

MGMT 310 Fundamentals of Family Business

The purpose of this course is to familiarize students with key topics in family business management, such as family firm goals, conflict management, human resources, strategy, financial management, family and business governance, and succession planning. A wide variety of cases and examples are used throughout the course to highlight cultural and institutional differences between family businesses in contrasting contexts.
(Prerequisite: MGMT 101 and ACCT 102)

Course Learning Outcomes:

By the end of the course, students will be able to:

1. Demonstrate advanced understanding of concepts, principles, and ethical practices of managing a family business.
2. Use some specialist knowledge and understanding in analysing a family business.
3. Identify and critically analyse factors contributing to the success of family businesses.
4. Demonstrate effective oral and written communication skills, including the ability to develop sound and coherent ideas relating to family business management in a succinct and clear manner.
5. Operate at an advanced level, both independently and in teams, to explain family business dynamics and analyse family businesses.

Text Book & Course Materials:

- *Basco, R. (2023). Family Business Management. Routledge.*
- *Poza, E. J. (2013). Family business. Cengage Learning.*

Course Content:

1. Approaching the Concept of Family Business
2. Family Business Dynamics: Individual Needs, Goals, Expectations and Emotions
3. Interpersonal Relationships and Communication in Family Businesses
4. Conflict, Conflict Management, and Communication
5. Human Resource Management in Family Businesses
6. Strategic and Financial Management in Family Businesses
7. Ownership Governance in Family Business
8. Business Governance in Family Business
9. Ownership, Governance, and Management Succession
10. The Next Generation in Family Business Succession