STUDENTS ARE EXPECTED TO HAVE COMPLETED

Essentials of Business Management

COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.

Knowledge-based competences:
- To acquire an in-depth knowledge of family-owned or controlled firms, with special emphasis on their idiosyncrasies.
- To provide appropriate tools to exploit the specific competitive advantages of family firms.
- To resolve the challenges inherent in family firms.
- To become acquainted with the specific characteristics of family firm management bodies and the use of the family agreement.

Skills:
- Capacity to advise and manage family firms.
- Ability to tackle family firms specific subjects, such as succession, professionalization, financing, etc.
- To develop managerial and leadership skills in organisations where both family and business interests may be involved.

Attitudes:
- To understand and be able to take decisions when faced with situations that are specific to family firms.
- To awaken an interest in developing a career path in a family firm, bearing in mind the importance that these companies have in the industrial fabric of today’s economies.

DESCRIPTION OF CONTENTS: PROGRAMME

1. Family business concept
2. Strengths and weaknesses of family business
3. Governance in the family business
5. Family charter
6. Strategic management in the family business
7. Human resources in a family business: Relationships and conflict

LEARNING ACTIVITIES AND METHODOLOGY

Students who will be tomorrow company managers or even owners of family firms, must understand the idiosyncrasies of these organisations. To achieve this, the course will be based on the following methodology:
- Classes and lectures explaining the course contents and assignments.
- Practical classes based on the case study method and discussions
- Final project, devoted to the analysis of a specific family firm or a family business owner.

ASSESSMENT SYSTEM

At the end of the semester, students will be tested by means of a final exam. The exam will account for 60% of the final grade. Continuous assessment (case discussion, final course project, and other activities) will account for 40% of the final grade.

% end-of-term-examination: 60
% of continuous assessment (assigments, laboratory, practicals...): 40

BASIC BIBLIOGRAPHY

- Zellweger, T. Managing the family business. Theory and practice, Edward Elgar, 2017
- Corbetta, G. & Salvato, C. Strategies for longevity in family firms: A European perspective., Palgrave, 2018
- Craig, J. and Moores, K. Leading a family business: Best practices for long-term stewardship., Praeger, 2017
- Fletcher, D.E. Understanding the small family business, Routledge, 2002
- Kets de Vries, M. Family Business, Thompson, 1996
- Rosplock, K. The complete family office handbook: A guide for affluent families and the advisors who serve them, Bloomberg Financial, 2013
- Ward, John L. Keeping the family business healthy, Jossey Bass management series, 1987