

# Family Business Management

## Course content

### Paper I: Principles of business management

Sr. No	Content	Hours
1	<b>Planning:</b> Planning and performance, setting goals and developing plans, Approaches to planning, contemporary issues in planning	4
2	<b>Managing Team:</b> Types of work team, creating effective work teams, challenges in managing teams	4
3	<b>Managing change and innovation:</b> organizational change, managing resistance to change, changing organizational culture, stimulating innovation	4
4	<b>Leadership and employee motivation:</b> contemporary views of leadership, leadership views in 21 <sup>st</sup> century, motivating unique groups of workers, designing appropriate reward program.	4
5	<b>Time Management:</b> Effective tools and technique of time management	3

### Paper III: Essentials of family business

Sr. No	Content	Hours
1	<b>Introduction:</b> Nature, importance and uniqueness of family business. Issues and challenges in family business.	2
2	<b>Communication in Family Business:</b> Channels of communication, Delegation of roles and responsibility, various aspects of professionalization, business strategy through shared family values and vision.	5
3	<b>Governance in Family Business:</b> The relationships between family and business, management and ownership. Governance issues in family owned business, behavioral issues family owned & managed business. Conflict management and transition in family business	5
4	<b>Strategies in Family Business:</b> Different strategy for family business. Changed models in family business. Developing effective family business organization structure, ownership, advisors, board of directors.	4

**Paper II: Functional areas of business management**

Sr. No	Content	Hours
1	<b>Human Resource Management:</b> Human resource planning in family business.	3
2	<b>Marketing management:</b> Marketing strategies for family business, digital marketing	3
3	<b>Financial Management:</b> Basic accounting, use of tally , sources and application of funds	3
4	<b>IT and MIS:</b> basics concept of MIS, importance of ERP in family business management	3

**4 Hrs will be given for**

- **Understanding the individual business, SWOT analysis of business with the expert faculties.**
- **Developing case study as per the organization**

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