**UDHNA CITIZEN COMMERCE COLLEGE & SPB COLLEGE OF BUSINESS ADMINISTRATION & SMT. DIWALIBEN HARJIBHAI GONDALIA COLLEGE OF BCA & I.T.**

(Managed by: Udhna Academy Education Trust, Surat)

# CC- Family Business (SYBBA Sem - 3 - 2025-26)

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|  | **Resource Person:**<br>Dr. Gautam Donga<br>MBA (Marketing), NET (Management), PhD (Management) |
| **Course Objective:** | To enable students to develop a foundational understanding of Family Business, including structure, functions, and key stakeholders. |
| **Expected Outcome:** | 1. The course seeks to provide students with a deep understanding of the unique dynamics, challenges, and opportunities associated with running a family business.<br>2. The course equips students with the skills to manage a family business effectively.<br>3. Family businesses often face governance challenges due to the overlapping roles of family members as owners, managers, and stakeholders. |
| **Evaluation Method:** | Blended Mode- Objectives and Descriptive |
| **Course Content:** | **Module 1: Understanding Family Firms**<br>● Defining family business, Strengths and Weaknesses of family firms, Family Business: Importance and Challenges, Three-circle model of the family business<br>**Module 2: Strategic Management of Family Firms**<br>● Strategy in family firms, Strategic challenges, Socio-emotional wealth<br>**Module 3: Governance in Family Firms**<br>● Governance challenges, Different spheres of governance in family firms, Corporate governance, Family governance, Family stakeholder governance, Wealth governance, Identifying optimal governance mechanisms |
| **References:** | ● Managing the Family Business: Theory and Practice by Thomas Zellweger<br>● Family Business and Regional Development Edited by Rodrigo Basco, Roger Stough and Lech Suwala by Routledge |