

Degree	Type	Year
2501572 Business Administration and Management	OT	4

## Contact

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## Teaching groups languages

You can view this information at the [end](#) of this document.

## Prerequisites

It is recommended to be studying the fourth grade course

## Objectives and Contextualisation

- To provide students with an understanding of the phenomenon of family business as an expression of a business and entrepreneurial concept, and a genuine form of business creation and management.
- Explore and know the different configurations and specific features in the different stages that make up the life and evolution of these types of companies, and the impact they have on their management.
- Familiarize students with the tools and instruments most used in the management of family businesses.
- Reflect on the role that society assigns to family businesses, through its institutions.

## Competences

- Capacity for adapting to changing environments.
- Capacity for oral and written communication in Catalan, Spanish and English, which enables synthesis and oral and written presentation of the work carried out.
- Demonstrate knowledge of the processes for the implementation of company strategies.
- Identify company competition, how they interact among themselves and the optimum strategies that can be drawn up in each case to stimulate competitiveness.
- Lead multidisciplinary and multicultural teams, implementing new projects and coordinating, negotiating and managing conflicts.
- Organise the work in terms of good time management, organisation and planning.
- Select and generate the information necessary for each problem, analyse it and take decisions based on that information.
- Take decisions in situations of uncertainty, demonstrating an entrepreneurial and innovative attitude.
- Transmit company, department or work objectives clearly.

## Learning Outcomes

1. A capacity of oral and written communication in Catalan, Spanish and English, which allows them to summarise and present the work conducted both orally and in writing.
2. Adapt the formulation and implementation of strategies to different settings, family companies or recently-created companies.
3. Apply the processes of formulating strategies to specific cases.
4. Assess the effect of different strategies on the competitiveness of a company.
5. Back up business strategy decisions.
6. Capacity to adapt to changing environments.
7. Classify the different ways in which a company can compete.
8. Draft business plans.
9. Lead multidisciplinary and multicultural teams, implement new projects, coordinate, negotiate and manage conflicts.
10. List the basic stages and processes in the formulation and implementation of a business strategy.
11. List the main competitors of a company.
12. Make decisions in situations of uncertainty and show an enterprising and innovative spirit.
13. Organise work, in terms of good time management and organisation and planning.
14. Relate business strategy to the objectives of the company and its breakdown into departments or units.
15. Select and generate the information needed for each problem, analyse it and make decisions based on this information.

## Content

1. Introduction to the family business
  - 1.1. Concept and differential characteristics of these types of companies
  - 1.2. The family business in Catalonia and the western business system
  - 1.3. Typology of family businesses and basic configurations
  - 1.4. Life cycle of the family business
2. Interrelation of family-business systems
  - 2.1. The role of the founder in the family business: entrepreneur, strategist and leader
  - 2.2. Business and family: interrelationships, functions and dysfunctions
  - 2.3. The organizational culture of the family business
  - 2.4. Conflicts in the family business
  - 2.5. The leadership of the founder
3. The management of the family business
  - 3.1. The strategy in the family business: business orientation vs. family orientation
  - 3.2. The concept of management in the family business
  - 3.3. Government structures and direction
  - 3.4. Organizational structures: predominant configurations in family businesses
  - 3.5. Professional managers in the family business

- 3.6. Efficiency in the family business: business assets vs. family assets. Results accounts
- 4. The family business and internationalization.
  - 4.1. The family businesses competing in globalized sectors.
  - 4.2. Factors that favor and disfavor the internationalization of the family businesses
  - 4.3. Internationalization strategies of the family businesses
- 5. Family business and organizational behavior
  - 5.1. The motivations of the different actors of the family business
  - 5.2. Communication in the family business
  - 5.3. Group, team and leadership
  - 5.4. Participation in the family business
  - 5.5. Organizational change and culture
- 6. The continuity of the family business
  - 6.1. The family protocol
  - 6.2. The problem of succession
  - 6.3. Succession planning in the family business: the transition
- 7. Changes in the structure of the property
  - 7.1. Incorporation of non-family shareholders
  - 7.2. The family business before the stock market: IPO
  - 7.3. The sale of the company
- 8. Family business and society
  - 8.1. Specific legislation for the family business
  - 8.2. The taxation of the family business
  - 8.3. The Administrations and the family business
  - 8.4. Associative and business organizations that influence the family business: Institutes, Chambers...
  - 8.5. Challenges for the future of the family business

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practical classes	17	0.68	1, 3, 5, 6, 8, 9, 12, 13, 15
Theoretical classes	32.5	1.3	3, 4, 5, 6, 7, 8, 10, 11, 15

Type: Supervised

Tutorials	10.5	0.42	2, 3, 5, 6, 8, 13
Type: Autonomous			
Content study	30	1.2	2, 3, 4, 5, 8, 10
Search for information, preparation and case resolution and monographic wor	56.5	2.26	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15

To achieve the objectives of the subject, the following teaching methodologies will be used:

#### TEACHING WILL BE FACE-TO-FACE

1. Lectures with ICT support: In these sessions the professors will develop the main concepts and fundamental notions of the subject. To facilitate their learning will be examples of companies and practical applications will be made.

2. Work sessions focused on a case: The case methodology will be used to better understand the different theoretical concepts worked on in the lectures.

