

Module Documentation



MGMT07059

Family Business

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MGMT07059 Family Business

Short Title	Family Business		
Full Title	Family Business		
Attendance	100	Discipline	345 MANAGEMENT & ADMIN
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Co Author(s)	Ivan McPhillips		
Official Code	MGMT07059	NFQ Level	07
		ECTS Credit	05

Module Description

Family businesses often outperform nonfamily businesses. One of the primary sources of success for business-owning families is their focus on ensuring continuity of both the business and the family. Enterprise Ireland has identified this area as particularly important in the West of Ireland and this module addresses many of the challenges associated with planning for family/small business and ownership continuity or succession planning.

Learning Outcomes

On completion of this module the learner will/should be able to

1. Assist in developing a vision to grow a family/small business in the Irish and International markets
2. Identify and discuss the opportunities and challenges of succession planning
3. Explain what is needed to prepare the next generation of owners and leaders in a family/small business
4. Analyse the range of ownership and leadership options to prepare owners and leaders for meeting an identified vision
5. Discuss the business and family governance issues required for business success and effective family decision-making
6. Explain the role organisational culture plays in helping to ensure continuity(succesison)

Teaching and Learning Strategies

Students will learn through Lectures, Tutorials, and Case Studies

Assessment Strategies

The assessment strategy will be in line with GMIT Marks and Standards.

The assessment will consist of a Continuous Assessment worth 40% in the form of a written report and an end of semester examination worth 60%.

This assessment process will assess that the student have achieved the learning outcomes of this module.

Repeat Assessment Procedures

The repeat assessment will be a 2 hour written examination.

Assessment Facilities

None

Module Dependencies

Prerequisite Modules

None

Corequisite Modules

None

Incompatible Modules

None

Indicative Syllabus

- Family business concept - What does it means? What role do you want the memebtrs to play? What values and principles will guide the family and the business? Who are the stakeholders?

- Vision & Growth - What do you want the business to look like in the future? Growth of the Irish and International markets. The European Family Businesses on Family Owned Enterprises.

- Ownership & Continuity- Who will be allowed to participate in ownership? How can ownership be transferred most effectively(succession planning)? What can be done to ensure future owners are prepared for this great responsibility?

- Leadership - What leadership attributes will be required to manage the business into the future? How might this profile change as the business evolves? Are there systems and processes to ensure that the next generation of leaders will be prepared?

- Business governance - What oversight structure and processes are needed to ensure business success? How will owners and others participate to create an effective board of directors?
- Family governance - What structure and processes are required for effective family decision-making? What decisions will the family oversee, and who will be allowed to participate?
- A culture of continuity - What role does culture play in helping to ensure continuity (succession)?

CourseWork / Assessment Breakdown

CourseWork / Continuous Assessment 40 %

End of Semester / Year Formal Examination 60 %

Coursework Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Written Report	1,2,3,4	40	Week 9

End Exam Assessment Breakdown

Description	Outcome Assessed	% of Total	Assessment Week
Examination	1,2,3,4,5,6	60	End of Semester

ACCS Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Total Average Weekly Learner Workload 0.00 Hours					

Open Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Distance Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Part Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Flat Classroom	Lecture/workshop	2	Weekly	2.00

Total Average Weekly Learner Workload 2.00 Hours

Full Time Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
Lecture	Flat Classroom	Lecture/workshop	2	Weekly	2.00
Tutorial	Flat Classroom	Tutorial	1	Weekly	1.00

Total Average Weekly Learner Workload 3.00 Hours

Online Learning Mode Workload

Type	Location	Description	Hours	Frequency	Avg Wkly Wrkld
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Total Average Weekly Learner Workload 0.00 Hours

Module Resources

Module Book Resources

O'Hara, B., (2011), *Entrepreneurship in Ireland*, Gill & Macmillan, Dublin

Deakins, D., & Freel, M., (2006), *Entrepreneurship and small firms*, 4th edition, McGraw-Hill, UK.

