

Island Business, Maka'ainana

Chaminade University

MBA Program

MBA 787 Island Business and Maka'ainana

Fall 2017

Course Schedule:

Quarter:	Winter, 2017
Meeting days & Times: *	Tuesday 5:45pm – 9:45 pm
In Class/On the Ground:	10/3,10/17, 10/31,11/14
Online or Offsite:	10/10, 10/24, 11/7, 11/21, 11/28, 12/5
Course Location: Campus Site visits	Kiefer Hall, Room 31 – In Class / Online & Off
Course Instructor:	Ramsay Taum
Office:	By Appointment
Phone:	808-228-8148
E-Mail:	ramsay.taum@chaminade.edu

Administrative Assistant Phone: [808-440-4280](tel:808-440-4280)

Course Description

This course provides a strategic perspective on human systems and the relationship between community and effective business practice in island environments. Hawaiian cultural beliefs and practice are introduced and used as a framework for examining in related industries, such as government, health care, education and housing. Prerequisite: none.

Course Orientation

In pre-contact Hawaii, the native people of Hawai'i lived in harmony with their environment and one another. The importance of "kinship" rather than "ownership" defined and drove the exchange of goods and services. The health and wellbeing of the community took priority over the personal gain of the individual. Each person's *kuleana*, job or responsibility, was to his or her community and not just to himself or his immediate *'ohana* (family unit). Rights

were earned and privileges were awarded when one successfully met the needs of others rather than on accomplishments that simply served one's self. Rather than generating and accumulating profits for self-gain, the intent and focus was on creating a surplus to share and supply the broader community.

Equally important, native Hawaiians recognized they were part of and not set apart from the holding environment they were in or the responsibilities they inherited at birth. So important were these relationships that family names often reflected the duties and responsibilities belonging to multiple generations of that family.

This course provides MBA candidates with an opportunity to explore the benefits of building community and creating operating cultures that places greater priority on relationships than it does on transactions. The course will also reveal the contradiction of subscribing to success metrics and performance standards that favor profits over people, and potential measures to take to avoid the negative impacts that such practices have on a company's bottom line and long-term sustainability.

Associated Program Learning Outcome

In completing the Island Business concentration in the MBA program, successful students will have demonstrated ...

- An understanding of the roots and underlying conditions contributing to the current ecological, social, and economic challenges in Hawai'i,
- An understanding of the principles and laws of Aloha and how to apply those principles to business decision-making and practices,
- An understanding of healthy living systems and the ability to apply systems thinking to address local and global business issues that impact island economies in Hawai'i and elsewhere, and
- An understanding that business can foster sustainability in island environments and the ability to develop business strategies and approaches that engage and embrace fundamental principles of sustainability.

Course Learning Outcomes

At the end of this course, successful students will have demonstrated

- An understanding of themselves as agents of change in relation to Maka'ainana
- An understanding of Hawaiian cultural beliefs and practice that support community within business organizations and beyond,

- The ability to apply Hawaiian cultural practice and appropriate business strategies to address current issues related to sustaining island community

Course Schedule and Topics

The course will be taught both “in class” and “off site” either virtually on-line, or via site visits that support the materials and topics of discussion. Topics of discussion and focus will be determined by real time events and conditions and are subject to change in the interest of maintaining and aligning relevance.

* The instructor reserves the right to amend or alter the schedule and this syllabus to achieve course relevance and objectives as needed. Though a hybrid schedule including on-site as well as off-site activities may be scheduled, students should be prepared to be available on the dates and times scheduled.

Readings and Materials

- Kanahale, G. (1986). *Ku Kanaka, Stand Tall: A Search for Hawaiian Values*. Honolulu, University of Hawaii Press
- Say, R. (2004). *Managing with Aloha: Bringing Hawaii's Universal Values to the Art of Business*. Ho'ohana Publishing.

Assignments and Participation

Assignments including readings, group projects, presentations, videos and off-site visits to specific businesses and communities will be assigned in alignment with class discussions.

