

SUBJECT TEACHING GUIDE

G916 - Creation of Companies and Family Business

Degree in Business Administration and Management

Academic year 2018-2019

1. IDENTIFYING DATA					
Degree	Degree in Business Administration and Management			Type and Year	Optional. Year 3
Faculty	Faculty of Economics and Business Studies				
Discipline	Subject Area: Further General Management				
Course unit title and code	G916 - Creation of Companies and Family Business				
Number of ECTS credits allocated	6	Term	Semester based (2)		
Web					
Language of instruction	Spanish	English Friendly	Yes	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS				
Name of lecturer	MARIA DOLORES ODRIOZOLA ZAMANILLO				
E-mail	mariadolores.odrizola@unican.es				
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO (E235)				
Other lecturers	ADELA SANCHEZ SANTOS ELISA PILAR BARAIBAR DIEZ IGNACIO LLORENTE GARCIA				

3.1 LEARNING OUTCOMES

- 1. Make a Business plan, analyze its feasibility and make the necessary procedures to start it.
- 2. Diagnose specific aspects of the management of a family business; and apply optimal tools for the management of the family business.

4. OBJECTIVES

MODULE OF CREATION OF COMPANIES

The objective is to systematize the way in which it has to gather the necessary information to assess the weaknesses and the potential of a business idea. Students have to consider the necessary resources to make the necessary investments to carry the business out and quantifying the economic effects that are derived of the activity by forecasting the flow of income and expenses.

The course has an eminently practical orientation. Students are going to learn all the stages to be followed in the " Viability Plan" according to a standard format, in such a way that when the the course ends they will have a report that, in addition to allowing you to assess your idea, may be used to search for funding or public aid.

FAMILY COMPANY MODULE

The module focuses on the study of the particularities and specific problems of the family business, raising the most specific aspects of it (government, succession, direction, etc.), developing an analysis of them and working in a practical way to find possible solutions

The basic objective of the subject is to provide the student the knowledge and skills necessary to successfully face the management and direction of family businesses, more specifically:

- Know and understand the specific problems and the most critical aspects of the management of family businesses, as well as their impact on the main business decisions.
- Know how to apply the tools to deal with this specific problem.
- Understand the fundamentals, causes and possible solutions of conflicts in family relationships.
- Acquire an active, critical and positive attitude towards the family business, its problems and the tools to solve or manage them.

6. COURSE ORGANIZATION

CONTENTS

1	Creation of companies module. 1. The decision of create a company. The concept of viability
2	Creation of companies module. 2. Market viability
3	Creation of companies module. 3. Technical viability
4	Creation of companies module. 4. Financial viability
5	Family business module 1. The family business
6	Family business module 2. Governance of the Family Business
7	Family business module 3. Continuity and succession in the family business
8	Family business module 4. Management of the Family Business
9	SEMINARS AND CONFERENCES OF ENTREPRENEURS

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Business feasibility study	Work	No	Yes	35,00
Analysis of a family business	Work	No	Yes	35,00
Final exam (Test)	Written exam	Yes	Yes	20,00
Evaluation of the classwork	Others	No	No	10,00
TOTAL				100,00
Observations				
One group work will be done for each module and one final test exam for the two modules. The average mark of the group works must be higher than 5 (it is saved with the continuous work at class for September); if this mark is lower students have to pass a exam with cases studies.				
Observations for part-time students				
These students can substitute the continuous work done at the lectures during the semester by a practice exam consisting on case studies that is worth 80% of the final mark. They also have to do the final test (20%) together with the other students. Both will be held the day set by the Faculty for the final exam in June and September.				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

MODULO DE CREACIÓN DE EMPRESAS

- Adán, Pablo (2014). *Emprender con éxito. 10 claves para generar modelos de negocio*. SCLibro.
- Claver, Pablo (2013). *Yo también puedo emprender*. LID Editorial Empresarial S.L.
- Felix Velasco. (2007). *Aprender a elaborar un plan de negocio*.
- Hisrich, R. D.; Peters, M. P. and Shepherd, D. A. (2005). *Entrepreneurship. Emprendedores*. Sexta Edición. McGraw Hill
- Neck, HM. (2014). *Teaching Entrepreneurship: A Practice-Based Approach*. Cheltenham.
- Nicholls, A. (2013). *Social entrepreneurship: new models of sustainable social change*. Oxford University Press.
- Osterwalder, A., Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers*. John wiley.
- Ricardio Mateo (2004). *Creación de Empresas. Teoría y práctica*
- Schroeder, B. (2015). *Fail fast or win big: the start-up plan for starting now*. Amacon Div American Mgmt Assn.

MODULO DE EMPRESA FAMILIAR

- Casillas, J.C.; Díaz, C. y Vázquez, A. (2005). *La gestión de la empresa familiar*. Ed. Paraninfo.
- Carlock, R.S.& Ward, J.L. (2002). *La planificación estratégica de la familia empresaria. Cómo planificar para unir a la familia y asegurar la continuidad*. Deusto Ediciones.
- Gallo, M.A. (1997). *La empresa familiar*. Praxis.
- Garrido de Palma, V.M. (Dir.) (1995). *La empresa familiar ante el derecho: el empresario individual y la sociedad de carácter familiar*. Civitas.
- Gersick, K., Davis J.A., Hampton M.M. & Lansberg, I. (1997) *Generation to Generation: Life Cycles of the Family Business*. Harvard Business School Press.
- Poza, E.J. & Daugherty M.S. (2014). *Family Business*. South-Western CENGAGE Learning (4th Edition)
- Martínez Guillén, M. (2001). *Protocolo social y empresarial*. Marcial Pons.
- Dirección General de Política de la PYME (2003). *Guía para la pequeña y mediana empresa familiar*. Centro de publicaciones del Ministerio de Economía.
- Varios autores (2000). *La fiscalidad de la empresa familiar*. Asociación Española de Asesores Fiscales. Monografía nº 15.
- Zellweger, T. (2017) *Managing the Family Business: Theory and Practice*. Cheltenham, Edward Elgar.

