

COURSE DETAIL

FAMILY BUSINESS STRATEGIES

Country

Italy

Host Institution

University of Commerce Luigi Bocconi

Program(s)

Bocconi University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

135

UCEAP Course Suffix**UCEAP Official Title**

FAMILY BUSINESS STRATEGIES

UCEAP Transcript Title

FAMILY BUS STRATEGY

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

Family firms - firms that are owned, managed and controlled by a family, or a limited number of individuals - represent the vast majority of all firms, and major contributors to a country's employment, GDP, wealth, and business knowledge. This course aims at developing students' skills in analyzing the specific features of family firms, assessing their key problems and opportunities, and creatively proposing strategic and organizational solutions. The course is targeted to the next generation of controlling-family members, to students who may be willing to start their career in a family or private firm, and to those who plan to consult or provide professional services to family-controlled companies. Understanding the unique features of these firms is essential to develop a successful leadership career in such organizational settings or, more broadly, to understand the strategic logic of family-controlled competitors, suppliers, and customers. Participants are challenged to improve their personal skills in the areas of communication, conflict resolution, diagnostic assessment, solutions finding, and writing academic papers or case-based materials. This highly interactive course includes active simulations, role plays, videos, guest speakers, and real-case discussion.

Language(s) of Instruction

English

Host Institution Course Number

30276

Host Institution Course Title

FAMILY BUSINESS STRATEGIES

Host Institution Campus

Bocconi University

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management and Technology

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