

Auro University (India)

School of Business

Program Handbook

Online Short-Term Course in Family Business and Entrepreneurship

Module Leaders: Dr. Chivukula Venkata Ramana and Dr. Tanu Narang



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Course Educational Objectives:

- CEO 1: To enable students understand the concept of family business leadership.
- CEO 2: To help students understand the challenges of a family business
- CEO 3: To understand the process of professionalization of a family business
- CEO 4: To create an awareness among students about Succession Planning
- CEO 5: To help students realise the significance of Family Business Governance and Family Constitution
- CEO 6: To motivate students to undergo an entrepreneurial assessment
- CEO 7: To develop among students an appreciation for idea generation
- CEO 8: To equip students with the skills to make a choice of a new business
- CEO 9: To help students to understand the evaluation of a niche
- CEO 10: To help students to develop an awareness of Business Plan

Course Outcomes:

- CO 1: To explain the application of leadership in the context of a family business
- CO 2: To explain and develop strategies for addressing the challenges of family business
- CO 3: To explain about family governance and family constitution.
- CO 4: To explain the concept of Succession Planning.
- CO 5: To develop strategies for professionalization of a family business
- CO 6: To conduct an entrepreneurial self-assessment.
- CO 7: To explain the process of developing a new business idea
- CO 8: To conduct analysis for making a choice of business based on competing ideas
- CO 9: To apply SIGAA model for evaluating a niche
- CO 10: To develop a template for a business plan

Mapping of Course Educational Objectives with Course Outcomes

	Course Outcomes (CO)	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6	CO 7	CO 8	CO 9	CO 10
Course Educational Objectives (CEO)											
CEO 1		✓		✓		✓					
CEO 2			✓								
CEO 3						✓					
CEO 4				✓	✓						
CEO 5				✓							
CEO 6							✓				
CEO 7								✓			
CEO 8									✓		
CEO 9										✓	
CEO 10											✓

Assessment for Entrepreneurship

S.No	Component	Weightage	Total
1.	Article Review	10%	10
2.	Case Analysis	10%	10
3.	In-class Exercises	30%	30
Total			50 Marks

Syllabus:

Unit I: Concept of Entrepreneurship, Categories of Entrepreneurship, Entrepreneurial Propensity, Entrepreneurial Potential, Entrepreneurial Assessment.

Unit II: Idea generation, sources of idea generation, techniques for idea generation, difference between idea and opportunity.

Unit III: Choice of new business, choosing between two or more equally attractive business ideas, arbitrage, uncertainty bearing, coordination, risk taking and Innovation, start-up pyramid.

Unit IV: Niche opportunities for start-ups, evaluation of a niche, SIGAA Model, Main Stream versus niche.

Unit V: Business Plan, Categories of Business Plans, Template for a Business Plans, Misconceptions about business plans, Uses of a business plan.

Day-Wise Execution:

Day	Topic	Duration	Assessment
Day 1	Concept of Entrepreneurship, Categories of Entrepreneurship, Entrepreneurial Propensity, Entrepreneurial Potential, Entrepreneurial Assessment.	1 hour	Article Review and Exercise
Day 2	Idea generation, sources of idea generation, techniques for idea generation, difference between idea and opportunity.	1 hour	Exercise
Day 3	Choice of new business, choosing between two or more equally attractive business ideas, arbitrage, uncertainty bearing, coordination, risk taking and Innovation, start-up pyramid.	1 hour	Case Analysis
Day 4	Niche opportunities for start-ups, evaluation of a niche, SIGAA Model, Main Stream versus niche.	1 hour	Exercise
Day 5	Business Plan, Categories of Business Plans, Template for a Business Plans, Misconceptions about business plans, Uses of a business plan.	1 hour	Article Review and Exercise

Assessment for Family Business

S.No	Component	Weight age	Total
1.	Article Review	10%	10
2.	Case Analysis	10%	10
3.	In-class Exercises	30%	30
Total			50 Marks

Syllabus:

Unit I: Challenges of a Family Business

Unit II: Succession Planning

Unit III: Family Business Governance and Constitution

Unit IV: Professionalizing for Scaling up

Unit V: Family Business Leadership

Day-Wise Execution:

Day	Topic	Duration	Assessment
Day 1	Challenges of a Family Business	1 hour	Discussion and Presentation
Day 2	Succession Planning	1 hour	Discussion and Analysis
Day 3	Family Business Governance and Constitution	1 hour	Analysis and Exercise
Day 4	Professionalizing for Scaling up	1 hour	Case Study and Discussion
Day 5	Family Business Leadership	1 hour	Case Study and Discussion