

social & indigenous entrepreneurship

Richard Seymour
Faculty of Business & Economics

overview of major points

1. entrepreneurial activity is the powerhouse of our economy
2. not all entrepreneurial activity leads to the doors of Macquarie Bank or Goldman Sachs
3. the challenge is to teach & learn about entrepreneurial activities

so what is entrepreneurial activity?

- it occurs in dynamic environments
- it requires creativity & interpretation
- it creates value (captured by someone)



resources

employees

technology

property

capital

capabilities

leverage capabilities

manage processes

markets

meet market
need

defined

in contrast to the relatively
static 'business' activity

resources

employees
technology
property
capital

capabilities

leverage capabilities
manage processes

markets

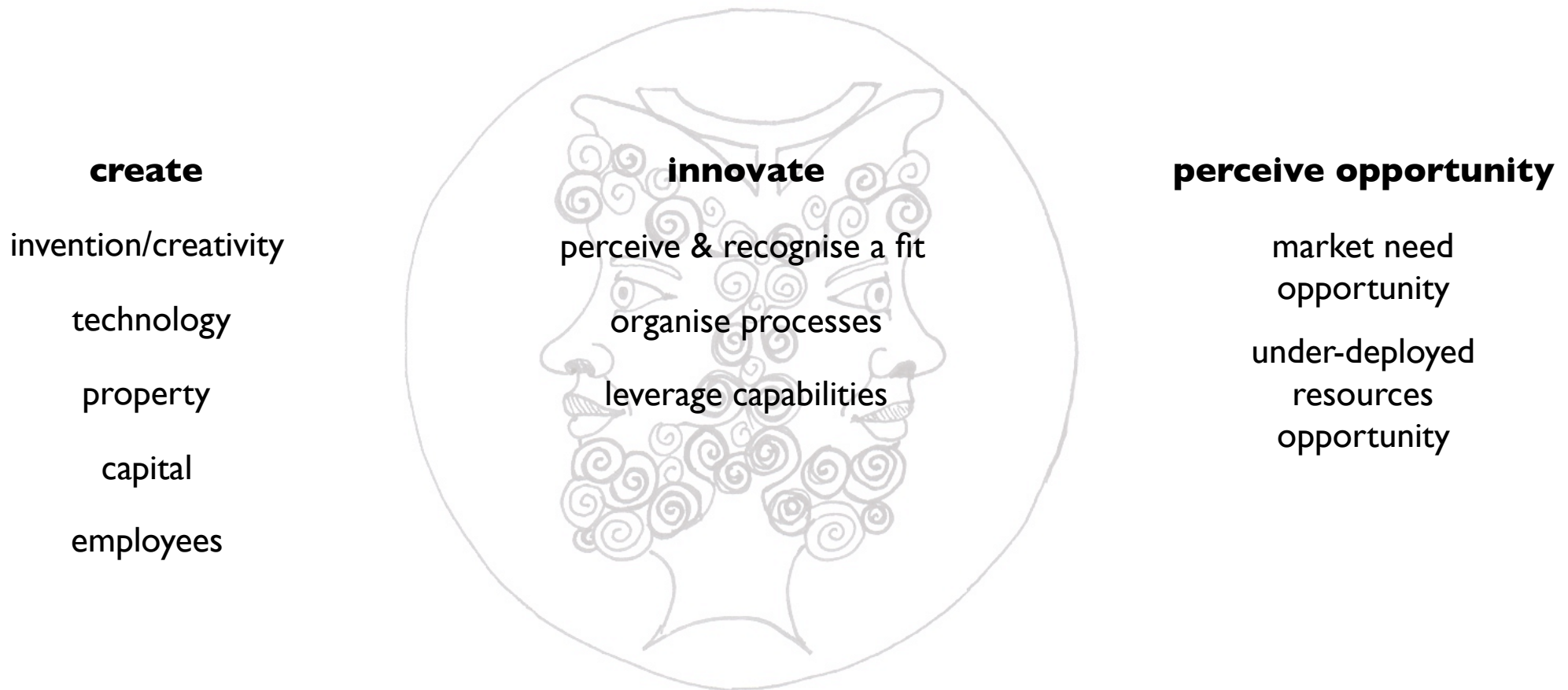
meet market
need
defined

business environment

competition, environment, (national) economic structures

natural, social & cultural environment

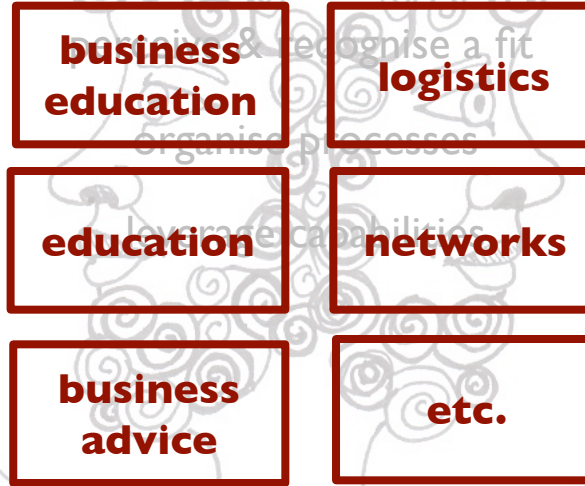
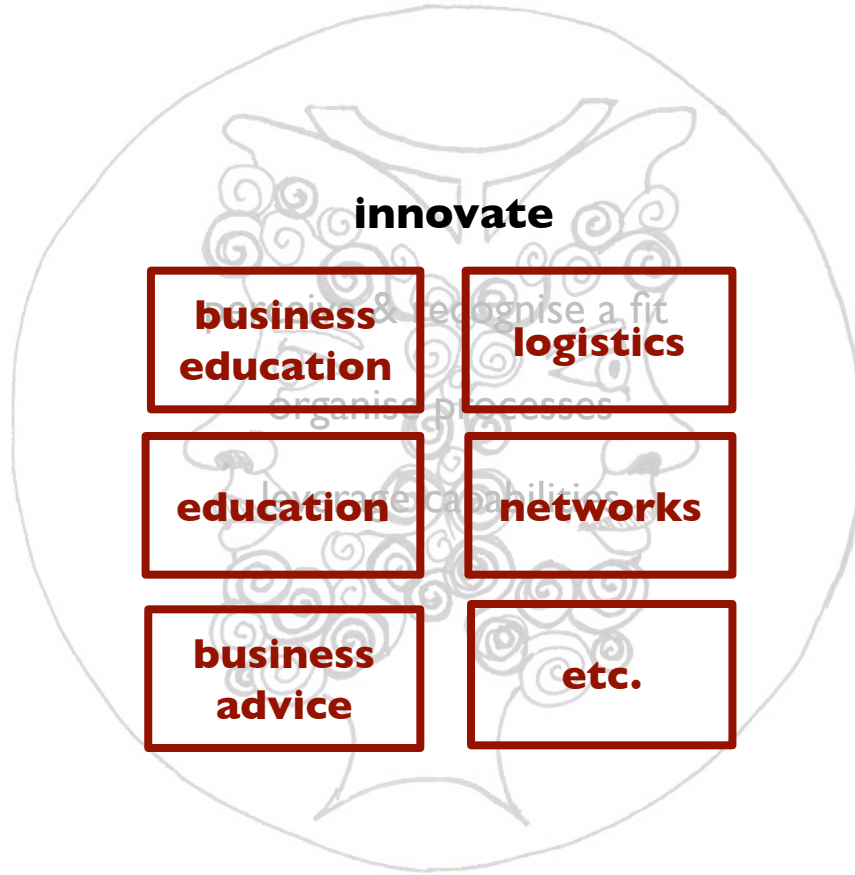
entrepreneurial activity



create



innovate

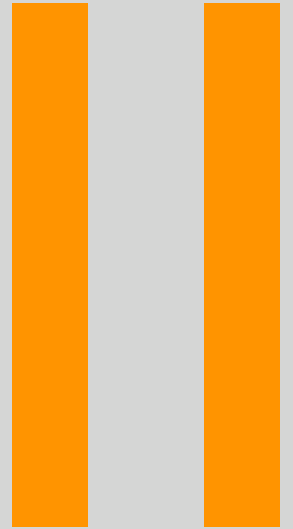


perceive opportunity



where does entrepreneurial activity lead?

