

FAMILY BUSINESS

Total Course Load: 80 hours

Course Description:

Family Businesses are the most common type of enterprise in the world and perhaps the most complex. Also, family firms drive economies and employment around the globe. Understanding the major differences in structuring and managing a family enterprise is the main objective of this program. And, if you come from a business family, tools to assess each dimension will be used, making it a real hands-on experience.

Attendance and preparation are mandatory, as well as the readings assigned for each topic.

Objectives:

Understanding the essence of Business Families and Family Businesses; Strategy for the Firm and for the Family; Family Agreement and Governance; Succession and the new generations (Siblings, Cousins); Mediation and conflict management, Legacy and Values.

Program Content:

Essentials of Family Businesses and Business Families
Preparation and Research (genogram and history)
Long term Strategy and Sustainability– Family and Business
Basics of Governance: Family Agreement and Shareholder Agreement
Sibling generation
Cousins generation
Interference of Third Parties
Preparation of Heirs– Values, Legacy and Philanthropy
Preparing to deal with difficult issues
Preparing to working a Family Business or Family Office (special topic)

Basic Bibliography

Books:

Aronoff, C., Ward, J. ,**Family Business Governance**,^a ed., , 2011
Kets de Vries, M. ,**Family Business on the couch: a Psychological Perspective**,^a ed.,, 0
Ward, J. , **Perpetuating the Family Business**,^a ed., , 2004

Complementary Bibliography

Books:

Aronoff, C. ,**Family Business Succession**,^a ed., , 2011
Willians, R. , **Preparing Heirs: Five Steps to a Successful Transition of Family Wealth and Values**,^a ed., , 0
Hughes, J. Family Wealth ,–**Keeping it in the Family: How Family Members and their Advisors preserve Human, Intellectual and Financial Assets for Generations**,^a ed.,,
Hilburt_Davis, J, Dyer W. , **Consulting to Family Business**,^a ed., , 2003
PFEFFER, J., **Managing with Power**, 1^a ed., Harvard Business School, 1992