

EAST CAROLINA UNIVERSITY
UNC-GA Mission Review
Academic Program Development Form

COLLEGE/SCHOOL: SCHOOL OF BUSINESS

API DISCIPLINE SPECIALTY TITLE: BUS & MGT/FAMILY BUS TRACK

API DISCIPLINE SPECIALTY NUMBER: 0501

LEVEL: Bachelor: Master 1st Professional Doctoral

PROPOSED YEAR OF: Establishment 1995 Deletion Redesign

Description of The Program

The School of Business proposes exploring interest in specialized graduate training and research in family business. The present MBA program contains 9 to 18 hours of electives; these electives would be utilized by track majors to specialize in family business. Potential students in the family business track would be students with a personal interest in family business, as well as students whose subsequent professional careers may entail providing services to family businesses. Therefore, students in other graduate programs (e.g., marriage and family relations, social work) could feasibly benefit by study in the program. Since this program requires integration of the two academically distinct areas of family and business, these courses would be cooperatively offered with other units on campus. Since these other units have not yet been approached, this document represents only the School of Business' perception of the program.

Relationship to School of Business and University Missions

The interaction of family and business provides areas for teaching, applied and theoretical interdisciplinary research and therefore enhances both University and School of Business missions. The dynamics of family interactions encompasses sociology, psychology, and home economics. The impact of family relationships on the operation of the business affects virtually all of the traditional business areas; the day-to-day business affairs impact on family relationships. It is hoped that through studying how family businesses work, this program could develop techniques to make them work more effectively.

Rationale

Well over half of the businesses in the United States are independently owned and operated. Current estimates are that these businesses employ approximately half of the work force and account for 45% of the Gross National Product. While some of these are either solely owned or owned by unrelated individuals, many are family businesses where management and ownership may be by related individuals. Most Schools of Business are oriented toward corporations and corporate management issues without addressing the role of family involvement. Family businesses are usually much smaller than public corporations and more likely to be located in less populated areas such as Eastern North Carolina. Along with being involved with existing family businesses, this program could also become proactive in helping attract and starting family businesses.

ENROLLMENT PROJECTIONS:

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Black					1	1				
White					8	8				
Other					1	1				
Total					10	10				

Percent non-resident: 15

ADDITIONAL FACULTY AND STAFF REQUIREMENTS:

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Faculty					1					
Staff					0					
Total					1					

BUDGETARY IMPLICATIONS:

(A: Annual continuation dollars; B: One-time dollars)

YEAR: 1994

Category	Reallocation of Unit Resources		Self-supporting funds (grants and contracts)		Additional Allocations		Total	
	A	B	A	B	A	B	A	B
Personnel								
Operating								
Library					7,500	15,000	7,500	15,000
Computing								
Other								
Total					7,500	15,000	7,500	15,000

