



Gyanmanjari
Innovative University

Course Syllabus
Gyanmanjari Institute of Management Studies
Semester - 2 (BBA)

Subject: Introduction To Family Business - BBAIE12305

Type of course: Major (Core)

Prerequisite:

Any student who has studied and passed 12th Standard Examination in Science or General stream with English as one of the subjects from any recognized Board can join BBA Program.

Rationale:

The aim of the course is to build knowledge and understanding about Management of Family Business among the student. The course seeks to give detailed knowledge about the subject matter by instilling them basic ideas about Family Business Management.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P		C	SEE	CCE	
			MSE			ALA	
4	0	0	4	100	30	70	200

Legends: CI-Class Room Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



Course Content:

Sr. No	Course content	Hrs	% Weightage
1	Introduction <ul style="list-style-type: none"> Historical Presentations of the Family Business Summaries of Major Studies of Family Business Examples of Notable Family Businesses in the World Defining the Family Business <ul style="list-style-type: none"> The Distinctiveness between family and non-family firm Defining the Family Business by type of Family Involvement 	15	25
2	Economic Importance Of Family Business <ul style="list-style-type: none"> The Prevalence of Family Business Economic Contribution of Family Business Case Studies The Competitiveness of Family Businesses <ul style="list-style-type: none"> Uniqueness of Family Businesses Strength of Family Businesses Weaknesses of Family Businesses 	15	25
3	Governance in The Family Business <ul style="list-style-type: none"> Introduction to Governance The Need for Governance in Family Firms Family Business Values and Culture <ul style="list-style-type: none"> Family Firm Values Culture of Family Firms Family Values and Business Culture Building a Resilient Business Culture Family Relationships and Family Business <ul style="list-style-type: none"> The Structure of the Family Firm The Interpersonal Dynamics of the Family Firm 	15	25
4	Succession Planning <ul style="list-style-type: none"> Creating a Family Culture that Promotes Business Succession Conflict Management <ul style="list-style-type: none"> Challenges of Working together in a Family Types of Conflict Handling the Ownership Understanding Conflict Management Women In Family Businesses <ul style="list-style-type: none"> Women's Contribution to Family Firms Work-Life Balance Couples' Challenges Women Communication and Leadership 	15	25

Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	Interview Students will conduct an interview (video file) of a family business leader and upload on GMIU WEB Portal	10
2	Research Students will conduct Research on how many family businesses existing in Bhavnagar district in group of 5 (segment wise eg service-ca tax consultants, product-sweet farsan textile, plastic etc.) and upload it on GMIU WEB Portal	10
3	Poster Making of a story of a Family business Faculty will provide a topic on which students are required to prepare posters in a Group of Five and upload it to GMIU WEB Portal	10
4	Pros and Cons Faculty will provide a topic that lends itself to the idea of making lists of pros and Cons / advantages and disadvantages for some issue. Student can analyze, evaluate and submit the list on either side. and upload it to GMIU WEB Portal	10
5	Case Study Faculty will provide a topic and Idea related to case study. Students will prepare the solutions on the given case / situation in a group of three and Upload it to GMIU WEB Portal	10
6	SWOT Analysis of a particular Business Students will do a SWOT Analysis on a particular business in a group of 3 to 5 upload their report on GMIU WEB Portal	10
7	Attendance	10
Total		70

Suggested Specification table with Marks (Theory): 100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	10%	40%	30%	10%	10%	-

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.



Course Outcome:

After learning the course the students should be able to:	
CO1	Understand the unique characteristics of family businesses
CO2	Recognize the complexities that lie at the intersection of family ownership, control, and management of a firm
CO3	Identify the contribution of family businesses to the world economy with focus on a few countries such as the United States of America, United Kingdom, China, Japan, and India
CO4	Comprehend and identify the unique challenges facing a family business as well as the knowledge, skills and attitudes required for entrepreneurship within a family business

Instructional Method:

The course delivery method will depend upon the requirement of content and need of students. The teacher in addition to conventional teaching method by black board, may also use any of tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction.

Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses, Virtual Laboratory

The internal evaluation will be done on the basis of Active Learning Assignment

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in laboratory.

Reference Books:

1. Aronoff, C. E., & Ward, J. L. 2010 Make Change Your Family Business Tradition Palgrave Macmillan
2. Family Champions and Champion Families: Developing Family Leaders to Sustain the Family Enterprise
Joshua Nacht and Gregory Greenleaf, 2018
3. Business Families and Family Businesses: The STEP Handbook for Advisers, Second Edition
Simon Rylatt and Society of Trust and Estate Practitioners (STEP), 2018
4. Astrachan, J. H., Pieper, T. M. 2010- 2012 Family Business Casebook Kennesaw State University
5. Barrett, M., & Moores, K. 2009 Women in Family Business +
6. Leadership Roles. Daughters on the Stage Edward Elgar Publishing