Module Alternate Book Resources

None

Module Other Resources

Barringer, B.R., (2012), *Entrepreneurship: Successfully Launching New Ventures*, Pearson Education.

Bridge, S., O'Neill, K., Martin, F., (2008), *Understanding Enterprise, Entrepreneurship and Small Business*, Palgrave MacMillan

Cooney, T.M. and Hill, S. (Editors) (2002) - '*New Venture Creation in Ireland*' - Oak Tree Press

Cooney, T.M. (Editor) (2005) - '*Irish Cases in Entrepreneurship*' - Blackhall Publishing, Dublin

Cooney, T.M. (2010), '*Fast-Growth Firms and Entrepreneurial Teams*' - Lambert Academic Publishing

Cooney, T.M. (2010), '*Entrepreneurship Cases: Looking Beyond Commercial*' - Lambert Academic Publishing

Cooney, T.M. (2011), '*Cases in European Entrepreneurship*' - Dublin Institute of Technology.

Gibson, D., (2010), *The Streetwise Guide to Being Enterprising: Increase Your Career, Business or Social Enterprise Prospects by Using the e-Factor*, Oak Tree Press

Henry, C., & McGowan, P., (2007), *Irish Cases in Entrepreneurship*, Volume II, Blackhall Publishing, Ireland

Lambing, P., & Kuehl, C., (2007), *Entrepreneurship*, 4th edition, Pearson Pentice Hall, USA.

Longenecker, J.G., Petty, J.W., Palich, L.E., & Moore, C.W.,(2010), *Small Business Management: Launching and Growing Entrepreneurial Ventures*, 15th ed., Mason, OH:South-Western Cengage Learning.

O'Gorman, C., & Cunningham, J., (2007), *An Introduction to Entrepreneurship in an Irish Context.*, Oak Tree Press

Starting a Business in Ireland: A Comprehensive Guide and Directory, Dublin: Oak Tree Press

Zimmerer, T., Scarborough, N., Wilson, D., (2008), *Essentials of entrepreneurship and small business management*, Pearson/Prentice Hall

Module URLs

The Resource for Family Business Executives & Owners: <http://www.fambiz.com/> ;

Family Business Experts: <http://www.family-business-experts.com/> ;

Family Business Magazine: <http://www.familybusinessmagazine.com/> ;

The Center for Family Business at Northeastern University: <http://cba.neu.edu/cfb/> ;

Family in Business at Harvard Business School:

<http://www.exed.hbs.edu/programs/fib/Pages/default.aspx> ;

Institute for Family Business: <http://www.ifb.org.uk/> ;

The Family Business Network: <http://www.ifb.org.uk/> ;

Additional Information

Family Business Magazine; Entrepreneur; Business Week; Entrepreneurship Theory and Practice;

Harvard Business Review; Journal of Small Business Management

ISBN BookList

Book Details

Kelly LeCouvie 2014 *Family Business Succession: Your Roadmap to Continuity (Family Business Publications)* Palgrave Macmillan

ISBN-10 1137280891 ISBN-13 9781137280893

Kieran McCarthy 2014 *Family Business: A Survival Guide* Chartered Accountants Ireland

ISBN-10 1908199776 ISBN-13 9781908199775

Approval Information

School Approval by Deirdre Lusby on 16-04-2015

Academic Council on 25-05-2015

Programme Membership

Code	Intake Year	Programme Title
GA_BWITH_H08	201500	Bachelor of Business (Honours) with a European Language
GA_BHUMA_B07	201500	Bachelor of Business in Human Resources
GA_BWITH_B07	201500	Bachelor of Business with a European Language
GA_BHUMA_H08	201500	Bachelor of Business (Honours) in Human Resources
GA_BBENG_H08	201500	Bachelor of Business (Honours) with Entrepreneurship
GA_BBENG_B07	201500	Bachelor of Business with Entrepreneurship