



## UNIVERSITY OF CASTILLA-LA MANCHA

# TEACHING GUIDE

### 1. General information

<b>Subject:</b>	MANAGEMENT OF FAMILY BUSINESSES	<b>Code:</b>	54341
<b>Type:</b>	OPTIONAL	<b>Number of ECTS:</b>	6
<b>Degree:</b>	317 - DEGREE IN BUSINESS MANAGEMENT	<b>Academic Year:</b>	2016-2017
<b>Centre:</b>	FACULTAD DE ECONÓMICAS Y EMPRESARIALES – CAMPUS ALBACETE	<b>Groups:</b>	12
<b>Main teaching language:</b>	Spanish	<b>Duration:</b>	First term
<b>Other Language:</b>	An English version is available for ERASMUS students on the Virtual Campus.	<b>Second language:</b>	English
<b>Website:</b>	<a href="https://moodle.uclm.es">https://moodle.uclm.es</a>		

<b>Name of lecturer:</b> Dr. Juan J. JIMENEZ-MORENO - <b>Group(s) taught(s):</b> 12				
<b>Office:</b>	<b>Department</b>	<b>Phone no.</b>	<b>E-mail</b>	<b>Tutoring timetable</b>
Melchor de Macanaz Building Office 2.15	BUSINESS ADMINISTRATION	2322	Juan.Jimenez@uclm.es	To be specified on the Virtual Campus (Moodle) at start of academic year

### 2. Prior requirements

The profile of this subjects means no prior knowledge is required. However, we recommend some prior knowledge of the subjects in the previous years of the Degree in Business Management. It is also useful to have competences in searching for information from different sources, capacity of analysis and synthesis, teamwork and decision-making capacity, oral and written communication, use of ICT.

### 3. Justification in the curriculum, relationship with other subjects and the profession

The inclusion of this subject within the Degree in Business Management and Administration is fully justified since the business sector of any developed society comprises mainly family businesses. Most of our future graduates will work for, or with, family enterprises (MSEs or SMEs), in which the concept of “family business” (characteristics, type and development), the relationship (conflict) between family (culture, values and objectives) and the company, family governance (protocol) and family business governance (structure and professionalization), the process of succession and transfer of the family business, are key elements in the efficient management of a family business. Therefore, it is logical that our students should be familiar with the reality of family businesses. Given the profile of this subject it is instrumentally related to a number of other subjects, especially those concerning Business Management and related areas.

#### 4. Key competences of this degree which this subject helps to achieve

##### Competences included in the subject

E01	To manage and run a company or organization, understand their competitive and institutional position, and identify their strengths and weaknesses.
E02	To manage entrepreneurship, adaptability to change and creativity in any functional area of a company or organization.
E04	To incorporate the ability to integrate into any functional area of a business or organization to perform and be able to lead any given task.
E06	Ability for general management, technical management and the management of research, development and innovation projects in any company or organization.
G01	Possession of the skills needed for continuous, self-led, independent learning, which will allow students to develop the learning abilities needed to undertake further study with a high degree of independence.
G03	To develop oral and written communication skills in order to prepare reports, research projects and business projects and defend them before any commission or group of professionals (specialised or non-specialised) in more than one language, by collecting relevant evidence and interpreting it appropriately so as to reach conclusions.
G05	Capacity for teamwork, to lead, direct, plan and supervise multidisciplinary and multicultural teams in both national and international environments so as to create synergies which benefit organisations.

#### 5. Expected objectives or learning outcomes

##### Additional results

1. To have knowledge of the elements which define a “family business”. To acquire basic knowledge regarding family businesses, their problems and development.
2. To be able to analyse, describe, identify and diagnose, the characteristic problems of family companies. To develop active competences: to apply this knowledge to produce a critical report on a family business in their community.
3. To act as an adviser/consultant and propose actions to improve the governance of a family business. To be able to make reasoned proposals of efficient professional activity in order to prevent or solve the typical governance and management problems of a family business.

