

## **COURSE SPECIFICATION DOCUMENT**

**NOTE:** ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

<b>Academic School/Department:</b>	Business and Economics
<b>Programme:</b>	BA (Hons) Business Administration with Combined Studies
<b>FHEQ Level:</b>	6
<b>Course Title:</b>	Entrepreneurship and Family Business
<b>Course Code:</b>	ENT 6205
<b>Course Leader:</b>	TBA
<b>Student Engagement Hours:</b>	<b>120</b>
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	75
<b>Semester:</b>	Fall/Spring
<b>Credits:</b>	12 UK CATS credits 6 ECTS credits 3 US credits

### **Course Description:**

This course provides analysis of, and insights into, the behaviours and dynamics of family firms run over time. The course is structured to enable students to confront theory with practice. Both the macro and micro family firm issues are considered and students will explore the long-term role of family firms in modern economies. These issues are supported with case study material. The course understands a family business as a small and medium size business management. Aspects such as succession, size, leadership and identity will be analyzed.

**Prerequisites:** ENT 5200

### **Aims and Objectives**

The main aim of the module is to allow the student to critically reflect on empirical material recognizing the rise of modern business and to appreciate the experience of individuals within specific family firms. The various dimensions of leadership and succession will be

conveyed as well as their managerial, structural and emotional implications. Further issues such as family and personal identity power and control, as well as work and wealth creation will be considered.

### **Programme Outcomes**

A1, A2, A3, A4, A5

B2, B4, B5

C1, C2

D1, D2, D5

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the Departmental/Schools page of the portal.

### **Learning Outcomes**

#### **Knowledge and Understanding (A1, A2, A3, A4)**

- Understanding the knowledge, skills and attitudes required for entrepreneurship within a family business.
- Integrating entrepreneurial and professional management concepts for strengthening their family business performance.
- Understand the complexities and importance of growth and regeneration in relation to the family businesses
- Understanding the importance of succession planning in relation to the family businesses.
- Understanding the psychological and emotional foundations of family businesses

#### **Cognitive Skills (B2, B4, B5)**

- Identify and describe key elements of entrepreneurship in relation to family business organizations
- Identify and describe the factors affecting the development of entrepreneurship in family businesses
- Identify the nature and characteristics of the entrepreneur in the context of a family business
- Identify and describe the potential tensions involved in developing entrepreneurial capability in family businesses

#### **Professional skills (C1, C2)**

- Be able to evaluate statements in terms of evidence
- Be able to communicate effectively both verbally and in writing in relation to the topic

- Critically evaluate and discuss the types of support that can stimulate entrepreneurship and an enterprise culture in family businesses
- Understand how the family informs entrepreneurial opportunity

### **Key Skills (D1, D2, D5)**

- Effective oral and written communication skills in a range of media
- Ability to develop strong analytical skills through listening and reflecting
- Knowledge and understanding in the context of the subject
- Time management: organising and planning work
- Independent working
- Planning, monitoring, reviewing and evaluating own learning and development

### **Indicative content**

- Nature and definitions: the entrepreneurial family business and its differences to the non-family business
- Entrepreneurial vision and mission, definition and application
- Small and medium-sized firms: Relationship between survival and growth
- Family Firm and its embeddedness in society
- Types of leadership: founder-ownership, pyramidal groups, vertical ownership etc.
- Psychological Theories of Family Leadership
- SME policies and their relevance (e.g. enterprise awareness programmes)
- Social cost-benefit analysis of the entrepreneurial family firm
- Integration and collaboration

### **Assessment Criteria**

Key assessments are projects and case study examinations and the final 2 hour written exam. The final exam will be used to test subject-specific knowledge and the ability to employ the analytical skills developed in the course.

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Council on June 28, 2012.

### **Teaching Methods**

Weekly sessions will be divided between lectures and seminars. Lectures will offer an overview of the key theories and concepts, alongside with a critical perspective. Seminars will be the occasion for students to engage in developing their own group project. Students are expected to read the corresponding chapters in the course textbook before each session. Portal will be used to upload lecture notes and other essential course-related information

### **Bibliography:**

### ***Indicative Texts***

Leach, P (2007), *Family Business: the Essentials*, London, Profile Books

Miller, D & Le Breton-Miller, I (2005), *Managing for the Long Run: Lessons in Competitive Advantage from Great Family Businesses*, Boston: Harvard Business School.

### ***Recommended***

Bird, B (1989), *Entrepreneurial Behaviour*, Glenview: Scott Foresman.

Buchholz, B, Crane, M & Nager, R (1999), *The Family Business Answer Book: Arthur Andersen Tackles 101 of Your Toughest Questions*, Basingstoke: Prentice Hall.

Burns, T (1999) *Break the Curve: The Entrepreneur's Blueprint for Small Business Success*, London: International Thomson Business Press.

Carlock, R & Ward, J (2001) *Strategic Planning for the Family Business*, Basingstoke: Prentice Hall.

Hébert, R & Link, A (1982), *The entrepreneur*, New York: Praeger.

Poza, E (2004), *Family Business*, London: Thomson Learning.

Parker, S (2004), *The Economics of Self-Employment and Entrepreneurship*, Cambridge: Cambridge University Press.

Shane, S (2003), *A General Theory of Entrepreneurship: The Individual-Opportunity Nexus*, Cheltenham: Edward Elgar

Storey, D & Greene, F (2010) *Small Business and Entrepreneurship*, London: Pearson Education.

*Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus*

---

Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry