

**Law Office Management**  
**Asst. Dean Thomas C. Ksobiech**  
**Office: Law Center A215; Phone: 348-6545**  
**Email: tksobiech@law.ua.edu**  
**LAW 688 – Fall 2011**  
**2.0 Credit Hours – Graded**

**Text:** Law Practice Management (Third Edition) by Gary Munneke

**Purpose:** The purpose of the class will be to give students an understanding of the business of practicing law. By the end of this course, students should understand the organization of law firms, the marketing and client development of a legal practice, and the management of a law firm's resources: human, physical, and financial. The class will not choose between assisting the development of solo practitioners and educating future members of existing firms. Students will learn that regardless of the size of the firm, these business/management issues will need to be understood and addressed.

**Attendance policy:** Attendance will be taken at each class. Students are expected to be present. All law school policies on attendance will be followed. Because of the value of interaction with the experts visiting the classroom, an unexcused absence at the Panel Discussion or at a Management Decisions Class will result in a 5% deduction from a student's final point total.

**Disability Accommodation:** Students with disabilities are encouraged to register with the Office of Disability Services (348-4285). Thereafter, you are invited to schedule appointments to see me to discuss accommodations and other special needs.

**Classroom Decorum:** Students will be expected to behave in a manner that is conducive to learning and appropriate for the professional career that they aspire to lead. Students will be expected to have completed the assigned reading and be prepared for every class. Students are subject to all of the Law School's Academic Rules of Conduct. Disruptive/obstructive behavior will not be tolerated. Students who engage in such behavior will be subject to any or all of the possible disciplinary measures outlined in the materials provided at orientation by the Associate Dean of Student Affairs. At the discretion of the instructor, there may be classes in which laptop use is prohibited. The instructor also reserves the right to tell an individual student to stop using a laptop if it is being used for non-class related activities.

**Group Work:** Students will complete four assignments during the semester in small groups. It will be the obligation of the group to ensure that all work is complete. Each member will receive the same grade for the project, regardless of the amount of work any individual member puts forth.

**Assignments:** The first three assignments will be graded on a high pass/pass/low pass/fail scale. The fourth will be graded on a point basis. The three paper assignments are due at 12:00 Noon on the days listed on the class schedule. Assignments are to be turned in by single, paper copy to the front desk of the Career Services Office. Any assignment that is turned in late or incomplete will automatically result in a low pass or failing mark.

Assignment 1: Law Firm Questionnaire – 7% of Final Grade (61 points)

Assignment 2: Marketing Plan – 10% of Final Grade (87 points)

Assignment 3: Marketing Pitch – 8% of Final Grade (70 points)

Assignment 4: Business Plan – 35% of Final Grade (306 points)

**Final Paper:** A Final Paper and Revised Business Plan must be submitted by Tuesday, December 20, 2010 at 12:30 PM. The details of the paper will be discussed at a later date in the class. The Final Paper will account for 40% (350 points) of your final grade. The course will be graded on the curve mandated by the Law School's policy on grades.

Date	Reading Assignment	Topic	Notes
8/18	Reid PDF	Introduction & Organization	
8/23	Chapter 1	Introduction to the Course	
8/25	Chapter 2	Marketplace of Legal Services	
8/30		Marketplace of Legal Services	
9/1	Chapter 3	Excellence in the Practice of Law	
9/6			NO CLASS
9/8	Chapter 5	Client Service	<i>Law Firm Questionnaire Due</i>
9/13	Chapter 6 Text	Marketing	
9/15	Chapter 6 Supplement	Marketing	
9/20	Chapter 4	Law Firms and Partners	
9/22		Law Firms and Partners	
9/27			NO CLASS
9/29	Chapter 12	Substantive Law Practice Systems	<i>Marketing Plan Due</i>
10/4	Chapter 7	Managing Human Resources: Staff	
10/6		Managing Human Resources: Staff	<i>Firm A - Pitch</i>
10/11	Chapter 8	Managing Human Resources: Attorneys	
10/13		Managing Human Resources: Attorneys	<i>Firm B - Pitch</i>
10/18	Chapter 9	Managing Physical Resources	
10/20	Chapter 10	Managing Information Technology	<i>Firm C - Pitch</i>
10/21		<b>Marketing Panel</b>	<b>FRIDAY CLASS</b>
10/25		Management Decisions	
10/27			NO CLASS – Fall Break
11/1	Chapter 11	Managing Financial Resources	
11/3		Managing Financial Resources	<i>Draft Business Plans Due</i>
11/8		Management Decisions	
11/10	Chapter 11a	Managing Financial Resources - Billing	Supplement Only
11/15	Chapter 13 pp. 322-348	Managing Your Professional Life	
11/17	Chapter 13a pp. 348-353	Managing Your Personal Life	
11/22		Management Decisions	
11/24			NO CLASS - Thanksgiving
11/29	Chapter 14	Conclusion	