Law Practice Management  
George Mason University School of Law  
Fall 2012

Instructors: David Ginsberg and Robert Feisee  
Telephones: 703-934-1480 and 703-654-6019  
E-mails: dginsberg@cgglawyers.com and raf@insightlaw.net


Course Policies:

Introduction: Law Practice Management is a two credit, one semester course that will meet for two hours once a week. The course is designed to provide you with a foundation in law practice management. It will expose you to all aspects of the administrative and business side of a law firm whether you want to hang a shingle or become a partner in a medium to large size firm. It will acquaint you with the practical and ethical issues surrounding billing, trust accounts, and collections; marketing for lawyers, and client interaction from the initial consult to conclusion of representation. This course is intended to give you the basic foundation in the business aspects of law necessary to enable you to operate your own practice or become a financially productive member of a firm. Classes will include lecture, discussion, interactive role playing, and projects. By the conclusion of this class, you will outline the steps necessary to reach your desired legal position.

Class attendance: We will spend a significant amount of each class engaged in demonstrations and simulations of real life situations, and therefore, class attendance is mandatory. Absence or lateness will have a significant negative effect on your grade (excused absences are limited to religious observances, medical or family emergencies, and illness).

Internet policy: Please do not access the internet or send emails or instant messages during class.

Class Participation: There will be four classes devoted to simulations/presentations on different segments of building your law practice. You are expected and required to participate in each of these simulations. You are also expected to participate in class discussions during the remaining classes.

Written Papers: The written papers should be typed with one inch margins. Each paper must be your own independent work. There will be one short written assignment during the semester, and your final exam will be a paper.

Grades: Your final grade for the class will be based on the following components: (1) At the end of the semester in lieu of a final exam, you will be required to submit a business plan for your proposed law practice. This paper will constitute 60% of your final grade. (2) The four
class simulations and one written assignment during the semester will constitute 30% of your grade. (3) Class participation, contributions (not including the class simulations), and attendance will constitute the remaining 10% of your grade.

Office Hours: Office hours will be made available upon request. You may contact either Mr. Ginsberg or Mr. Feisee directly to meet to discuss any issues or concerns that you may have regarding the class.

Schedule

(1) Keys to a successful law practice
(2) Building your team and office
(3) Class Simulation - Outline of team and allocation of resources
(4) Client Attraction, Interaction, and Retention
(5) Class Simulation – Role play initial consult and client meetings
(6) Retainers (homework assignment – draft a retainer/engagement agreement)
(7) Billing and collecting fees
(8) Class Simulation – Collection Issue
(9) Marketing to attract business
(10) Solo practitioner versus associate/partner in firm
(11) Class Presentation – Marketing plan for desired position
(12) Technology for lawyers
(13) Management Issues
(14) Terminating representation of a client

FINAL EXAM – Business Plan for your desired legal position due by Friday, December 14, 2012 at 5:00 p.m. by e-mail to Mr. Ginsberg and Mr. Feisee or by hand-delivery to Records Office.