

Syllabus

Descrizione corso

Titolo insegnamento	Family Business Management
Codice insegnamento	25564
	25304
Titolo aggiuntivo	
Settore Scientifico-	SECS-P/08
Disciplinare	
Lingua	Inglese
Corso di Studio	Corso di laurea magistrale in Imprenditorialità e Innovazione
Altri Corsi di Studio (mutuati)	
Docenti	prof. Paola Rovelli,
	Paola.Rovelli@unibz.it
	https://www.unibz.it/en/faculties/economics-
	management/academic-staff/person/38337
Assistente	
Semestre	Secondo semestre
Anno/i di corso	1
CFU	6
Ore didattica frontale	36
Ore di laboratorio	6
Ore di studio individuale	-
Ore di ricevimento previste	18
Sintesi contenuti	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).
Argomenti	The course is divided into 5 modules:



dell'insegnamento	- 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
Parole chiave	Family business; Family firm; Governance; Management;
	Succession.
Prerequisiti	Not foreseen.
Insegnamenti propedeutici	
Modalità di insegnamento	Frontal lectures, group discussions, case study analysis.
Obbligo di frequenza	
Obiettivi formativi specifici e	
risultati di apprendimento	
attesi	
Obiettivi formativi specifici e	
risultati di apprendimento	
attesi (ulteriori info.)	
Modalità di esame	- Individual written exam: it consists of open and closed questions
	based on the theory.
	- 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).
	- 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.
	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. 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.
Criteri di valutazione	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
Bibliografia obbligatoria	Readings will be provided in the lecture slides and on the TEAMS page of the course.
Bibliografia facoltativa	Supplementary readings will eventually be recommended to the students on the TEAMS page of the course.
Altre informazioni	
Obiettivi di Sviluppo	Istruzione di qualità
Sostenibile (SDGs)	