

U3A

Dunedin Charitable Trust

A LEARNING OPTION FOR THE RETIRED

in association with



Series 2 2012

ENTREPRENEURS IN OTAGO

Dates: Tuesday, 12 June – Tuesday, 17 July 2012

Time: 10.00 am – 12 noon

Venue: Salmond College, Knox Street, North East Valley

Enrolments for this course will be limited to 50

Course Fee: \$40.00

Tea and Coffee provided

Course Organiser: Jane Higham (476 1848)

Course Assistant: Rosemary Hudson (477 1058)

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

All applications must be received by noon on Wednesday, 16 May 2012, and you may expect to receive a response to your application on or about 25 May.

Any questions about these courses after 25 May should be referred to the Secretary, U3A Dunedin, telephone 471 9913 or on email at <graysinn@clear.net.nz>

Please keep this brochure as a reminder of venue, dates, and times for the courses for which you apply.

ENTREPRENEURS IN OTAGO

Some history, some theory, some personalities, some achievements.

The course will be presented by Richard Higham, who has taught for some years on the MBA and Masters in Entrepreneurship courses at the University of Otago.

The Programme

12 June Opener: The pioneers, who was outstanding, what did they achieve, what still remains?

In the Victorian era we find projectors, undertakers, adventurers, grocers and mongers - the word entrepreneur was not yet used by English speakers.

We will ask if any of these Victorian agents were entrepreneurs in all but name, and if they were, who among our pioneer businessmen showed entrepreneurial traits?

Finally: who takes the prize for the greatest entrepreneurial contribution at that time?

19 June: Through crisis, war, boom, bust, and the depression: Otago in continuing decline.

By now the word entrepreneur had been adopted into English. But theorists had a fundamental disagreement about what the English speaking entrepreneur did!!

We will explore the opposing theories and see which of them helped Otago survive.

Then we will find who emerged in Otago as the architects of survival

26 June: Post second war.

Otago's population was shrinking, its trade was reducing. But a new agent rescue agent was discovered! The small business manager!!

"Every small business should employ one more person, to achieve full employment"

But 80% of small business start ups fail within five years"

We will examine policies fostering small firm survival and ask if they achieved anything

And maybe find the entrepreneurs survived despite them

And ask who they were.

3 July: Another decade late 70's - early 80's: and Otago received policy of a very different kind.

THINK BIG!! Dams and smelters

Meanwhile the province was facing closures and business adjustments on a grand scale

We will look for possible "side effect" benefits

Were there entrepreneurs somewhere in this awful mix?

Who were they, what did they do, how did they do it, why did it have such an impact?

10 July: The late 80's, and a truth is discovered about the role of the entrepreneur.

David Birch and the "net job creation studies"

We will examine his theory closely and see if we accept its logic

We may find that he had made a major discovery, but based it on all the wrong reasons!

Meanwhile Otago is beginning to emerge from its chrysalis

If only Birch had done his work here!

17 July: Otago today: look round and what do we see?