E472 SUM24 Family Business: A Guide for Owners, Managers and Advisors

✎ Edit

Before the course begins

- Carefully read the **Assessment Information and Policies (https://learning.london.edu/courses/8908/pages/assessment-information-and-policies)** .
- Carefully read the **Course Summary** and **Learning Outcomes**.
- Complete the **Course Preparation. (https://learning.london.edu/courses/8908/pages/course-preparation)**
- To learn more about **Rupert Merson**, review the **faculty profile (https://www.london.edu/faculty-and-research/faculty-profiles/m/merson-r)** .
- To learn more about **Heinz-Peter Elstrodt**, review his **profile (https://learning.london.edu/courses/8908/pages/heinz-peter-elstrodt-phd)** .
- If you have any questions about this course, contact your Course Administrator **Deni Petkova** (**dpetkova@london.edu (mailto:d.petkova@london.edu)**)

During the course

- Each session's online module provides information about the format, concepts covered, readings and resources.
- Course assignments and due dates are available in the course syllabus at the bottom of the page.

Access Library Resources

Databases A-Z (https://library.london.edu/az.php)

Search Summon - for books, articles and reports ⇱ **(https://lbs.summon.serialssolutions.com/#!/advanced)**

Cite them Right ⇱ **(https://www.citethemrightonline.com/)**

Research Guides (https://library.london.edu/friendly.php?

s=research_guides)

How to download all documents from the course files folders

Please click here for a quick guide on how to do this
_(https://learning.london.edu/courses/10/pages/downloading-course-materials?module_item_id=950)_

Important note: _Only course folder documents which have been made available (i.e published and unrestricted) can be downloaded as a single_ **_.zip_** _file_

Please note that some links in the Sessions are web links to external sites (i.e. The Case Centre, Harvard Business Review) and these are **not** included as part of the folder files download. Some of these external web links will expire at the end of the course due to their particular licensing restrictions.

Navigate to each session's content using the links below:

Session 1 (https://learning.london.edu/courses/8908/pages/1-session-1)

Session 2 (https://learning.london.edu/courses/8908/pages/2-session-2)

(https://learning.london.edu/courses/7401/pages/3-session-3) Session 3
(https://learning.london.edu/courses/8908/pages/3-session-3)

Session 4 (https://learning.london.edu/courses/8908/pages/4-session-4)

Session 5 (https://learning.london.edu/courses/8908/pages/5-session-5)

Session 6 (https://learning.london.edu/courses/8908/pages/6-session-6)

Session 7 (https://learning.london.edu/courses/8908/pages/7-session-7)

(https://learning.london.edu/courses/7401/pages/8-session-8) Session 8
(https://learning.london.edu/courses/8908/pages/8-session-8)

Session 9 (https://learning.london.edu/courses/8908/pages/9-session-9)

Session 10 (https://learning.london.edu/courses/8908/pages/10-session-10)

Course Summary

Family businesses make up around 70% of businesses worldwide and account for a substantial proportion of GDP. Many of the world's leading corporations originated as family businesses, and retain cultural distinctiveness as a result. In many parts of the world, such as most of Asia, the Middle East and Latin America, family businesses occupy the commanding heights of the economy. Yet they are neglected in the management literature and often treated as if they are relics of the past.

However, with their long time scales, adaptive cultures, and vision-led leadership many are much better fitted to survive the ups and downs of the 21st century business environment in good shape than many major corporations without the continuing family connection.

We also know that family businesses are vulnerable to their own challenges and conflicts, particularly those related to governance, succession and the relationship between the family and the business – challenges and conflicts which if not confronted can and do lead to the death of the business.

In this course we will consider the advantages of, challenges for, and conflicts in a family business. We will consider different the roles of different stakeholders in the business, particularly owners, managers and advisers.

We expect that many course participants will already have had or will continue to have an involvement in a family business, but the course will be of use to anyone with an interest in the subject.

A key focus of the course will be the course project, for which students will be required in groups of five or six to study a family business to which they will be required to apply the lessons and findings of the course. Participants with direct experience of a family business might wish to write a project about their own business; although this is encouraged it is not obligatory.

This will be an intensely practical course, but founded on a solid knowledge base, making extensive use of cases, lectures and guest speakers, and drawing on the personal experience of both course leaders as advisers to and writers about the world of the family business.

Credit: 11

Learning Outcomes

On successful completion of this course, you will be able to:

- Understand how family businesses differ from other types of business
- Understand the governance challenges presented by family businesses
- Understand the strategic and operational challenges presented by family businesses
- Understand the latest academic and practitioner thinking on family businesses
- Be able to apply the concepts considered in the course to a real business, including where relevant businesses you are, or may in the future be, involved in.

