

# New Zealand Applied Business Education Conference 2006

## CONFERENCE PROGRAMME

THE  
SMART  
PLACE  
TO BE!

Bay of Plenty Polytechnic, School of Business  
Bongard Centre, 200 Cameron Road, Tauranga  
[www.boppoly.ac.nz/conferences](http://www.boppoly.ac.nz/conferences) on campus

  
BAY OF PLENTY  
POLYTECHNIC  
TAURANGA  
Te Kuratini o Poike

# Wednesday 27 September 2006

8.30 am onwards	Coffee & Tea, Informal Introductions Baycourt Theatre, Durham Street, Tauranga (5 mins walk from Bongard Centre).				
9.00 am	Registration, Baycourt Theatre				
10.00 am	Morning Tea , Baycourt Theatre				
10:20 am	Mayoral Welcome: Tauranga Mayor Stuart Crosby				
10.30 – 11.45 am	Opening Speakers, Baycourt Theatre <b>Dr. Don Brash</b> <b>Dr. Donna Stemmer (Knowledge Performance Research Institute)</b>				
11:45 – 12.00 pm	Walk back to Bongard Centre				
12.00 pm	Powhiri, Bongard Centre, Room 502 and roof area				
12.15 -1.00 pm	Lunch, Bongard Centre, 5th Floor Café				
1.00 – 1.55 pm	<b>Workshops and Paper Delivery Discussion</b>				
	<b>Room 104</b>	<b>Room 106</b>	<b>Room 403</b>	<b>Room 427</b>	<b>Room 214</b>
	Accounting	Business Communication	<b>Robyn Pascoe (EIT)</b> TEACHING BUSINESS STUDENTS	Marketing	Information Technology
2.00 – 2.30 pm	<b>Paper Presentations</b>				
<b>Session One</b>	<b>Room 104</b>	<b>Room 106</b>	<b>Room 403</b>	<b>Room 427</b>	<b>Room 214</b>
	<b>Michaela Zein &amp; Adrian France (Wintec)</b> A DISCUSSION OF COMMONLY USED CLASSROOM TEXTBOOKS IN MANAGEMENT ACCOUNTING	<b>Trevor Tonkin and Tucker Swinburne</b> CONTEMPLATING EXPERIENTIAL TEACHING TECHNIQUES IN BUSINESS EDUCATION	<b>Robyn Pascoe (EIT)</b> ONLINE TOOLS AND TACTICS WORKSHOP CONTINUED.	<b>Tom Johnson (EIT)</b> BELIEFS AND EXPECTATIONS OF PRINCIPLES OF MARKETING STUDENTS	Spare room
2.35 – 3.30 pm	<b>NZQA Update, Rooms 104 &amp; 106</b>				
3.30 – 3.45 pm	Afternoon Tea, Sponsored by Manukau Business School				
3.45 – 4.15 pm	Applied Education Journal Launch, Rooms 104 & 106				
4.20 – 4.50 pm	<b>Paper Presentations</b>				
<b>Session Two</b>	<b>Room 104</b>	<b>Room 106</b>	<b>Room 403</b>	<b>Room 427</b>	<b>Room 214</b>
	<b>Dave Hornblow (OpenPoly)</b> TEACHING FOR BUSINESS SUCCESS: ORGANISED EXCURSIONS FROM RPL TO PFL	<b>Alison Rudzki (UCOL)</b> GRAPPLING WITH GROUP-WORK AND PERSEVERING WITH PEER ASSESSMENT AT UCOL	<b>Stephen Schollum (BoPP)</b> NZDIPBUS PROGRAMME DEVELOPMENTS AND TEACHING EXCELLENCE FOR BUSINESS SUCCESS: RESPONDING TO 'STEERING': NATIONAL POLICY AND/OR LOCAL DEMAND?	<b>Ravi Bhat (Unitec)</b> TEACHING AN ENTREPRENEURIAL APPROACH TO MARKETING PLANNING FOR BUSINESS SUCCESS, AS APPLIED TO NZDIPBUS 248 - MARKETING PLANNING AND CONTROL	<b>NZIM Presentation and Forum</b>
4:50 – 5:30 pm	Pearson Education Book Launch with drinks and nibbles, 5th Floor Café				
Dinner	Own arrangements				

