

Course Descriptions Master 2018-2019

Course Title Family- and Founder-driven Enterprises
 Course Code EBC4217
 ECTS Credits 5,0
 Assessment None

Period	Period	Start	End	Mon	Tue	Wed	Thu	Fri
1		3-9-2018	26-10-2018		X			X

Level Advanced
 Coordinator Yannick Bammens For more information: y.bammens@maastrichtuniversity.nl
 Language of instruction English
 Goals

-To familiarize students with the unique management practices and challenges (e.g., in relation to governance, succession, and innovation) of firms that are owned and controlled by members of the founding-family.
 -To discuss theoretical frameworks and models that will enable students to analyze and assess the strategic choices, trade-offs, and problems of these family- and founder-driven enterprises.
 -To allow students to apply the academic knowledge they gain to case studies as well as to a real-life founding-family controlled enterprise.

Description The majority of SMEs are owned and controlled by members of the founding-family, and this type of control is associated with various distinctive advantages and challenges. This course addresses the importance and distinctive nature of these enterprises, and familiarizes students with central theories (e.g., socioemotional wealth theory, agency theory, stewardship theory) and topics (e.g., succession, governance, entrepreneurship and innovation) covered in the academic literature on founding-family ownership and control. While the focus of this course is on examining how founding-family ownership influences business practices, comparisons will be made between lone founder firms vs. founder firms with family influence vs. later generation family firms. The course uses a combination of topical readings, presentations, case discussions, and assignments to explore the unique dynamics of these family- and founder-driven enterprises.

Literature Academic journal articles; Case studies

Prerequisites This Master-level course familiarizes students with the specifics of the organisational form of family businesses, and requires a general understanding of business concepts and management theories. An advanced level of English

Keywords

Teaching methods PBL / Presentation / Assignment / Groupwork

Assessment methods Attendance / Participation / Written Exam

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation

Master International Business - Entrepreneurship and Compulsory Courses
 SME Management
 SBE Exchange Master Master Exchange Courses