Showing up is key to success. Attendance therefore is required for successful completion of the class. Recognizing the professional obligations of our students, one absence is allowed. Students who miss two class sessions or fail to make arrangements for a make-up assignment, if allowed by the instructor, will not pass the course. Students who miss three class sessions will not pass the course. Please notify the instructor in advance of an absence if possible.

Assessment and Grading

Before rights and privileges were awarded in Hawaiian society, one had to live up to his or her kuleana, obligations and responsibilities. It is the kuleana of each student to complete all readings and assignments on time to pass this class.

In ancient times, a person's kuleana was to his or her community. Similarly, each student shall be evaluated by his or her community and assessed based on their contribution to the success and wellbeing of the community and whether they lived up to their respective kuleana or not.

Participation in any community is **key** and **integral** to the **success** of the community. In pre-contact communities that engaged in the practice of *hukilau*, the entire community came together to haul a net of fish to the shore. The catch was then divided among the families who had representatives on the net. If you wanted to eat your hands needed to be on the net. If you chose not to participate, you were also choosing not to eat. **To achieve highest score possible to pass this class, each student must participate in all class activities and assignments.**

Students are responsible for all course materials, discussions, community site visits, assigned readings, videos, etc.

Course Ground Rules

General guidelines for student behavior are provided in the Graduate Student Handbook.

However, conduct and behavior in the class is based on respect and aloha for self, one-another, na kumu (instructors), guest speakers, community hosts and the learning spaces in which learning and the sharing and transfer of knowledge is conducted. Anyone unable to conduct him or herself in a mature and professional manner will be asked to leave the space until such time the community invites and welcomes the individual to demonstrate they are willing and capable of participating in a manner that is mutually beneficial.

Academic Honesty

Students are responsible for promoting academic honesty at Chaminade by not participating in any act of dishonesty and by reporting any incidence of dishonesty to an instructor or to a University official. Academic dishonesty may include theft of records or examinations, alteration of grades, and plagiarism. Questions of academic dishonesty in a particular class are first reviewed by the instructor, who must make a report with recommendation to the Dean of the School of Business and Communication. Consequences for academic dishonesty may range from an "F" grade for the work in question to an "F" grade for the course to suspension or dismissal from the University.

Students with Disabilities

Chaminade University provides reasonable accommodations for individuals with a disability in compliance with the Americans with Disabilities Act (ADA) of 1990. If you would like to know if you qualify for ADA accommodations, please contact our Counseling Center at [808-735-4845](tel:808-735-4845). Current appropriate documentation will be required for determination of accommodation eligibility.

Characteristics of a Marianst Education

The following are characteristics of the approach to education engaged at Marianist schools, including Chaminade University:

- Educate for formation in faith
- Provide an integral quality education
- Educate in family spirit
- Educate for service, justice and peace
- Educate for adaptation and change

Instructor Background Information

Kumu Ramsay Taum is a graduate of the Kamehameha Schools, attended the United States Air Force Academy at Colorado Springs and earned a Bachelor of Science degree in Public Administration from the University of Southern California. His eclectic background and experience in business, government and community service make him a valuable asset in both public and private sectors and has been instrumental in for-profit and non-profit business.

Mentored and trained by respected *kūpuna* (elders), he is a practitioner and instructor of several Native Hawaiian practices including *ho'oponopono* (stress release and mediation), *lomi haha* (body alignment) and *Kaihewalu Lua* (Hawaiian combat/battle art). A recognized cultural resource Ramsay is sought after as a keynote speaker, lecturer, trainer and facilitator.

Ramsay has been especially effective integrating Native Hawaiian cultural values and principles into contemporary business practice, design and development. A recognized trainer and cultural resource, his background and experience is as eclectic as it is extensive, including but not limited to:

- Special Assistant to the Dean, School of Travel Industry Management (TIM), UH Mānoa
- Lecturer, Management by Cultural Values, School of School of Travel Industry Management (TIM), UH Mānoa
- Associate Director and Trainer, Native Hawaiian Hospitality Association (NaHHA)
- Contributing Author and Kumu, OLA Hawai'i Cultural Training Program, NaHHA
- Program Coordinator, State Tour Guides and Drivers Training Program, Kapi'olani Community College (KCC)
- Co-Trainer and Curriculum developer, Nā Mea Ho'okipa program, Interpret Hawai'i Program KCC

