



Name	FAMILY BUSINESS STRATEGY
Component Modules	-
Subject area	SECS-P/07
Academic year and semester	3rd year, 2nd semester
Language of instruction	English
ECTS	8
Number of hours of lectures	48
Teachers	
Expected learning outcomes	<p>At the end of the course of study, the student will have acquired the basic knowledge aimed at interpreting the institutional structure of family businesses and formulating growth strategies and drafting family pacts. Through the theoretical notions acquired, the student will be able to apply the acquired knowledge to the specific situations under analysis and to formulate strategic management processes oriented to change or to the development of innovative and sustainable positioning. At the end of the course, the student will be able to independently make judgments regarding the strategy and structure choices of family businesses, with particular reference to the role of boards of directors and generational change processes. The student will develop communication skills related to the presentation of analysis models of family businesses.</p>
Syllabus	<p>The course is divided into three parts.</p> <p>Part I. Distinguishing features of family businesses</p> <ul style="list-style-type: none">• Family businesses and SMEs• Governance Models of Family Firms: Ownership and Governance <p>Part II. Strategic management processes of SMEs</p> <ul style="list-style-type: none">• The competitive contexts typical of family businesses and the choices of advanced focus• The ways in which family businesses grow: internationalization choices• The ways in which family businesses grow: acquisition choices• The ways in which family businesses grow: opening up capital• Collaborative models, networks of companies and districts <p>Part III. Generational change management processes</p> <ul style="list-style-type: none">• Responsible ownership and its values• The configuration of generational renewal processes• Family Pacts
Teaching and learning methods	<p>Teaching is mainly delivered through lectures. In addition to lectures, the course also involves a number of hours of interactive teaching (at least one hour for each ECTS).</p> <p>By focusing on the discussion of case studies of real companies, this teaching technique will allow students to learn methodologies and tools in an active and more effective way.</p>
Evaluation methods	<p>The course provides different methods and criteria for assessing learning depending on whether the student decides to actively attend the course or not to attend. Only attending students, in fact, will have the opportunity to discuss in the classroom actively and in a participatory way the business cases under study, while non-attending students are required to have an autonomous ability to apply the contents and models of strategic analysis provided in the program to business examples of their choice.</p> <p><i>Attending students</i> Group work and final oral exam. The group work is dedicated to the analysis of a family-owned company of the students' choice, in which to apply the concepts developed within the course.</p>



	<p>The oral exam consists of 4 open questions on the entire program. For the purpose of determining the grade of the oral exam, the questions have the same weight. Students must demonstrate with analytical skills and autonomy of judgment, to analyze and understand the models of strategy analysis and governance of family businesses.</p> <p><i>Non-attending students</i></p> <p>Oral exam The oral exam consists of 4 open questions on the entire program. For the purpose of determining the grade of the oral exam, the questions have the same weight. In the oral exam, students must demonstrate knowledge and understanding of the main models of analysis addressed in the course with particular reference to the choices of strategy and governance of family-owned businesses. Students are also required to demonstrate, with analytical skills and autonomy of judgment, to apply analysis models and theoretical notions to business examples, in order to master the contents in a way that is not only theoretical.</p>
Assessment methods	<p>The assessment of learning involves the assignment of a final grade expressed in thirtieths.</p> <p><i>Attending students</i></p> <p>The group work allows an additional score from 0 to 2 points depending on the quality of the contents and the oral presentation, to be added to the final exam grade. Honours can be awarded to attending students who demonstrate excellence in understanding theoretical notions and who demonstrate a full ability to apply these notions to specific and concrete business cases and situations.</p> <p><i>Non-attending students</i></p> <p>Honours can be awarded to non-attending students who demonstrate excellence in understanding theoretical notions and who demonstrate a full ability to apply these notions to business cases and specific and concrete business situations.</p>
Prerequisites	<p>There are no prerequisites. However, it is advisable to acquire prior knowledge of Business Administration, Management and Strategic management and innovation</p>
Teaching materials	<p>R. Basco (2024). <i>Family Business Management</i>. Routledge</p>