



UNIVERSITÀ DEGLI STUDI DI PALERMO

DIPARTIMENTO	Scienze Politiche e delle Relazioni Internazionali		
ANNO ACCADEMICO OFFERTA	2019/2020		
ANNO ACCADEMICO EROGAZIONE	2020/2021		
CORSO DILAUREA MAGISTRALE	INTERNATIONAL RELATIONS / RELAZIONI INTERNAZIONALI		
INSEGNAMENTO	FAMILY BUSINESS		
TIPO DI ATTIVITA'	C		
AMBITO	20971-Attività formative affini o integrative		
CODICE INSEGNAMENTO	17593		
SETTORI SCIENTIFICO-DISCIPLINARI	SECS-P/07		
DOCENTE RESPONSABILE	COSENZ FEDERICO	Professore Associato	Univ. di PALERMO
ALTRI DOCENTI			
CFU	12		
NUMERO DI ORE RISERVATE ALLO STUDIO PERSONALE	240		
NUMERO DI ORE RISERVATE ALLA DIDATTICA ASSISTITA	60		
PROPEDEUTICITA'			
MUTUAZIONI			
ANNO DI CORSO	2		
PERIODO DELLE LEZIONI	1° semestre		
MODALITA' DI FREQUENZA	Facoltativa		
TIPO DI VALUTAZIONE	Voto in trentesimi		
ORARIO DI RICEVIMENTO DEGLI STUDENTI	COSENZ FEDERICO Mercoledì 17:00 18:00 Dipartimento DEMS. Il ricevimento con gli studenti va richiesto e confermato via email con il docente. Il ricevimento si terrà nella stanza del docente presso il Dipartimento DEMS oppure attraverso la piattaforma Microsoft Teams. Meetings with students must be requested and confirmed by email (federico.cosenz@unipa.it). Meetings will be held at the DEMS Department or by Microsoft Teams.		

DOCENTE: Prof. FEDERICO COSENZ

PREREQUISITI	Basic knowledge of General Management principles
RISULTATI DI APPRENDIMENTO ATTESI	<p>Knowledge and understanding Students are able to design and apply strategic management frameworks to family businesses with the purpose of supporting their competitiveness and performance. The main focus is on small-medium enterprises (SMEs) characterizing the family business context. Skills are developed in mapping organizational processes affecting performance. Students also learn to use innovative strategy design approaches (e.g., Business Modelling) for supporting family business decision-making processes to identify areas for results improvement, and set proper goals/objectives, as well as performance indicators to foster viable strategies.</p> <p>Applying knowledge and understanding Students will engage in real family business case-study analyses in which they will practice their strategic management knowledge and understanding on identifying the systems structure underlying business performance and on developing and assessing strategies aimed at improving performance. Students will demonstrate their ability to transfer their skills across management disciplines, including strategic management, performance measurement and scenario planning.</p> <p>Making judgements Students learn to assess the viability of family business strategies on different perspectives. They gain a systemic, time-related, and open-ended view of these peculiar firms. They also learn to evaluate performance, based not only on financial and tangible factors, but also on intangibles. Strategy design and performance measurement are seen on a continuum that is focused on learning. Students also learn to detect the limits of mechanistic approaches in using conventional tools for strategy design and implementation, and performance evaluation within a family business setting. They learn how the role of such tools can be re-shaped according to a learning-oriented perspective aimed to settle governance conflicts and adopt a common direction to safeguard the business survival. To this end, real case-study analysis will be conducted during lectures.</p> <p>Communication skills Students present and discuss relevant literature sources, as well as the result of their case studies in class.</p> <p>Learning skills Students are enabled to acquire skills – also through individual assignments (together with feedback from teachers) – that are required for a self-study of the literature on managing family businesses.</p>
VALUTAZIONE DELL'APPRENDIMENTO	<p>Assessment is carried out by using the following criteria:</p> <ul style="list-style-type: none">- Individual/group assignment/s (students could receive one or more assignment/ s during the course to be completed during classes or at home in a given time).- Final course essay. <p>A mid-term examination is also expected.</p> <p>Evaluation criteria (up to 30)</p> <ul style="list-style-type: none">- Excellent: 30-30 laude = very good knowledge of the topics, excellent communication skills, good analytical ability, the student is able to apply knowledge to solve proposed problems- Very good: 26-29 = Good knowledge of the subjects, very good communication skills, the student is able to apply knowledge to solve problems proposed- Good: 24 - 25 = basic knowledge of the main topics, good communication skills, with limited ability to independently apply knowledge to solve the proposed problems- More than sufficient: 21-23 = limited knowledge of the main topics, basic communication skills, poor ability to independently apply the knowledge acquired- Sufficient: 18-20 = minimum basic knowledge of the main topics, very little or no ability to independently apply the knowledge acquired- Insufficient = the student does not have an acceptable knowledge of the contents of the topics covered in the course
OBIETTIVI FORMATIVI	Students are able to design and implement business strategies, as well as evaluating the emerging results in family business contexts. Since the 99% of family businesses is characterized by a small-medium size, the course focuses on the organizational attributes, conditions and variables of these specific organizations. Skills are developed in designing shared viable strategies, and mapping organizational processes affecting performance. Students also learn to use innovative strategy design approaches (e.g., Business Modelling) for supporting family business decision-making processes to identify areas for results improvement, and set proper goals/objectives, as well as performance indicators to foster viable strategies.

ORGANIZZAZIONE DELLA DIDATTICA	The course is organized in lectures, seminars, group discussions, students' presentations, and individual assignments/papers.
TESTI CONSIGLIATI	- Carlock R.S., Ward J.L., 2001, Strategic planning for the family business: parallel planning to unify the family and business, Palgrave (downloadable at: http://www.untag-smd.ac.id/files/PerpustakaanDigital1/BUSINESS%20Strategic%20Planning%20for%20the%20Family%20Business.pdf); - Additional readings will be provided during the course.

PROGRAMMA

ORE	Lezioni
2	- The concept of business strategy and its relevance in family business settings
4	- Family business: organizational attributes, governance settings, and decision-making processes
4	- Family business governance, ownership configurations, and agreements
4	- Family vision and commitment in the business: understanding the sources for family conflicts
2	- The peculiar complexity of managing family business settings (focusing on SMEs)
4	- The strategy design process in family businesses
4	- Strategy design as a learning process in family businesses
6	- Strategic Planning: conventional strategic analysis tools (e.g., matrixes, SWOT analysis) tailored to family business requirements
4	- Designing and implementing family business models
6	- Strategic planning and performance evaluation as a circular process supporting common strategic directions in family business boards and governance settings: an entrepreneurial learning perspective
6	- Designing and implementing performance management systems in family businesses
4	- Measuring organizational performance in family businesses: drivers of profitability, competitive and social success
10	- Case-study analyses (strategy design/implementation and performance measurement in family businesses)