

PROGRAMME STRUCTURE

PHASE – 1 ACQUISITION (Learning)

PHASE 1 (BLOCK-1) FUNCTIONAL CORE

1. Conceptual understanding of Business
2. Family Business – unique nature and interface between family and business
3. General Management –
 - Accounting financial concepts
 - Operations , Supply chain & Supplier Relations Management
 - Cost Management Techniques
 - Business Taxation
 - Marketing & CRM
 - E-marketing for growth
 - Brand Building
 - Men management & Family Business
 - Developing Human Capital
 - Best practices in recruiting system
 - Performance evaluation systems

PHASE – 1 (BLOCK-2) BUILDING COMPETENCIES

- Extensive case study & activity based
1. Professionalization of Family Business
 - Needs to professionalize
 - Identifying Challenges
 - Aspects of professionalization
 2. Modern Management concepts & Practices
 3. Communication & Networking skills
 - Develop students handling difficult conversation
 4. Building up a great image of family business (case-series)
 5. Integrating Technology in Family Business

PHASE – 2

ASSIMILATION (Planning and learning)

PHASE 2 (BLOCK- 3) LEADERSHIP & STRATEGY

1. Crafting own leadership Journey
2. Theoretical foundations of leadership thinking
3. Understanding leadership traits and strengths
4. Identifying personality & personal traits
5. Succession planning
6. Governance and its importance
7. Project Planning – Mentoring sessions

PHASE – 2 (BLOCK-4) ANALYTICAL FOUNDATION

1. Guest Speakers
2. Government Officials
3. Parent Lecture series
4. Entrepreneurs stories
5. Field visits

PHASE – 3

APPLICATION (Implementation & applying)

PHASE 3 – PROJECT WORK

- Project will be undertaken in this phase.
- Application of their learning is done by the students in their own business over the remaining period of the course.
- Students can test and apply their classroom lessons and witness the impact it has on their family businesses.
- Presentation of projects by students in the class offers a great learning opportunity to all participants.
- Authentic assessment will document the learning that occurs during this phase.