Review of Current Research, Data Analysis – Part 2, Guest Speaker #5: (scheduled Navajo Nation Economic Development Department – Sharlene Begay-Platero).

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- 11/2: Review of Current Research, Guest Speaker #6: Yolanda Teran, Ecuador.
- 11/9: Native American Enterprise Field Trip – (TBD).
- 11/16: Review of Current Research, Guest Speaker #7: (scheduled Sandoval County Economic Development).
- 11/23: Review of Current Research, Questions & Answers and Review.
- 11/30: Review of Current Research, Team Presentation Review – All Teams.
- 12/7: Team Presentations (last day of class). [Navajo Nation Chapter House Feasibility Study Presentation #1 and #2].
- 12/14: [Navajo Nation Chapter House Feasibility Study Presentation #2 (if needed) and #3].