

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Business
Programme:	Business Management with Combined Studies
FHEQ Level:	6
Course Title:	Entrepreneurship and Family Business
Course Code:	ENT 6205
Course Leader:	Sabine Spangenberg
Student Engagement Hours:	120 (standard 3- credit BA course)
Lectures:	30
Seminar / Tutorials:	15
Independent / Guided Learning:	75
Semester:	Spring
Credits:	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 archive maintained by the Academic Registry and found at:

<http://www.richmond.ac.uk/content/academic-schools/academic-registry/program-and-course-specifications.aspx>

Learning Outcomes:

By the end of this course, successful students should be able to:

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 procession 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
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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:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board and located at: <http://www.richmond.ac.uk/admitted-students/>

Teaching Methodology:

There will be a combination of 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 with the subject matter.

Indicative Text(s):

Carlock, R.S., Ward, J.L., (2010) *When Family Businesses are Best*, Basingstoke: Palgrave Macmillan.

Osnes, R. (2016) *Family Capitalism, Best Practices in ownership and Leadership*, Abingdon: Routledge.

Poza, E.J., Daugherty, M. S. (2013) *Family Business*, 4th edition, Mason: South-Western Cengage.

Schmieder, J. (2014) *Innovation in the Family Business*, Basingstoke: Palgrave Macmillan.

Zellweger, T. (2017) *Managing the Family Business*, London: Edward Elgar.

Journals

Entrepreneurship Theory and Practice

Journal of Family Business Strategy

Journal of Family Business Management

Family Business Review

European Journal of Family Business

International Journal of Family Business

International Journal of Enterprise and Innovation

International Entrepreneurship and Management Journal

International Journal of Innovation Management

International Small Business Journal
International Journal of Entrepreneurial Behaviour and Research
Journal of Small Business and Enterprise Development

Web Sites

Click here to enter text.

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
Updated Reading List	May 2017	