# Thursday 28 September 2006

8.30 am	Coffee & Tea, Bongard Centre Foyer				
9.00 am	Guest Speaker: <b>Linda Leach (Massey University)</b> , Rooms 104 & 106				
10.00 – 10.15 am	Morning Tea, 5th Floor Café				
10.20 – 11.15 am	<b>Workshops and Paper Delivery Discussion</b>				
	<b>Room 104</b>	<b>Room 106</b>	<b>Room 403</b>	<b>Room 427</b>	<b>Room 214</b>
	Law	Statistics / Quantitative Business Methods	Accounting 200	Marketing 200	Student Support Centre
11.20 - 11.50 am	<b>Paper Presentations</b>				
<b>Session Three</b>	<b>Room 104</b>	<b>Room 106</b>	<b>Room 403</b>	<b>Room 427</b>	<b>Room 214</b>
	<b>Patricia Finlayson &amp; Diana Ayling (Unitec)</b> EQUITY IN EXCELLENCE: NEW DEVELOPMENTS IN CONFLICTS OF INTEREST	<b>John Inglis (NMIT)</b> MANAGING STUDENT EXPECTATIONS IN VIDEO CONFERENCE DISTANCE LEARNING CLASSROOMS	<b>Kerry Reymer &amp; Adrian France (Wintec)</b> CURRENT TECHNIQUES REQUIRED OF MANAGEMENT ACCOUNTANTS	<b>Arti Triveni &amp; Janet Turvey (EIT)</b> THE RELEVANCE AND USE OF MACRO ECONOMIC INDICATORS BY THE SMALL AND MEDIUM ENTERPRISES (SMEs) IN HAWKE'S BAY	Spare room
11.50 am	<b>NZQA – Moderation</b> , Rooms 104 & 106				
12.30 – 1.15 pm	Lunch, 5th Floor Café				
1.15 – 2.10 pm	<b>Workshops and Paper Delivery Discussion</b>				
	<b>Room 104</b>	<b>Room 106</b>	<b>Room 403</b>	<b>Room 427</b>	<b>Room 214</b>
	Human Resources	Economics	Finance	Business Research	Student Support
2.15 - 2.45 pm	<b>Paper Presentations</b>				
<b>Session Four</b>	<b>Room 104</b>	<b>Room 106</b>	<b>Room 403</b>	<b>Room 427</b>	<b>Room 214</b>
	<b>Sheetal Singh (International College of Auckland)</b> MANAGEMENT OF STUDENT MOTIVATION	<b>Dr Jonathan Barrett, (NMIT)</b> PARSING CULLEN: FROM NEW PUBLIC MANAGEMENT IN TERTIARY EDUCATION TO WHERE?	<b>Maree Roche (Wintec)</b> TOWARDS AN UNDERSTANDING OF LEADING KNOWLEDGE WORK AND THE KNOWLEDGE WORKER – WHAT THE LITERATURE TELLS US	Research Focus Discussion, Examples. Informal networking	Spare room
2.50 – 3.45 pm	<b>Workshops and Paper Delivery Discussion</b>				
	Employment Relations	Tba	Tourism	Management	Spare room
3.45 – 4.00 pm	Afternoon Tea, 5th Floor Café				
4.05 – 4.45 pm	<b>Special Session:</b> The Future of NZDipBus including on-line delivery				
6.00 pm	Meet and Greet at Baycourt Theatre - Pre-dinner drinks sponsored by Pearson Education				
7.00 pm	Dinner at Baycourt Theatre				

# Friday 29 September 2006

8.30 am Coffee & Tea, Bongard Centre Foyer

9.00 am Guest Speaker: **Tim Burgess, CEO Tourism Bay of Plenty**, Room 104

10.00 am Morning Tea, 5th Floor Café

## 10.30 – 11.00 am Paper Presentations

Session Five	Room 104	Room 106	Room 403	Room 427	Room 214
	Spare room	<b>Denise Frost (Wintec)</b> BUDGETING IN CHURCHES – A LITERATURE REVIEW AND RESEARCH AGENDA	<b>Ravi Bhat &amp; Denisa Hebblethwaite (Unitec)</b> EFFECTIVE TEACHING STRATEGIES DIRECTED AT THE CULTURALLY DIVERSE NZDIPBUS STUDENTS, FOR BUSINESS SUCCESS	<b>Sharon Cooke (CCE)</b> WITH A LITTLE HELP FROM MY FRIENDS	Spare room

## 11.05 – 11.35 am Paper Presentations

Session Six	Room 104	Room 106	Room 403	Room 427	Room 214
	<b>Susan Warring (Whitireia International Auckland)</b> FACILITATING INDEPENDENCE AMONGST CHINESE INTERNATIONAL STUDENTS IN NEW ZEALAND	<b>John Gourdie &amp; Judie Rees (Wintec)</b> FINANCIAL ACCOUNTABILITY RELATIONSHIPS BETWEEN DONORS AND RECIPIENTS IN THE NON-PROFIT SECTOR: SOME (PRELIMINARY FINDINGS)	<b>Gloria Nuku (BoPP)</b> “WHAIA TE ITI KAHURANGI KI TE TUOHU KOE ME HE MAUNGA TEITEI” (PURSUE THAT WHICH IS PRECIOUS AND DO NOT BE DETERRED BY ANYTHING LESS THAN A LOFTY MOUNTAIN)	Spare room	Spare room

11.40 – 12.10 pm Demonstration of Moodle resource site, 130 Organisation & Management (EIT)

12.15 – 12.30 pm Pre-Lunch Wrap-Up, Farewell and Close

12:30 pm Lunch, 5th Floor Café