- wealth / poverty
- heaven / hell
- satisfaction / hunger



Value created/captured for entrepreneur

a lot

little

little

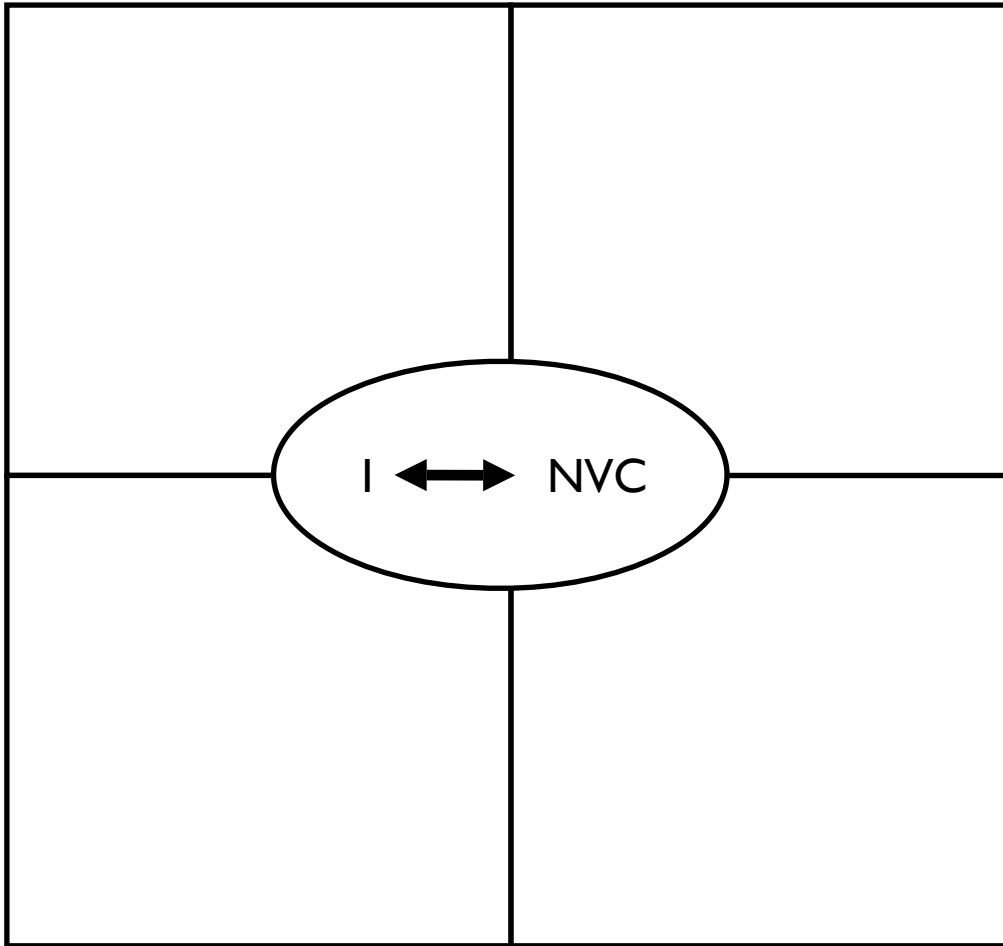
a lot

Value created for others (whether employees, government, customers)

Value created/captured for entrepreneur

a lot

little



I \leftrightarrow NVC

little

a lot

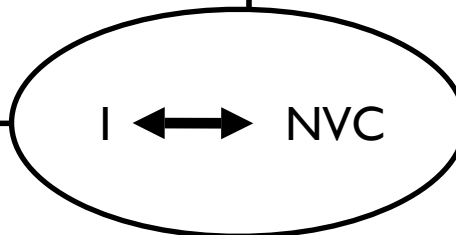
Value created for others (whether employees, government, customers)

