Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.
COURSE SYLLABUS

BUSI 425
FAMILY BUSINESS MANAGEMENT

COURSE DESCRIPTION
This course explores the unique personal, interpersonal issues, and business issues associated with the family-owned and managed firm. Topics include challenges and opportunities for family businesses, the dynamics of family interactions within the family business culture, conflict resolution, estate planning, and succession planning.

RATIONALE
This course is designed to focus on strategic management practices essential to the multi-generational operation of a family business. This will be accomplished by integrating business fundamentals with family dynamics.

I. PREREQUISITES
For information regarding prerequisites for this course, please refer to the Academic Course Catalog.

II. REQUIRED RESOURCE PURCHASE
Click on the following link to view the required resource(s) for the term in which you are registered: http://bookstore.mbsdirect.net/liberty.htm

III. ADDITIONAL MATERIALS FOR LEARNING
A. Computer with basic audio/video output equipment
B. Internet access (broadband recommended)
C. Microsoft Word
   (Microsoft Office is available at a special discount to Liberty University students.)

IV. MEASURABLE LEARNING OUTCOMES
Upon successful completion of this course, the student will be able to:
A. Recognize challenges within the family business and reasons for business success and failure with an emphasis on the benefits of planning.
B. Identify stages of growth within the family and the business affecting its life cycle, organization, and financial needs.
C. Utilize the formal planning process for developing a strategic business plan.
D. Demonstrate how to transition the family business to new leadership that promotes a revitalized business vision and strategy.
E. Discuss Biblical principles applicable to businesses and multigenerational inheritance from a Biblical perspective.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

A. Textbook readings and lecture presentations/notes

B. Course Requirements Checklist

After reading the Syllabus and Student Expectations, the student will complete the related checklist found in Module/Week 1.

C. Discussion Board forums (4)

Each student will participate in four Discussion Board forums. The first three Discussion Board forums will consist of a 500-word thread and two 250-word replies. The student will only post a 500-word thread for the last Discussion Board forum. The Discussion Board forums are based on a chapter topic. Outside research will be required for the thread. The instructor is looking for substantial, thoughtful, and critical discussions.

D. Group Research Paper

Each student will be responsible for working within an assigned group to adopt a business strategy appropriate for its family business that incorporates the values of each group member. The paper must be 8–10 pages in length and include 8–10 sources. APA format must be used throughout the paper. The final assignment will be submitted through SafeAssign to check for plagiarism.

E. Exams

There will be two exams during this course. The exams will consist of twenty-five multiple choice and true/false questions. Each student will have a 50-minute time limit. The exams are open book/open notes.

VI. COURSE GRADING AND POLICIES

A. Points

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Requirements Checklist</td>
<td>10</td>
</tr>
<tr>
<td>Discussion Board forum Threads (4 at 100 pts ea)</td>
<td>400</td>
</tr>
<tr>
<td>Discussion Board forum Replies (3 at 50 pts ea)</td>
<td>150</td>
</tr>
<tr>
<td>Group Research Paper</td>
<td>200</td>
</tr>
<tr>
<td>Topic</td>
<td>0</td>
</tr>
<tr>
<td>References</td>
<td>0</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>125</td>
</tr>
<tr>
<td>Final Exam</td>
<td>125</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1010</strong></td>
</tr>
</tbody>
</table>

B. Scale

A = 900–1010    B = 800–899    C = 700–799    D = 600–699    F = 0–599

C. Late Assignment Policy
If the student is unable to complete an assignment on time, then he or she must contact the instructor immediately by email.

Assignments that are submitted after the due date without prior approval from the instructor will receive the following deductions:

1. Late assignments submitted within one week of the due date will receive a 10% deduction.
2. Assignments submitted more than one week late will receive a 20% deduction.
3. Assignments submitted two weeks late or after the final date of the class will not be accepted.
4. Late Discussion Board threads or replies will not be accepted.

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.

D. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.
# Course Schedule

**BUSI 425**


<table>
<thead>
<tr>
<th>Module/Week</th>
<th><strong>Reading &amp; Study</strong></th>
<th><strong>Assignments</strong></th>
<th><strong>Points</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ward: preface, chs. 1–2, appendix A, 1 presentation</td>
<td>Course Requirements Checklist, DB Forum 1 Thread</td>
<td>10, 100</td>
</tr>
<tr>
<td>2</td>
<td>Review Ward: preface, chs. 1–2, appendix A, 1 presentation</td>
<td>DB Forum 1 Replies, Group Research Paper Topic</td>
<td>50, 0</td>
</tr>
<tr>
<td>3</td>
<td>Ward: chs. 3–4, appendix B, 1 presentation</td>
<td>DB Forum 2 Thread</td>
<td>100</td>
</tr>
<tr>
<td>4</td>
<td>Review Ward: chs. 3–4, appendix B, 1 presentation</td>
<td>DB Forum 2 Replies, Group Research Paper References, Midterm Exam</td>
<td>50, 0, 125</td>
</tr>
<tr>
<td>5</td>
<td>Ward: chs. 5–6, appendices C–E, 1 presentation</td>
<td>DB Forum 3 Thread</td>
<td>100</td>
</tr>
<tr>
<td>6</td>
<td>Review Ward: chs. 5–6, appendices C–E, 1 presentation</td>
<td>DB Forum 3 Replies</td>
<td>50</td>
</tr>
<tr>
<td>7</td>
<td>Ward: chs. 7–8, epilogue, appendices F–G, 1 presentation</td>
<td>DB Forum 4 Thread</td>
<td>100</td>
</tr>
<tr>
<td>8</td>
<td>Review Ward: chs. 7–8, epilogue, appendices F–G, 1 presentation</td>
<td>Group Research Paper, Final Exam</td>
<td>200, 125</td>
</tr>
</tbody>
</table>

**Total** 1010

DB = Discussion Board

**NOTE:** Each course week begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.