Syllabus

Course Description

Course Title	Family Business Management
Course Code	25564
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
Language	English
Degree Course	Master in Entrepreneurship and Innovation
Other Degree Courses (Loaned)	
Lecturers	Prof. Paola Rovelli, Paola.Rovelli@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/38337
Teaching Assistant	
Semester	Second semester
Course Year/s	1
CP	6
Teaching Hours	36
Lab Hours	6
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	The course Family Business Management deals with: • The nature and dynamics of family business • The governance of family business • The management of family business • Succession in family business The course entails both theoretical lectures and group activities aimed at putting theory into practice for a better understanding of the topic (e.g., case study analysis, role plays).
Course Topics	The course is divided into 5 modules: - TM1. Introduction to family business

	- TM2. Dynamics of family business - TM3. Governance in family business - TM4. Management in family business - TM5. Succession in family business
Keywords	Family business; Family firm; Governance; Management; Succession.
Recommended Prerequisites	Not foreseen.
Propaedeutic Courses	
Teaching Format	Frontal lectures, group discussions, case study analysis.
Mandatory Attendance	
Specific Educational Objectives and Learning Outcomes	INTENDED LEARNING OUTCOMES (ILO) ILO 1: KNOWLEDGE AND UNDERSTANDING ILO 1.a The student acquires advanced knowledge and understanding of the models and tools of economic-business analysis for the management of a new enterprise, from the financial and organisational point of view and with respect to the dynamics of growth and development; ILO 1.b The student acquires advanced knowledge and understanding of the theories and tools for the economic analysis of business decisions. ILO2: ABILITY TO APPLY KNOWLEDGE AND UNDERSTANDING ILO 2.a Ability to acquire and select information that may be relevant from an entrepreneurial point of view, also in economic-productive contexts different from those studied; ILO 2.b Ability to analyse the combination of market opportunities and resources of the enterprise and to identify entrepreneurial formulas, also with the elaboration of original, compatible and sustainable solutions and combinations; ILO 2.c Ability to select business economics models, suitable for the appropriate analysis of a specific economic-social and productive context; ILO 2.d Ability to select the tools for the strategy and management of the enterprise, consistent with the enterprise economy models considered appropriate; ILO 2.e Ability to propose and implement strategic and operational courses of action conducive to the creation of a new enterprise;

	ILO 2.f Ability to acquire and select relevant information to frame cases of innovation (product, service, social, managerial organisational), also different from the studied contexts; ILO 2.g Ability to propose and implement strategic and operational courses of action to foster the development of innovations by a company; ILO 3: AUTONOMY OF JUDGEMENT ILO 3.a Acquire the ability to analyse complex entrepreneurial problems, such as the elaboration and evaluation of an entrepreneurial project (business plan) or the development of a new product; ILO 3.b Autonomy of judgement is developed in the training activities carried out for the preparation of the thesis, as well as in the exercises that accompany the lectures and that involve group discussions and the comparison of individual analyses carried out by students in preparation for the lecture. ILO 4: COMMUNICATION SKILLS ILO 4.a Acquire the ability to describe and communicate in an intercultural context, in a clear and precise manner, problematic situations typical of the management of a new enterprise and the development of innovation, such as, for example, the conditions for the validation of a problem or solution, the prospects and risks associated with a business model or an innovation project. The development of communication competences assumes heterogeneous situations such as, for example, the presence of internal stakeholders (e.g. colleagues, managers, owners), or external stakeholders (e.g. potential investors, suppliers and other business partners) and the ability to sustain an adversarial process; ILO 4.b The achievement of these objectives is assessed in the course of the training activities already mentioned, as well as in the discussion of the final thesis. ILO 5: LEARNING SKILLS ILO 5.a Acquire the ability to study independently, to prepare summaries; ILO 5.b Acquire the ability to identify thematic connections and to establish relationships between different cases and contexts of analysis;

	ILO 5.c Acquire the ability to frame a new problem systematically and to generate appropriate taxonomie; ILO 5.d Acquire the ability to develop general models from the phenomena studied.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	- Individual written exam: it consists of open and closed questions based on the theory. (ILOs: 1, 2, 5). - In-class active participation: during the theoretical lectures, students are invited to participate in group activities (e.g., discussions, role play, brief case study analyses). (ILOs: 1, 2, 3, 4, 5). - Group case study analysis: students participate in the Ulysses Contest (https://www.ulysses-contest.eu/); during dedicated lectures, groups of students analyze a family business case study based on assigned questions and by applying the theoretical concepts previously illustrated during the theoretical lectures. (ILOs: 1, 2, 3, 4, 5). Non-attending students have to write to the lecturer at the beginning of the course. These students are evaluated based on an individual written exam (ILOs: 1, 2, 5). The written exam consists of open and closed questions, as in the case of attending students, but goes deeper in testing non-attending students' knowledge.
Evaluation Criteria	Attending students - 60% Individual written exam It is relevant: quality and clarity of answers based on the knowledge provided during lectures, ability to summarize, evaluate, and establish relationships between topics, and ability to critically analyze family business management. - 40% Group case study analysis It is relevant: quality and clarity of answers, ability to apply theoretical concepts to analyze case studies, participation in group work, and quality and clarity of presentations. - 0-3 extra points In-class active participation It is relevant: participation in in-class discussions, proactiveness during discussions, and quality and clarity of answers.

	Non-attending students - 100% Individual written exam
Required Readings	Readings will be provided in the lecture slides and on the TEAMS page of the course.
Supplementary Readings	Supplementary readings will eventually be recommended to the students on the TEAMS page of the course.
Further Information	
Sustainable Development Goals (SDGs)	Quality education