

Fall 2015

MANG 3070

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University of New Orleans

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Syllabus- Fall 2015
Management 3070-476
Managing the Family Business

Instructor: Professor Kenneth J. Lacho, Ph.D.
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Required Text: *Family Enterprise*, The Family Firm Institute, Inc. (2014). Wiley, Hoboken, New Hersey, ISBN 978-1-118-73092-8.

Note: The textbook for this class is available free to students through the UNO library. See Course Documents on Moodle or use the following link to access the log-in page.

<http://ezproxy.uno.edu/login?url=http://onlinelibrary.wiley.com/book/10.1002/9781118731291>

To access the textbook, you will need your student ID number and your library PIN. There is a link on the log-in screen for the textbook to have your PIN sent to you by email.

Course Goals: This course is designed to have the student gain an understanding of the theoretical and practical aspects of managing a family business.

Course Objectives:

1. To have an understanding of the importance of the family business in the United States.
2. To recognize the challenges faced by the family business.
3. To understand the advantages and disadvantages of a family business.
4. To understand the pro and cons of the entrepreneurial couple family business.
5. To recognize the issues that need to be addressed in succession.
6. To learn how to develop a succession plan.
7. To understand the integration of the system: the family, the enterprise, and ownership systems.
8. To recognize the key characteristics of family enterprises.
9. To understand the theoretical framework in family enterprises.
10. To have a knowledge of the sources of help and business assistance available to the family business

Policies:

1. The instructor is to be addressed as Dr. Lacho in all correspondence. Correct spelling and grammar are required. **Use upper and lower case when answering the assignment questions. Do not start your email with Hey or Hi.**

2. If at the end of the semester you have missed several assignments, it is too late to turn them in. **Do not ask to do extra work for extra credit. It is not fair to other students. Do not ask for any favorite treatment regarding your grade.**
3. **Late papers are late. No excuses. Late papers will receive a reduction of 5 points for each day late.**
4. Read the Announcements section once a week.
5. If you have any computer-related problems with the course contact the UNO Help Desk.
6. Special on-campus lectures may be set up for attendance.

Statement on Academic Integrity

Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the Student Code of Conduct for further information. The Code is available online at <http://www.studentaffairs.uno.edu>.

Statement on Student Verification Procedures

To ensure academic integrity, all students enrolled in distance learning courses at the University of New Orleans may be required to participate in additional student identification procedures. At the discretion of the faculty member teaching the course, these measures may include on-campus proctored examinations, off-site or online proctored examinations, or other reasonable measures to ensure student identity. Authentication measures for this course are identified below and any fees associated are the responsibility of the student.

The midterm exam in will be given on the UNO campus on **October 6 from 4:00-6:00 p.m. in KH, Room (to be announced). Bring your Student I.D. and Blue Scantron sheet.**

Students, who cannot take the exam on campus must take the exam either through a university-approved proctoring center or online via Proctor U.

The University of New Orleans partners with ProctorU, a live online proctoring service that allows students to complete exams from any location using a computer, webcam, and reliable internet connection.

Regarding Proctor U, our aim in partnering with them is to provide faculty and students with a convenient, affordable, and secure way to complete exams from any location using a computer, webcam, and reliable internet connection. ProctorU is especially helpful for our online students who may not be able to take their proctored examinations on campus or elsewhere in person. If you include a proctored exam in your requirements, please inform students that if they cannot attend an exam scheduled on campus, they may take it via Proctor U. The schedule of Proctor U fees can be found on our online testing page at <http://www.uno.edu/globaluno/online-testing.aspx> and more information about Proctor U can be found on our UNO portal page at <http://www.proctoru.com/portal/uno>.

Statement on Accommodations for Students with Disabilities

It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities should contact the Office of Disability Services as well as their instructors to discuss their individual needs for accommodations. For more information, please go to <http://www.ods.uno.edu>.

Lessons

The lessons for each week are found on Moodle. The lessons are available in two formats: one containing an audio lecture and one without audio (formatted for printing).

Field Project Assignment – Family Business Research Project

Look in the Assignment section on Moodle for the Field Project, instructions and Survey Questionnaire.

Schedule:

In the week of	Do this
Aug. 17	Lessons 1-3 (see Moodle).
Aug. 24	Lesson 4 (see Moodle), Read pages 39-42 in <i>Family Enterprise</i> .
Aug 31	Lessons 5 & 6 (see Moodle), Read pages 1–3 in <i>Family Enterprise</i> .
Sept. 7	Lessons 7 & 8 (see Moodle).
Sept. 14	Lessons 9 & 10 (See Moodle).
Sept. 21	Lessons 11 (See Moodle).
Sept. 28	Family Business Research Project – Start Work on the Research Project - (See Assignment section in Moodle for Survey Questionnaire and instructions). Family Business Project due <i>December 2 by 12 noon. Turn into KH 359.</i>
Oct. 5	Mid-term Exam on lessons 1-11 and designated pages (1-3; 39-42) in <i>Family Enterprise</i> . The midterm exam will be given on the UNO campus on October 6 from 4:00-6:00 p.m. in KH, Room (to be announced). Bring your Student I.D. and a Blue Scantron sheet. The online version of the Mid-term exam will be made available from 8:00 a.m. on October 5 until October 7 at 11 p.m. Test must be taken through Proctor U. You have 2 hours to take the test. The latest you can start the test is 9:00 p.m. on October 7. Moodle shuts down the test at 11:00 p.m.
Oct. 12	Lesson 12 (see Moodle), Read pages 39-42 in <i>Family Enterprise</i> .
Oct. 19	Lesson 12 (see Moodle), Read pages 45-50 in <i>Family Enterprise</i> .
Oct 26	Lessons 12 & 13 (see Moodle), Read pages 45-50 in <i>Family Enterprise</i> .

Nov. 2	Lessons 14 & 15 (see Moodle), Read pages 53-57, 59-65 in <i>Family Enterprise</i> .
Nov. 9	Lessons 16 & 17 (see Moodle), Read pages 81-89, 101-138 in <i>Family Enterprise</i> .
Nov. 16	Lessons 18, 19 & 20 (see Moodle), Read pages 93-99 in <i>Family Enterprise</i> .
Nov. 23	Continue work on Family Business research project.
Nov. 30	Family Business Project due December 2 by 12 noon. Turn report and completed surveys into KH 359.
Dec. 7	Final Exam on line: lessons 12-20 and designated pages in <i>Family Enterprise</i> in "Course Documents" section. Final exam available on Moodle December 7 at 8:00 a.m. to December 9 at 11:00 p.m. in Assignments and Exams section on Moodle. You have 2 hours to take the test. The latest you can start the test is 9:00 p.m. on December 9. Moodle shuts down the test at 11:00 p.m.

Grade Allocation

Mid-term	30 points
Final exam	30 points

Assignments

Research Project	40 points
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Total Points

Research and Exams	100 Points
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Grading Scale

90-100	A
80-89	B
70-79	C
60-69	D
Under 60	F