



School of Business, Pacific Lutheran University  
Tacoma, Washington 98447

## **BMBA 550 Leading Family and Closely-Held Enterprises**

2021 Summer MBA Term I – meets MW Blended Classroom/Online

June 2 to July 7, 2021

### **For MBA Students and those holding a bachelor's degree in any field.**

**Faculty: Dr. Catherine Pratt.** Expertise in strategic competitiveness, organizational change, entrepreneurship, and leading closely held enterprises. Advanced Certificate in Family Business Advising (ACFBA); and inducted in 2015 as a Fellow of the Family Firm Institute (see ffi.org). Contact at [prattca@plu.edu](mailto:prattca@plu.edu).

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**Course Description:** Explores issues unique to managing, working within, or advising closely held businesses. Role of closely held firms in global economy; control, fairness, and equity issues; succession; unique aspects of family firms including family dynamics inside and outside of the business (4 semester credits).

#### **Discipline-specific BUSA 550 Outcomes:**

- Understand of dynamic relationships among family, business, and firm ownership.
- Explore challenges and opportunities of being an entrepreneur
- Apply strategic competitiveness tools to entrepreneurial ventures and other closely-held firms
- Ability to evaluate family/closely held business strategic strengths and weaknesses.
- Ability to analyze conflict and seek resolution in family/closely held firms.
- Ability to design leader development plans and understand succession dynamics.
- Ability to evaluate and plan appropriate closely held firm corporate governance.
- Ability to explore stories as means for preserving knowledge, values, and culture in family and closely held firms.
- Ability to analyze liquidity and estate planning succession issues.

**Twice a Week Sessions in blended classroom/online format. Willing to explore online flexibility for those not ready for in person classroom experience. Four semester credits.**

**Opportunity to engage with local entrepreneurs and closely-held business leaders.**

#### **Texts:**

- Shane, S.A. *The Illusions of Entrepreneurship: The Costly Myths That Entrepreneurs, Investors, and Policy Makers Live By.* Yale University Press: New Haven, CT.
- Zellweger, T. *Managing the Family Business: Theory and Practice.* Edward Elgar Publishing: UK/Massachusetts, USA.
- Landes, D. S. *Dynasties: Fortunes & Misfortunes of the World's Great Family Businesses.* Penguin: New York, NY.
- Supplemental readings, exercises, and cases.

**Activities & Assignments Overview:** Variety of activities and assignments including case analyses, presentations, guest speakers, leader interviews, sharing of analysis tools, and course project. Course project options are: (a) analysis of a closely held firm; or (b) creation of a new venture business plan; or (3) propose your own alternative project. Course may be audited for no college credit.

**For more information contact Juanita Reed, Director of MBA Program, [reedjj@plu.edu](mailto:reedjj@plu.edu).**