Public Policy & Government

Ramsay has participated in and contributed to public policy making as a congressional legislative aid, consultant and community advocate for 30 over years. Some of his activity includes:

- Legislative Aide/Intern, Congressman Cecil Heftel (D-HI), Washington DC (1981)
- Community Economic Development Council
- 2050 Sustainability Task Force
- Business with Aloha, Hawaii State DBED Training Consultant
- Kansas City University of Medicine & Biosciences (KCUMB) Health Policy Institute
- Hawaii State Consortium of Integrative Health Services, Board of Directors
- Kaho'omiki, Hawaii Council on Physical Activity & Nutrition

Sense of Place Host Cultural Resource

Ramsay has and continues to provide cultural guidance, employee and management training to many of Hawaii's leading attractions, resorts, hotels, associations and agencies including: (alphabetical)

- Aston Hotels & Resorts
- Aulani Disney Resorts at Ko'olina
- Department of Business Economic Development and Tourism (DBEDT)
- E Noa Tours
- Grand Wailea
- Hawai'i Convention Center staff and management
- Hawai'i Visitor & Convention Bureau
- Hilton Vacation Clubs
- Honolulu International Airport Aloha Council
- 'Ilima Hotel
- King's Hawaiian
- Marriott International Hotel and Resorts (5,000 employees)
- New Edition Waikīkī
- Princeville Resort
- Ritz Carlton at Kapalua
- SMG Board of Advisors
- Starwood Hotels (Sheraton, Westin Hotels)
- State Department of Transportation (DOT) Airport and Harbors Division

Sustainability and Future of Hawaii

His work in promoting sustainable place based, and Hawaiian cultural stewardship principles and practices is acknowledged locally, nationally and internationally. Ramsay was awarded the 2008 East West Centers Leadership

Certificate Program's Transformational Leadership in Sustainability, and in that same year was Hawai'i Home + Remodeling, HONOLULU & Hawai'i Business magazines' "Who's Keeping Hawai'i Green" 2008 Individual Educator Honoree. In 2016, he took on the in-house role of Cultural Sustainability Planner at PBR Hawaii & Associates landscape architecture and planning firm that has been doing business in Hawaii for nearly 40 years.

Ramsay has also contributed to numerous State and County planning documents:

- Hawai'i Tourism Strategic Plan
- Hawai'i Sustainable Tourism Plan
- Hawai'i 2050 Sustainability Task Force
- Honolulu City & County 21st Century Ahupua'a Energy Initiative
- The Hawai'i Clean Energy Initiative
- Hawai'i Capital Cultural District
- State Office of Planning: Integrated Planning Framework for Natural and Cultural Resources Management in Hawaii

Community

As an active community advocate, Ramsay's current and previous affiliations on national boards, advisory groups and councils include but are not limited to:

Current

- Kualoa Ranch, Director
- Sustain Hawaii, Director
- Hawai'i Maoli, Director, Immediate Past-President
- Pacific Islanders in Communication, Treasurer & Immediate Past President
- Pasifika Foundation Hawaii, President & Founding Member
- Royal Order of Kamehameha

Previous

- Hawaii US Olympic Committee, Board
- Hawai'i Visitors & Convention Bureau, Board Director and Marketing Committee member
- Historic Hawai'i Foundation, Trustee
- Native Hawaiian Cultural & Arts Program, Trustee (Governor Appointee)
- Native Hawaiian Hospitality Association, Associate Director

Honors and Acknowledgements

2014 Recipient of Council of the City and County of Honolulu Certificate acknowledging and honoring Ramsay as the 2013 Peace Day Hawaii Peace Maker of the Year

2013 Peace Day Hawaii, 2013 Distinguished Peacemaker Award in recognition of his in recognition of his lifetime career advocating the spirit of aloha around the world — in the fields of ecology, business, communications, economic development and Hawaiian culture.

2008 Marriott International, International Public Relations Excellence Award