After the course

You can view the course materials* and your assignments:

- Click on the **Courses** tab from the main Canvas left hand Navigation menu.

- Then, click on the **All Courses** link.
- On the next page, scroll down to view **Past Enrolments**, where you will be able to view your past courses.
- *Please note that due to copyright restrictions some of the course materials are purchased only for the duration of the course (up to the final submission deadline). You must therefore download the materials during this period for personal use; we will be unable to share these materials with you once the course has finished.*

Calendar

- For calendar view & room information click a session link below.

Date	Details	Due
	📝 **Session 1 Course paper** [(https://learning.london.edu/courses/8908/assignments/57898)](https://learning.london.edu/courses/8908/assignments/57898)	due by 8:10am
	📝 **Session 1 Pre-class submission** [(https://learning.london.edu/courses/8908/assignments/57899)](https://learning.london.edu/courses/8908/assignments/57899)	due by 8:10am
Mon Jun 17, 2024	📅 **Session 1** [(https://learning.london.edu/calendar?event_id=240690&include_contexts=course_8908)](https://learning.london.edu/calendar?event_id=240690&include_contexts=course_8908)	8:15am to 11am
	📅 **Session 2** [(https://learning.london.edu/calendar?event_id=240679&include_contexts=course_8908)](https://learning.london.edu/calendar?event_id=240679&include_contexts=course_8908)	12:45pm to 3:30pm
	📝 **Session 3 Course paper** [(https://learning.london.edu/courses/8908/assignments/57900)](https://learning.london.edu/courses/8908/assignments/57900)	due by 8:10am
	📝 **Session 3 Pre-class submission** [(https://learning.london.edu/courses/8908/assignments/57901)](https://learning.london.edu/courses/8908/assignments/57901)	due by 8:10am
Tue Jun 18, 2024	📅 **Session 3** [(https://learning.london.edu/calendar?event_id=240681&include_contexts=course_8908)](https://learning.london.edu/calendar?event_id=240681&include_contexts=course_8908)	8:15am to 11am
	📅 **Session 4** [(https://learning.london.edu/calendar?event_id=240682&include_contexts=course_8908)](https://learning.london.edu/calendar?event_id=240682&include_contexts=course_8908)	12:45pm to 3:30pm
Wed Jun 19, 2024	📝 **Session 5 Course paper**	due by 8:10am

Date	Details	Due
	(https://learning.london.edu/courses/8908/assignments/57902)	
	📝 **Session 5 Pre-class submission** (https://learning.london.edu/courses/8908/assignments/57903)	due by 8:10am
	📅 **Session 5** (https://learning.london.edu/calendar? event_id=240683&include_contexts=course_8908)	8:15am to 11am
	📝 **Session 6 Course paper** (https://learning.london.edu/courses/8908/assignments/57904)	due by 12:40pm
	📝 **Session 6 Pre-class submission** (https://learning.london.edu/courses/8908/assignments/57905)	due by 12:40pm
	📅 **Session 6** (https://learning.london.edu/calendar? event_id=240684&include_contexts=course_8908)	12:45pm to 3:30pm
Thu Jun 20, 2024	📅 **Session 7** (https://learning.london.edu/calendar? event_id=240685&include_contexts=course_8908)	8:15am to 11am
	📝 **Session 8 Course paper** (https://learning.london.edu/courses/8908/assignments/57906)	due by 12:40pm
	📝 **Session 8 Pre-class submission** (https://learning.london.edu/courses/8908/assignments/57907)	due by 12:40pm
	📅 **Session 8** (https://learning.london.edu/calendar? event_id=240686&include_contexts=course_8908)	12:45pm to 3:30pm
Fri Jun 21, 2024	📅 **Session 9** (https://learning.london.edu/calendar? event_id=240687&include_contexts=course_8908)	8:15am to 11am
	📅 **Session 10** (https://learning.london.edu/calendar? event_id=240688&include_contexts=course_8908)	12:45pm to 3:30pm
	📝 **Final Presentation** (https://learning.london.edu/courses/8908/assignments/57896)	due by 12:45pm

Date	Details	Due
Thu Jul 4, 2024	📝 **Project Document** [(https://learning.london.edu/courses/8908/assignments/57897)](https://learning.london.edu/courses/8908/assignments/57897)	due by 5pm
	📝 **Class Participation** [(https://learning.london.edu/courses/8908/assignments/57894)](https://learning.london.edu/courses/8908/assignments/57894)	