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| **SBL35** | **Determine ethical and inclusive behaviour relevant to business opportunities** |

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| **Kaupae |** Level | 3 |
| **Whiwhinga |** Credit | 5 |
| **Whāinga |** Purpose | This skill standard is intended for those who are intending to start a small business or have a business idea.  This skill standard will provide learners with the knowledge and skills to determine ethical and inclusive behaviour relevant to business opportunities.  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 as standalone credential. |

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

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| **Hua o te ako |** Learning outcomes | **Paearu aromatawai |** Assessment criteria |
| 1. Determine ethical behaviours relevant to business opportunities. | 1. Identify ethical behaviour relevant to business opportunities. |
| 1. Determine how ethical behaviours can be applied to business opportunities. |
| 1. Determine inclusive behaviour relevant to business opportunities. | 1. Identify inclusive behaviour relevant to business opportunities. |
| 1. Determine how 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.

The task or activity may relate to Te Tiriti o Waitangi. For guidance on Te Tiriti o Waitangi, please see [programme guidance documents](https://ringahora.nz/qualifications-and-assurance/programme-endorsement/programme-guidance-documents-for-providers-developing-programmes/).

*Definitions*

*Assessment materials* refer to the assessment activities, judgement statements, learner evidence, model answers, and any other material that supports assessment to this standard.

*Ethical behaviour* these 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

* promote equal opportunity
  + fair treatment
  + fair wages/salary
* environmental responsibility
  + minimise pollution
  + protect Aotearoa environment
  + balanced profit with sustainability
* cultural sensitivity and respect
  + honour Te Tiriti o Waitangi
  + incorporate tikanga Māori
  + avoid cultural appropriation
* honest marketing and customer transparency
  + avoid misleading advertising or deceptive pricing
  + respect consumer rights
* ethical accountability
  + lead by examples
  + clear and transparent decision-making
  + safe workplace environment.

Inclusive behaviour

* whakawhanaungatanga
* inclusive recruitment
  + recruitment is non-discriminatory and biased
  + variety of perspectives
  + equal opportunities
* inclusive language
* collaboration
  + involving multi-cultural audiences
  + addressing issues immediately
  + practicing active listening
  + respecting cultural differences
  + conscious of bias
* holistic health and wellbeing
  + mental health
  + neurodiversity
  + accessibility.

**Rauemi |** Resources

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**Pārongo Whakaū Kounga |** Quality assurance information

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| **Ngā rōpū whakatau-paerewa |** Standard Setting Body | Ringa Hora Workforce Development Council |
| **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 |

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| **Hātepe |** Process | **Putanga |** Version | **Rā whakaputa |** ReviewDate | **Rā whakamutunga mō te aromatawai |** Last date for assessment |
| **Rēhitatanga |** Registration | 1 | 31 December 2030 | N/A |
| **Kōrero whakakapinga |** Replacement information | N/A | | |
| **Rā arotake |** Planned review date | 31 December 2030 | | |

Please contact Ringa Hora Workforce Development Council at [qualifications@ringahora.nz](mailto:qualifications@ringahora.nz) to suggest changes to the content of this skill standard.