#### 6. Syllabus / Content

- Topic 1 Family companies: characteristics, types of family companies and life-cycle
- Topic 2 Families and companies: culture, values, objectives and roles; conflicts in the company
- Topic 3 Governance of family companies: professionalization of management and organs of governance
- Topic 4 Family governance: the family board and family protocol
- Topic 5 Succession: the process, preparation of successors, organization
- Topic 6 Transfer of the business

7. Activities or blocks of activity and methodology								
Educational activity	Methodology	Related competences	ECTS	Hours	Ev	Ob	Re	Description
Classroom teaching (Theory) [CLASSROOM]	Presentations/Lectures	E02, E06	1.20	30.00	Not			Theoretical explanations of basic content of programme
Classroom teaching (Practical) [CLASSROOM]	Discussions/Practical work	E02, G01	0.60	15.00	Not			Presentation and practical work/case studies
Production of reports or assignments [INDEPENDENT]	Independent work/ Self-learning	E02, G01, G03	1.50	37.50	Yes	Yes	Yes	Assignments and individual tests
Production of reports or assignments [INDEPENDENT]	Group work	E01, E02, E04, E06, G01, G03, G05	1.80	45.00	Yes	Yes	Yes	Production of reports on family companies
Group tutorials [CLASSROOM]	Group tutorials/ Supervised or tutored work	G03, G05	0.20	5.00	Not			Programmed classroom tutorials used to monitor student progress
Study or exam preparation [INDEPENDENT]	Self-learning	E02, G01	0.60	15.00	Not			Acquisition and preparation of subject content
Final exams [CLASSROOM]	Exams	E01, E04, E06, G03	0.10	2.50	Yes	Yes	Yes	Answering of tests, theoretical questions case studies, which demonstrate acquisition of knowledge
<b>Total:</b>			<b>6.00</b>	<b>150.00</b>				
<b>Total credits for class work: 2.10</b>			<b>Total hours of class work: 52.50</b>					
<b>Total credits for independent work: 3.90</b>			<b>Total hours of independent work: 97.50</b>					

Ev: Educational activity subject to evaluation

Ob: Educational activity which must be successfully completed

Re: Educational activity which can be repeated and re-assessed

8. Assessment criteria and evaluation			
Assessment criteria	Evaluation		Description
	Classroom learning	Blended learning	
Problem solving or case studies	30.00%	0.00%	Individual assignments for students to consider and solve. An assignment must be delivered for each question proposed, in accordance with the formal conditions laid down for the subject in the virtual campus.
Assignment	40.00%	0.00%	Production and presentation of a report on a family business in the local community: identification, type of company, origin, development, property, management, strategy, situation, continuity, succession, protocol and proposals for improvement. The knowledge and competence acquired during the course must be used.
Final exam	30.00%	0.00%	Exam on subject content
<b>Total:</b>	<b>100.00%</b>	<b>0.00%</b>	

**Assessment criteria for the first exam session:**

In the first exam session, individual assignments, the report on a family business and the final exam will be evaluated.

In order to pass the subject, a mark of at least five out of ten is required in the individual assignments, the report on a family business and the final exam.

**Particulars of the re-sit exam:**

The marks obtained in the individual assignments, the report on family business or in the final exam, will be upheld if above pass level.

In order to pass the subject, a mark of at least five out of ten is required in the individual assignments, the report on a family business and the final exam.

The marks obtained in the other systems of assessment will be upheld if above pass level.

**Particulars of the final exam session:**

The marks obtained in the individual assignments, the report on family business or in the final exam, in the last exam session of the immediately previous academic year will be upheld if above pass level.

In order to pass the subject, a mark of at least five out of ten is required in the individual assignments, the report on a family business and the final exam.

9. Work sequence, calendar, major milestones and time required	
<b>Non assignable to topics</b>	
<b>Educational activities</b>	<b>Hours</b>
Classroom teaching (Theory) [CLASSROOM] Presentations/Lectures	30
Classroom teaching (Practical) [CLASSROOM] [Discussions]	15
Production of reports or assignments [INDEPENDENT] [Independent work]	37.5
Production of reports or assignments [INDEPENDENT] [Group work]	45
Group tutorials [CLASSROOM] [Supervised or tutored work]	5
Study or exam preparation [INDEPENDENT] [Self-learning]	15
Final exam [CLASSROOM] [Exams]	2.5
<b>Global activity</b>	
<b>Educational activity</b>	<b>Total hours</b>
Classroom teaching (Theory) [CLASSROOM] Presentations/Lectures	30
Classroom teaching (Practical) [CLASSROOM] [Discussions]	15
Production of reports or assignments [INDEPENDENT] [Independent work]	37.5
Production of reports or assignments [INDEPENDENT] [Group work]	45
Group tutorials [CLASSROOM] [Supervised or tutored work]	5
Study or exam preparation [INDEPENDENT] [Self-learning]	15
Final exam [CLASSROOM] [Exams]	2.5
<b>Total hours:</b>	150

**General comments on planning:**

Planning will be adjusted to the UCLM academic calendar

10. Bibliography						
Authors	Title/Link	Publisher	City	ISBN	Year	Description
See Virtual Campus						