



Masters of Business Administration (MBA) – Semester - 4

Course Teaching Plan

Course Title: Family Business ,Innovation and Growth

Course Code:340039404

Course Credit: 4

Course Introduction:

The course is designed for a next generation who wants to manage ,build ,and grow their family businesses as well as interested in starting their new ventures or do innovations in family businesses. Course will provide theoretical as well as hands on practical learning for managing family owned organizations with value addition to it . This Course will Provide an opportunity for students to assess and understand their current family business ,area for improvement and innovation and growth by taking the family legacy ahead .

Course Objectives:

To develop Skill sets and capabilities to manage and grow their family businesses .

To Inculcate behaviour to understand family legacy and handling it with innovations .

To build capabilities and leadership behaviour for handling and managing family businesses

To sensitize towards the need for professionalism in family business management and how to go about achieving the same.

To Provide understanding of innovation ,taking forward to international markets and to make them ready to prepare and execute growth plans.

Course Learning Outcomes:

CLO1: Skills and capabilities will be developed to manage and grow Family Businesses

CLO2: Students will be able to handle Family businesses with innovations
 CLO3: Leadership and capabilities will be developed to handle and manage Family Businesses.

CLO4 :Students will be able to understand need of professionalism and

CO5: Understanding will be developed for innovation ,taking forward to international markets and to make them ready to prepare and execute growth plans.

CLO –PO Mapping Matrix

	PO 1	PO 2	PO 3	PO 4	PO 5
CLO1:Skills and capabilities will be developed to manage and grow Family Businesses	5	4	5	4	5
CLO2: Students will be able to handle Family businesses with innovation	5	4	5	4	5
CLO3:Leadership and capabilities will be developed to handle and manage Family Businesses.	5	5	5	4	5
CLO4: Students will be able to understand need of professionalism and growth in existing businesses by identifying areas of improvement	5	4	5	4	5
CLO5: Understanding will be developed for innovation ,taking forward to international markets and to make them ready to prepare and execute growth plans	5	4	5	4	5

Correlation levels: 3= 'High', 2='Medium', 1='Low' and '-' = No correlation

Activity based Session Plan(26 Hours Class room +14 hrs Experiential learning)

Session nos	Syllabus Content
	Unit-1

1-4	<p>Introduction to Family Business management</p> <p>SWOT analysis of Own Business</p> <p>Types of family businesses</p>
5-10	<p>Corporate Culture for family business</p> <p>Family Business and professionalism requirement</p> <p>Understanding symptoms of crisis</p>
	Unit-2
11-15	<p>Concepts of Corporate finance</p> <p>Fund Raising from various sources</p> <p>Concepts of private equity, Venture capital generation</p> <p>Valuation</p>
	Unit -3
16-17	<p>Finance planning and wealth management</p> <p>Sources of funds and Scaling up</p>
18-21	<p>New Businesses Ideas, Evaluation, and Implementation</p> <p>Innovations in Existing business</p> <p>Understanding family values and design thinking for innovation</p>
	Unit 4
22-23	<p>Leveraging Technology</p> <p>Sustainable Innovation plan</p>
24- 28	<p>Long term Business Strategy</p> <p>Family Philanthropy</p> <p>Importance of leadership in Family Business</p> <p>Formulating Strategy</p>
	Unit-5
29-33	<p>Types of strategy for growth</p> <p>Going Global</p> <p>Diversification</p> <p>Exit Plans</p>
34-40	Experiential Learning Project

Assessment Scheme :

Specific assessment method	% Weight age	✓CLO to be assessed					Theory	Practical
		CLO 1	✓ CLO 2	CLO 3	CLO 4	CLO 5		
Class participation	5%	✓	✓	✓	✓	✓	✓	✓
Exams	50%	✓	✓	✓	✓	✓	✓	
Case Analysis	5%	✓	✓	✓	✓	✓	✓	✓
Project and Presentation	40%	✓	✓	✓	✓	✓	✓	✓

Educational Resources

Educational Resources	Description
i. Reference Book	<p>Family businesses –The Essentials by Peter Leach</p> <p>The 10commandments for Family Business</p> <p>Zellweger Thomas Managing the Family Business – Theory & Practices Edward Elgar Publishing Ltd Latest Edition</p> <p>Family Business Models (Alberto Gimeno,Gemma Baulenas)</p>
ii. Journals/ Magazine/periodicals/Books	<p>Harvard Business Review</p> <p>Family Business Review</p> <p>Journal of Family Business Management</p> <p>Journal of Family Business Strategy</p>
iii. Video lecture	Shark Tank Videos, The vault show,

	Entrepreneur stories from Your stories, Video Cases
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