

# U3A

## Dunedin Charitable Trust

A LEARNING OPTION FOR THE RETIRED

in association with



Series 3 2007

### TRADERS AND RAIDERS:

**How entrepreneurs make money and take money**

**Dates: Thursday, 6 September – Thursday, 11 October 2007**

**Time: 10.00 am – 12 noon**

**Venue: Lecture Room, Salmond College, Knox Street, Opoho**

**Enrolments for this course will be limited to 50**

**Course Fee: \$30.00**

**Tea and Coffee provided**

**Course Organiser: Sue Harvey (471 0546)**

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You may apply to enrol in more than one course in each series (subject to numbers). If you wish to do so, you must indicate your choice preference on the application form, and include payment of the appropriate fee(s).

All applications must be received by noon on Wednesday, 8 August 2007, and you may expect to receive a response to your application on or about 17 August.

Any questions about courses after 17 August should be made to the Secretary, U3A Dunedin, telephone 471 9913 or on email at <graysinn@clear.net.nz>

## **TRADERS AND RAIDERS:**

### **How entrepreneurs make money and take money**

This course will be presented by Richard Higham, who is currently teaching on the Otago MBA course and on the Masters degree course on entrepreneurship.

While the term "entrepreneur" was only introduced into the language of economic theory in the 18<sup>th</sup> century, entrepreneurs have been active throughout history from the early Greeks and Phoenicians through medieval and Renaissance times and on up to the present day.

Entrepreneurs are now seen as "the pivot on which economic development turns". In business they create new products and services, and hence the new jobs in the economy. But they have always been active in many fields, e.g. in music and other entertainments, in architecture, and in the biological sciences.

The seminar series will offer an historical approach to the rise of entrepreneurship, with fascinating insights into the minds and methods of the people who took the risks to make a difference and to create change.

The final session will bring us right up to the present and look at some of the dilemmas faced by present day Dunedin, why it took so long for entrepreneurship to be recognised, and who are some of our new entrepreneurs.

The sessions will be copiously illustrated with pictures and photographs of wrecks, pioneers, tinkers, traders, trouble makers and theory breakers. We will go to many places: to France to meet the first entrepreneur billionaire (who did a runner to the Indies), to Turkey to find a wreck, to Vienna to meet the Austrian banker who ran out of cash..... and to South Dunedin to discover how a chemist used a car jack and a bed frame to create a new industry.

### **The Lecture Programme**

<b>6 September</b>	<b>Raider or Trader? Who is the entrepreneur?</b>
<b>13 September</b>	<b>Entrepreneurs on the high seas</b>
<b>20 September</b>	<b>The Impresarios</b>
<b>27 September</b>	<b>The monuments they left behind them</b>
<b>4 October</b>	<b>"Elephants, Gazelles and Mice": the three different kinds of companies, the entrepreneur's rocky road to success</b>
<b>11 October</b>	<b>The entrepreneur today: Dunedin's dilemma</b>