

BUSINESS 101: Business and Enterprise S1 2017

[View Online](#)

23 items

Week 1

No readings for week 1 - Feel free to start reading for week 2

Week 2 (4 items)

What is the purpose of the firm: Shareholder and stakeholder theories - in Good business: exercising effective and ethical leadership, by Michael D. Pfarrer, 2010

[Chapter](#)

The Social Responsibility of Business is to Increase its Profits

[Document](#)

| **Essential resources** | This reading is optional for week 2, but your test in week 4 will be based on this reading, so it is important that you get familiar with it before then. This reading will not be tested in the week 2 online test.

Business model innovation: coffee triumphs for Nespresso - in Journal of Business Strategy, by Kurt Matzler; Franz Bailom; Stephan Friedrich von den Eichen; Thomas Kohler, 2013-03-29

[Article](#)

| **Essential resources**

Please note that there is a typo in the Matzler et al reading. The corrections are included in your week 2 materials under 'Modules' in Canvas.

Week 3 (2 items)

Management: a focus on leaders, by Annie McKee; Travis Kemp; Gordon Spence, c2012

[Book](#)

| **Essential resources**

Kokako Organic Coffee sustainability report, by Kokako Organic Coffee, 2016

[Document](#)

Week 4 (3 items)

Chapter 3 Analysing the marketing environment - in Principles of marketing, by G. Armstrong; S. Adam; S. Denize; P. Kotler, 2012

[Chapter](#)

| **Essential resources**

The Five Competitive Forces That Shape Strategy - in Harvard Business Review, by Porter, Michael, 2008

[Article](#)

| **Essential resources**

Icebreaker® ...your second skin. Case Study. (Unpublished)., by T. Jaffray, 2014

[Document](#) | [Essential resources](#)

Week 5 (3 items)

The Buyer decision process - in Principles of marketing, by G. Armstrong; S. Adam; S. Denize; P. Kotler, 2012

[Chapter](#) | [Essential resources](#)

Chapter 7 Market segmentation, targeting and positioning - in Principles of marketing, by P. Kotler, c2006

[Chapter](#) | [Essential resources](#)

Customer segmentation of the fresh and processed potato sectors, by Horticulture New Zealand, August 2006

[Document](#) | [Essential resources](#) | Also available via a direct link in Modules -> Week 5 -> Horticulture NZ Report

Week 6 (2 items)

Chapter 3 Analysing the marketing environment - in Principles of marketing, by G. Armstrong; S. Adam; S. Denize; P. Kotler, 2012

[Chapter](#)

Coke Life Mini case study. (Unpublished)., by M. Kilkolly-Proffit, 2015

[Document](#)

Week 7 (1 items)

Chapter 8 Organizational culture, structure & design - in Management: a practical introduction, by A. Kinicki A.; B.D. Scott-Ladd; M. Perry; B. Williams, 2015

[Chapter](#) | You are only required to read part of this chapter for week 7. Read from 8.3 of chapter 8. (half way down page 258 through to bottom of page 273), the material on organisational structure, stopping before chapter summary.

Week 8 (1 items)

For a summary of this reading, look under Modules - Week 8

Chapter 8 Managing service and manufacturing operations - in Business: a changing world, by O.C. Ferrell; G.A. Hirt; L. Ferrell, c2011

[Chapter](#)

Week 9 (3 items)

Part 4 Organising. "What is diversity?" - in Management in New Zealand, by D. Samson; B. Catley; V. Cathro; R.L. Daft, 2012

[Chapter](#) | ending before "Current responses to diversity"

Moral issues in business, by William H. Shaw; Vincent E. Barry; Theodora Issa; Bevan Catley; Donata Muntean, 2016

[Book](#) | **Essential resources** | NOTE: A summary of this reading is provided for you under Modules -> Week 9.

Part 2 Comparing organisations - in Organisation theory: concepts and cases, by S.P. Robbins; N. Barnwell, 2006

[Chapter](#)

Week 10 (2 items)

Chapter 8 Organizational culture, structure & design - in Management: a practical introduction, by A. Kinicki; B.D. Scott-Ladd; M. Perry; B. Williams, 2015

[Chapter](#) | **Essential resources** | This is the same reading you did in week 7, but now we are focusing on Organisational Culture rather than structure.

Organisational culture at SmartTech. Scenario. (Unpublished), by M. Kilkolly-Proffit, 2015

[Document](#)

Week 11 (1 items)

Communication skills handbook, by Jane Summers; Brett Smith, 2014

[Book](#) | **Essential resources**

Week 12 (1 items)

Your business degree, by Ros McCulloch; Andrea Reid, 2012

[Book](#) | **Essential resources** | Please read pages 119 - 126