Value created/captured for entrepreneur

a lot

mogul

entrepreneur



little

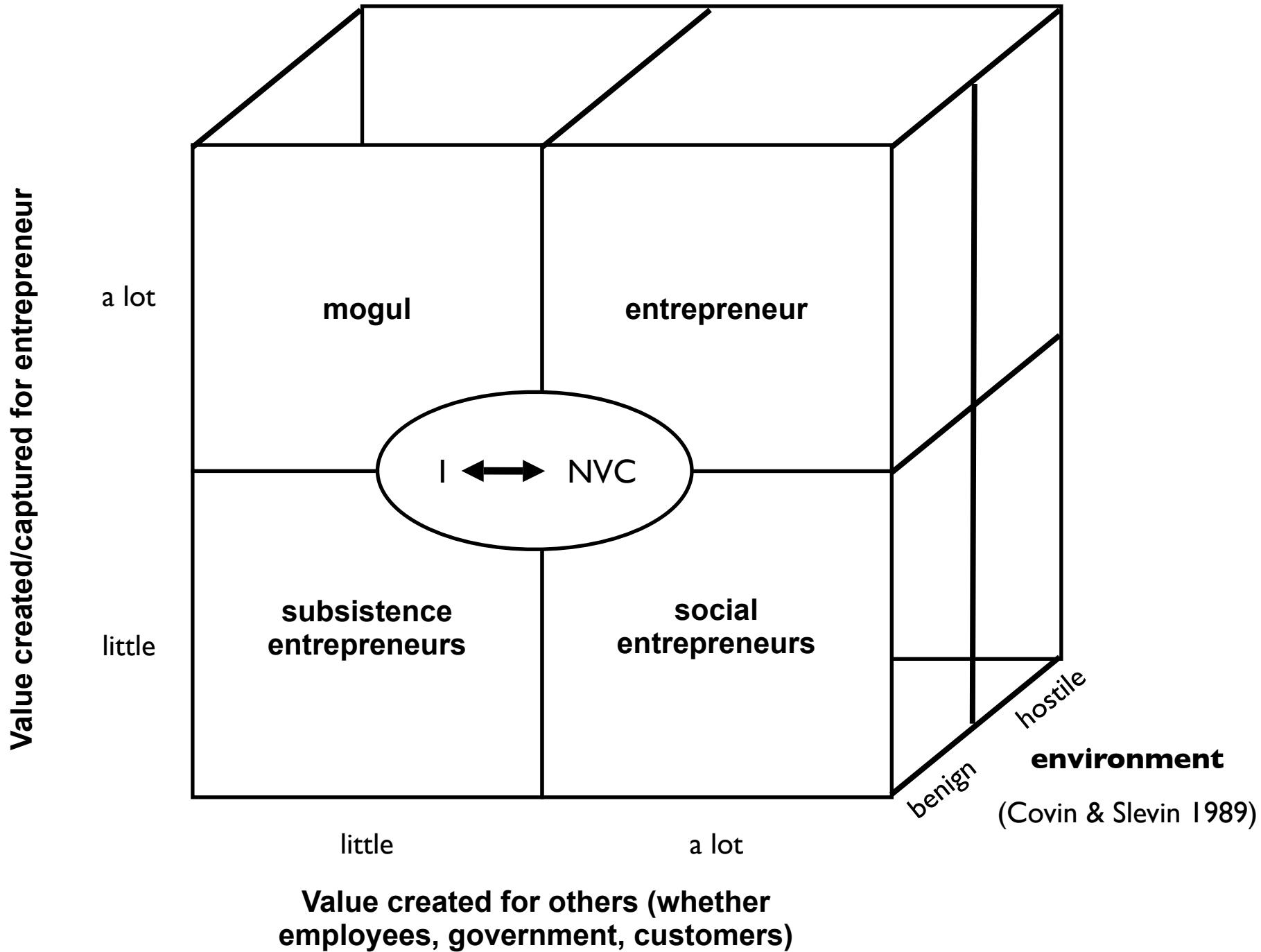
**subsistence
entrepreneurs**

**social
entrepreneurs**

little

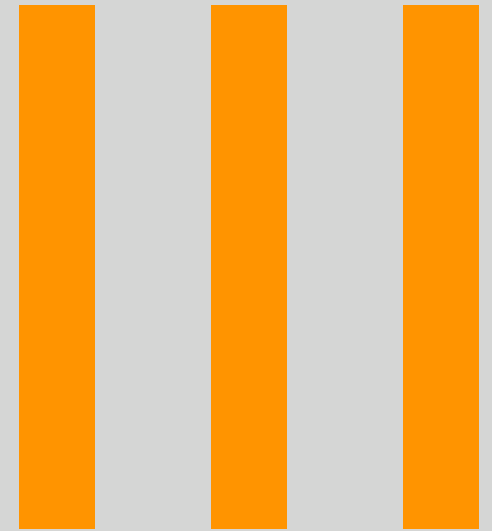
a lot

**Value created for others (whether
employees, government, customers)**



how do we learn & teach entrepreneurial activity?

- nature / nurture
- freedom / scaffolding
- inquiry / discovery



problem-based learning

- learning by doing
- as much discovering what questions to ask as solving them
- real projects, real confusion, real lack of clear direction
- people

social projects

- printing business
- native honey
- indigenous design
- business hub (supporting indig. business)
- education, communication, storytelling...

who's involved

- DEWR - Tennant Creek
- Tranby Aboriginal College
- SIFE
- other Faculties (?)

outcomes?

- side projects (education, outreach, hubs)
- exchanges into other paradigms
- small steps (for students & communities)
- challenge of momentum

contact

Richard Seymour

Room N304 the Institute Building

r.seymour@econ.usyd.edu.au

(02) 9036 7095