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, ACCT 202****)*** **(**3 credits**)**

Course Learning Outcomes:

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

1. Demonstrate critical understanding of concepts, principles, and ethical practices of managing a family business.
2. Use specialized-level knowledge and understanding in analysing a family business.
3. Identify and critically analyze 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 a specialized-level, both independently and in teams, to explain family business dynamics and analyse family businesses.

Textbook & Course Materials:

- Basco, R. (2023). *Family Business Management*. Routledge.

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. Family Governance in Family Business
10. Ownership, Governance, and Management Succession
11. The Next Generation in Family Business Succession