

41074 Determine ethical and inclusive behaviour in the context of business opportunities

Kaupae Level	3
Whiwhinga Credit	5
Whāinga Purpose	<p>This skill standard is intended for those who are intending to start a small business or have a business idea.</p> <p>This skill standard will provide learners with the knowledge and skills to determine ethical and inclusive behaviour applicable to business opportunities.</p> <p>This skill standard can be used within programmes leading to the New Zealand Certificate in Business (Introduction to Small Business) (Level 3) [Ref: 2454], other Business programmes, or in other credentials.</p>

Hua o te ako me Paearu aromatawai | Learning outcomes and assessment criteria

Hua o te ako Learning outcomes	Paearu aromatawai Assessment criteria
1. Determine ethical and inclusive behaviours in the context of business opportunities.	a. Identify ethical behaviour relevant to business opportunities.
	b. Identify inclusive behaviour relevant to business opportunities.
	c. Determine how ethical and inclusive behaviours can be applied to business opportunities.

Pārongo aromatawai me te taumata paearu | Assessment information and grade criteria

Assessment specifications:

Assessment must be conducted in real business context(s) and/or based on scenario(s) which must reflect the requirements and practicalities for conducting business in Aotearoa New Zealand.

Assessment materials should allow for learner, regional, cultural, or community contexts. For example, a learner may wish to be assessed in a context that includes te ao Māori perspectives such as mātauranga, and tikanga specific to them. Assessment materials refer to the assessment activities, judgement statements, learner evidence, model answers, and any other material that supports assessment to this standard.

The task or activity may relate to Te Tiriti o Waitangi. For guidance on Te Tiriti o Waitangi, please see [programme guidance documents](#).

Definitions:

Business opportunities refer to situations where there is a chance to meet a need or a demand in a way that creates value for an organisation or its customers. Business opportunities may also be based on personal values, experiences, abilities, and interests.

Ethical behaviour are the actions and decisions that reflect ethical principles in practice. They are observable and measurable.

Inclusive behaviour is the active demonstration of respect, fairness, and openness in all business interactions, ensuring that people from diverse backgrounds such as different cultures, genders, ages, abilities, and socioeconomic statuses can fully participate and thrive in the workplace and broader business ecosystem.

Ngā momo whiwhinga | Grades available

Achieved.

Ihirangi waitohu | Indicative content

Ethical behaviour

- promotion of equal opportunity such as through fair treatment and remuneration
- environmental responsibility
 - minimise pollution
 - protect Aotearoa environment
 - balanced profit with sustainability.
- cultural sensitivity and respect
 - honouring Te Tiriti o Waitangi
 - incorporate tikanga Māori
 - avoiding cultural appropriation.
- honest marketing and respecting consumer rights
- customer transparency
- ethical accountability
 - lead by examples
 - clear and transparent decision-making.
- safe workplace environment.

Inclusive behaviour

- culturally appropriate engagement
 - whakawhanaungatanga
 - talanoa
 - kanohi ki te kanohi/face-to-face.
- inclusive recruitment practices
 - recruitment is non-discriminatory and biased
 - variety of perspectives
 - equal opportunities.
- inclusive language and accessible documents

- collaboration
 - involving multi-cultural audiences
 - addressing issues immediately
 - practicing active listening
 - respecting cultural differences
 - conscious of bias.
- holistic health and wellbeing practices
 - physical
 - mental
 - emotional
 - spiritual
 - neurodiversity
 - accessibility.

Rauemi | Resources

- Business.govt.nz – [Resources Library](#).
- Small Business New Zealand (SBNZ) – [Growing New Zealand Businesses Together | Small Business New Zealand](#).
- MBIE (Ministry of Business, Innovation & Employment) – [Small business and manufacturing](#).

Pārongo Whakaū Kounga | Quality assurance information

Ngā rōpū whakatau-paerewa Standard Setting Body	Services Industry Skills Board
Whakaritenga Rārangi Paetae Aromatawai DASS classification	Business > Business Operations and Development > Small Business
Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga CMR	0112

Hātepe Process	Putanga Version	Rā whakaputa Review Date	Rā whakamutunga mō te aromatawai Last date for assessment
Rēhitatanga Registration	1	26 February 2026	N/A
Kōrero whakakapinga Replacement information	N/A		
Rā arotake Planned review date	31 December 2030		

Please contact Services Industry Skills Board at qualifications@servicesisb.nz to suggest changes to the content of this skill standard.