

Syllabus

Course Description

Course Title	Family Business Management
Course Code	25422
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
Language	English
Degree Course	Master in Accounting and Finance
Other Degree Courses (Loaned)	Loaned from LM-77 Entrepreneurship and Innovation
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	2
CP	6
Teaching Hours	36
Lab Hours	6
Individual Study Hours	-
Planned Office Hours	18
Contents Summary	<p>The course Family Business Management deals with:</p> <ul style="list-style-type: none"> The nature and dynamics of family business The governance of family business The management of family business Succession in family business <p>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).</p>
Course Topics	<p>The course is divided into 5 modules:</p> <ul style="list-style-type: none"> - TM1. Introduction to family business

	<ul style="list-style-type: none"> - 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	Suggested, but not required
Specific Educational Objectives and Learning Outcomes	<p>ILO (Intended Learning Outcomes)</p> <p>ILO 1 – Knowledge and Understanding:</p> <p>ILO 1.1 Knowledge of economic and business models and tools for managing companies, whether family-owned or small-sized, as well as internationally oriented enterprises</p> <p>ILO 1.2 Understanding the design and management of institutional and organisational structures related to corporate governance systems</p> <p>ILO 1.3 Knowledge of business tools and processes developed to recognise, understand, and guide change and to manage the impact of transitions on the organisation</p> <p>ILO 2 – Applying Knowledge and Understanding:</p> <p>ILO 2.1 Ability to engage in dialogue and interact with heads of the various functional areas of the company, with financial markets, and with experts in corporate and tax law</p> <p>ILO 3 – Making Judgements:</p> <p>ILO 3.1 Ability to apply acquired knowledge to make managerial and operational decisions and to solve problems related to administration and finance in companies, intermediaries, and financial markets, while jointly considering multiple analytical perspectives, from economic to legal, financial, strategic, and managerial</p> <p>ILO 3.2 Ability to select data and use appropriate information to</p>

	<p>describe a problem concerning the management of companies, intermediaries, and financial markets</p> <p>ILO 4 – Communication Skills:</p> <p>ILO 4 Ability to communicate effectively, both orally and in writing, the specialised content of individual disciplines, using different registers depending on the audience and the communicative and educational purposes, and to assess the educational impact of such communication.</p> <p>ILO 5 – Learning Skills:</p> <p>ILO 5.1 Ability to develop general models based on the phenomena studied</p>
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	<ul style="list-style-type: none"> - Individual written exam: it consists of open and closed questions based on the theory. (ILOs: 1, 2, 3, 4) - 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) - 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) <p>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, 3, 4). 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.</p>
Evaluation Criteria	<p>Attending students</p> <ul style="list-style-type: none"> - 60% Individual written exam <p>It is relevant: quality and clarity of answers based on the</p>

	<p>knowledge provided during lectures, ability to summarize, evaluate, and establish relationships between topics, and ability to critically analyze family business management.</p> <p>- 40% Group case study analysis</p> <p>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.</p> <p>- 0-3 extra points In-class active participation</p> <p>It is relevant: participation in in-class discussions, proactiveness during discussions, and quality and clarity of answers.</p> <p>Non-attending students</p> <p>- 100% Individual written exam</p>
Required Readings	<p>Readings will be provided in the lecture slides and on the TEAMS page of the course.</p>
Supplementary Readings	<p>Supplementary readings will eventually be recommended to the students on the TEAMS page of the course.</p>
Further Information	
Sustainable Development Goals (SDGs)	<p>Quality education</p>