
TOPICS: MANAGING CONFLICT AND SUCCESSION IN FAMILY BUSINESS in Spring 2021 (BA5091C)

Course Code	BA5091C	Professor(s)	Stephane Malo
Prerequisites	None	Office Number	G-3A04
Class Schedule	T: 13:45-15:05 in SD-2 T: 13:45-15:05 in RMOTE-00	Office Hours	By appointment
Credits	2	Email	smalo@aup.edu
Semester	Spring 2021	Office Tel. Ext.	

Course Description

Managing any business can be challenging these days especially with the increasing impact of factors such as technology, social media and globalization. But managing a family business can be especially challenging as family considerations add additional levels of complexity to the tasks of management and can make managing either easier or more difficult or in some cases both at the same time depending on the circumstances.

Family business is an important topic as it constitutes a significant segment of the economy in the US and an even larger proportion of the global economy. Worldwide 80% of all businesses are classified as “family businesses.” Although family squabbles often receive headlines from the business press, recent studies have shown that family businesses, on average, outperform and last longer than non-family businesses. This course focuses on this vital and interesting sector.

Course Learning Outcomes

General Education

[PLEASE REMOVE THIS SECTION IF THE COURSE DOES NOT FULFILL ANY GLACC

REQUIREMENT]

GLACC

The Global Liberal Arts Core Curriculum (GLACC) degree requirements include the following categories of courses:

- Integrative Inquiry (coded CCI)
- Experiential learning (coded CCX)
- Research, Interpretation, and Writing (coded CCE)
- Digital Literacy and Communication (coded CCD)
- Disciplinary Research Methods and Writing (coded CCR)
- Quantitative Reasoning (coded CCM)
- Experimental Reasoning Course with Lab (coded CCS)
- Expression Française (coded FR)
- AUP Capstone (coded CCC)

This course can be used to fulfill the [INDICATE THE REQUIREMENT(S) FULFILLED BY THE COURSE] requirement and as such has the following learning outcomes:

[INDICATE THE GENERAL EDUCATION LEARNING OUTCOMES]

Course Outline

	Topics	Reading/Video	Assignments / Cases / Notes
Week 1			
January 19 T- 01:45 PM-03:05 PM	The Way Ahead		
Week 2			
January 26 T- 01:45 PM-03:05 PM	Session 1: Family Business Management- An Introduction		
Week 3			
February 2 T- 01:45 PM-03:05 PM	Session 2: Family Business Systems		

Week 4			
February 9 T- 01:45 PM-03:05 PM	Mini break (no classes)		Assignment 1: Documentary/Essay: Mo's Restaurant (due Feb 16)
Week 5			
February 16 T- 01:45 PM-03:05 PM	Session 3: The Korean Chaebols		Due today: Assignment 1
Week 6			
February 23 T- 01:45 PM-03:05 PM	Assignment 2: Documentary/Essay: We the People - Market Basket (due March 9)		
Week 7	•		
March 2 T- 01:45 PM-03:05 PM	Session 4: Succession Options		
Week 8			
March 9 T- 01:45 PM-03:05 PM	Session 5a: Family succession (passed on to the next generation)		Due today: Assignment 2
Week 9			
March 16 T- 01:45 PM-03:05 PM	Session 5b: Family succession (passed on to the next generation)		
Week 10			
March 23 T- 01:45 PM-03:05 PM	Session 6: Family Governance		
Week 11			
March 30 T- 01:45 PM-03:05 PM	Assignment 3: Documentary/Essay: Adidas versus Puma (due April 6)		
Week 12			
April 6	Session 7: Family Conflict		Due today: Assignment 3

T- 01:45 PM-03:05 PM			
Week 13			
April 13 T- 01:45 PM-03:05 PM	Faculty Retreat (no class)		
Week 14			
April 20 T- 01:45 PM-03:05 PM	Session 8: Entrepreneurial Couples		
Week 15			
April 27 T- 01:45 PM-03:05 PM	Presentation of Case Study Malkinson Printing Company		

Textbooks

This course doesn't have any textbook.

Attendance Policy

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an “F” for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

Grading Policy

o	
Assignment 1 - Video/ Essay: Mo's Restaurant (Due February 16)	
Assignment 2 - Video/ Essay: We the People (Due February 26)	
Assignment 3 - Video/ Essay: Adidas versus Puma (Due April 6)	
Assignment 4: Case Study/Essay/Presentation: Malkinson Printing Company The Evolution of a Family Business (April 27)	

Other
