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 Course Details
https://didattica.unibocconi.it/ts/tsn_anteprima.php?cod_ins=30276&anno=2024&Id...

Host Institution Campus
Bocconi University

Host Institution Faculty
Host Institution Degree
Host Institution Department Management and Technology
Course Last Reviewed 2023-2024

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