3. Various support activities: With the aim of bringing the student to the world of the company during the course will be proposed reading articles in the press and / or specialized magazines where news related to the concepts that are working on the subject, as well as attending conferences and talks.

4 Face-to-face tutorials: The student will have a few hours where the teachers of the subject can help him / her to solve the doubts that arise in the study of the subject and in the resolution of problems.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

## Assessment

### Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Course follow-up	10%	0	0	1, 2, 3, 5, 6, 8, 9, 12, 13, 15
Final exam	30%	2	0.08	1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 12, 14, 15
Monographic work	50%	0	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15
Partial exam	10%	1.5	0.06	1, 2, 3, 4, 5, 6, 7, 8, 10, 11, 12, 14, 15

The final grade of the course will be formed by the weighted average of three notes:

1. Follow-up of the course. The correct follow-up of the course requires the attendance to class and the realization of the exercises and activities programmed for each one of the subjects. Throughout the course all these aspects will be controlled, which will result in a grade that will represent 10% of the final grade of the course.

2. Partial test. A written test will be done midway through the course. The mark of this exam will represent 10% of the final grade of the course.
3. Monographic work on the family business, which will represent 50% of the final grade.
4. Final exam. The student will be evaluated based on the contents of the subject. The exam note will represent 30% of the final grade of the course.

The final grade of the subject will be the weighted average provided that a grade equal to or greater than 3.5 is obtained in parts 1 and 4.

All students are required to perform the evaluation activities. If the student's grade is 5 or higher, the student passes the course and it cannot be subject to further evaluation. If the student grade is less than 3.5, the student will have to repeat the course the following year. Students who have obtained a grade that is equal to or greater than 3.5 and less than 5 can take a second chance exam. The lecturers will decide the type of the second chance exam. When the second exam grade is greater than 5, the final grade will be a PASS with a maximum numerical grade of 5. When the second exam grade is less than 5, the final grade will be a FAIL with a numerical grade equal to the grade achieved in the course grade (not the second chance exam grade).

A student who does not perform any evaluative task is considered "not evaluable", therefore, a student who performs a continuous assessment component can no longer be qualified with a "not evaluable"

#### Calendar of evaluation activities

The dates of the evaluation activities (midterm exams, exercises in the classroom, assignments, ...) will be announced well in advance during the semester.

The date of the final exam is scheduled in the assessment calendar of the Faculty.

*"The dates of evaluation activities cannot be modified, unless there is an exceptional and duly justified reason why an evaluation activity cannot be carried out. In this case, the degree coordinator will contact both the teaching staff and the affected student, and a new date will be scheduled within the same academic period to make up for the missed evaluation activity."* **Section 1 of Article 115. Calendar of evaluation activities (Academic Regulations UAB).** Students of the Faculty of Economics and Business, who in accordance with the previous paragraph need to change an evaluation activity date must process the request by filling out an Application for exams' reschedule

[https://eformularis.uab.cat/group/deganat\\_feie/application-for-exams-reschedule](https://eformularis.uab.cat/group/deganat_feie/application-for-exams-reschedule)

#### Grade revision process

After all grading activities have ended, students will be informed of the date and way in which the course grades will be published. Students will be also be informed of the procedure, place, date and time of grade revision following University regulations.

#### Retake Process

*"To be eligible to participate in the retake process, it is required for students to have been previously been evaluated for at least two thirds of the total evaluation activities of the subject."* Section 3 of Article 112 ter. The recovery (UAB Academic Regulations). Additionally, it is required that the student to have achieved an average grade of the subject between 3.5 and 4.9.

The date of the retake exam will be posted in the calendar of evaluation activities of the Faculty. Students who take this exam and pass, will get a grade of 5 for the subject. If the student does not pass the retake, the grade will remain unchanged, and hence, student will fail the course.

#### Irregularities in evaluation activities

In spite of other disciplinary measures deemed appropriate, and in accordance with current academic regulations, *"in the case that the student makes any irregularity that could lead to a significant variation in the grade of an evaluation activity, it will be graded with a 0, regardless of the disciplinary process that can be*

*instructed. In case of various irregularities occur in the evaluation of the same subject, the final grade of this subject will be 0". Section 10 of Article 116. Results of the evaluation. (UAB Academic Regulations).*

*This subject/module does not offer the option for comprehensive evaluation.*

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Lank, A. y Neubauer, F. (1999) "La empresa familiar: Cómo dirigirla para que perdure", Deusto, Bilbao.

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Olmedo, F.J (2020), "La transmisión de la empresa familiar", Editorial Tirant lo Blanch

Rosploch, K (2021), "The complete family office handbook", John Wiley & Sons Inc.

Tapies, F (2018) "Lecturas sobre empresa familiar",

<https://blog.iese.edu/empresafamiliar/2018/lecturas-empresa-familiar/>

Publications on family businesses available at the UAB library,

<https://ddd.uab.cat/pub/guibib/224929/bibrecdigitals.pdf>

## Software

Microsoft Office

## Language list

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Name	Group	Language	Semester	Turn
(PAUL) Classroom practices	51	Catalan	first semester	afternoon
(TE) Theory	51	Catalan	first semester	afternoon

PROVISIONAL