Course number: MGMT 3335 R01  
CRN: 23567  
Email: michael.schaefer@tamucc.edu

Instructor: Michael Schaefer  
Office Hours: By Appointment  
Class Time: W 4:15 – 6:55  
RELLIS Room 119

Course Description: 3 sem. hrs. This course examines the new discipline that has developed over the last 20 years and focuses on the unique aspects of family business. Strategy, finance, accounting, organizational behavior, law, operations management and basic small business concepts are integrated throughout this course. Students will have an opportunity to work as consultants to a family firm and assist with the development of a firm strategic, business or transitional plan.

Course Prerequisites:
MGMT 3312 and/or Permission of Instructor

Learning Objectives:
By the end of this course, the students will be able to:

• Understand the various types of family business strategies and demonstrate the capacity to think strategically about family business. (BBA Goal 2, Objective 1 & 2).

• Analyze and think critically regarding current issues in family business and entrepreneurship. (BBA Goal 2, Objective 3).

• Gain an enhanced appreciation of the importance of ethical principles, personal and company values and socially responsible management practices with in the context of a family business. (BBA Goal 4, Objective 1).

• Demonstrate sound written and oral business communication skills. (BBA Goal 1, Objective 1 & 2).

Course Requirements:
Team Assignments:
Family Business Presentation 10%
Family Business Paper 10%

Individual Assignments:
Mid-Term Exam 25%
Final Exam 25%
Quizzes 10%
Case Studies 10%
Class Contribution 10%

Total 100%
Required Materials:
Recommended Readings:
The Wall Street Journal (15-week subscription)

Websites Used:
Blackboard https://bb9.tamucc.edu/

Course Policies:
Exams - Exams will be administered to test comprehension of the material covered in lecture and chapter readings.

Electronic Device Usage - Computers or tablets are required to complete the course.

Grading:
A  90-100%
B  80-89.99%
C  70-79.99%
D  60-69.99%
F  0-59.99%

Academic Integrity/Plagiarism
University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in a zero the first time and failing the course for any additional offence.

Dropping a Class
I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. April 10th is the last day to drop a class with an automatic grade of “W” this term.

Preferred Methods of Scholarly Citations
APA style is the only accepted method used for citations and referencing during this class. All work should be paraphrased rather than copied directly. Material used from sources other than the text should use APA style citations and references.
**Classroom/Professional Behavior**

Texas A&M University–Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

**Grade Appeals**

As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at [http://www.tamucc.edu/provost/university_rules/index.html](http://www.tamucc.edu/provost/university_rules/index.html). For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost.

**Disabilities Accommodations**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

**Statement of Academic Continuity**

In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.
# Summary of Topical Coverage

<table>
<thead>
<tr>
<th>Month</th>
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<th>Topic</th>
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<tbody>
<tr>
<td>Jan</td>
<td>22</td>
<td>Introduction To Course</td>
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<tr>
<td></td>
<td>29</td>
<td>Chapter 1: Nature, Importance, &amp; Uniqueness of Family Business</td>
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| Feb   | 05   | Chapter 2: The Family Dynamics Challenge  
|       |      | Chapter 3: The Ownership Challenge |
|       | 12   | Chapter 4: The Governance & Professionalization Challenge |
|       | 19   | Chapter 6: Succession: Next Generation Development & Successor Selection  
|       |      | Chapter 7: Succession and the Transfer of Power |
|       | 26   | Chapter 9: Governance of the Family Business: Board of Directors & Shareholder Meetings  
|       |      | Chapter 10: Governance of the Business Family: Meetings, Councils, & Offices |
| Mar   | 04   | Mid Term Exam |
|       | 11   | Spring Break |
|       | 18   | |
|       | 25   | Chapter 11: Strategic Planning & Transgenerational Entrepreneurship |
| April | 01   | Chapter 12: Estate Planning |
|       | 08   | Chapter 13: The Owners Plan |
|       | 15   | Presentations |
|       | 22   | Chapter 14: Financial and Wealth Management in the Family Business |
|       | 29   | Chapter 15: Key Nonfamily Management |
| May   | 06   | Final Exam |

**Important Dates:**

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<tr>
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<td>Classes Begin</td>
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<td>March</td>
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<td>May</td>
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<td>Final Exams</td>
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