TEACHING GUIDE - 2026-2027

Family Business

UGRA_016149

Departments	Department of Strategy & General Management
Teaching Languages	English
ECTS	4
Teacher responsible	Maria Jose Parada Balderrama - mariajose.parada@esade.edu

Course Goals

1. Get acquainted with the composition and evolution of a family enterprise. A family enterprise is the collection of a family's meaningful, jointly-owned activities and assets (economic interests) that help to identify, support and unite the family.
2. Be familiar with and be able to use the different family-business management tools.
3. Be able to recognize and understand the logic of family-business dynamics and be able to anticipate it.
4. Be able to do an appropriate diagnosis and to anticipate future evolution.
5. Be able to recognize different mindsets that business families develop.

Previous knowledge

Students with previous knowledge in management and strategy will be well-equipped to integrate all concepts of this course.

Prerequisits

No prerequisites are needed for this course.

Description

Course contribution to program

This course brings complementary framworks to better understand organizations and showcases a specifc form of organization that is ubiquitous around the world. It also contributes by bringing the lens of ownership and entrepreneurship from the family-business perspective.

Short description

Family businesses are the dominant form or organization around the world. Evidence shows that family businesses can perform well when appropriately managed. If not, family involvement can have a negative effect.

This course focuses on tools specific to address family business issues with a strong focus on family dynamics. This is, developing solutions that address appropriately family-business relationships. The course introduces the notion

of structural risk management, and goes deep into governance, ownership and succession among others, which are key elements for the development and management of family businesses.
The course is addressed to students that are interested to know more about family businesses, wither because they belong to a family business or becasue they want to better understand a reality that might be less close to them. In fact the probabaility of working for a family business is quite high, therefore, understanding its dynamics can be useful for any student.

Bibliography

Gimeno, A; Baulenas, G. & Comacros, J, Family Business Models: practical solutions for the business family, Palgrave MacmIllan, 978-1-349-31963-3 (Book)
Parada, M.J., A Dynamic view of Governance Structures in Family Businesses, ESADE Alumni trends in knowledge (Article)

Parada, M.J. & Gimeno, A., Understanding characteristics of long-term value creating family businesses, Effective Executive (Article)

Roure, J & Segurado, J.L., Family Offices' Entrepreneurial Role: Paths to Keep Wealth in Family Hands, IESE Insight (Electronic Article)

Basco, R., Family Business Management, Routledge, 9781032226026 (Book)
Kachaner, N., Stalk, G. & Bloch, A., What You Can Learn from family Business, Harvard Business Review (Article)

Van der Heyden,L; Blondel, C.; Carlock, R, Fair Process: Striving for Justice in Family Business, Family Business Review (Article)

Activities

In-class discussions and debates
Active participation is key to the development of shared knowledge. This is why during class we will spend a fair amount of time disucssin about different topics related to the family business.

Role-play exercises and simulations
Role Plays will also be used as a way to 'live' a specific situation that allows us to build on what happens during the role play and to observe from outside how business families engage in specific dynamics

Teamwork
Group work is essential for active learning. Groups will work during the course in the analysis and solution of cases and will also work together in a final assignment.

Quizzes/tests
Quizzes will be part of the learning journey and will count as for grading.

Interaction with visiting guest professionals
Guest speakers will be invited to take part of the course to explain specific concepts and/or experiences.

Case study analyses
Case studies will be used a a way to understand family-business issues. Students should read and prepare individually the case. Then students should discuss questions with their group and answer them on a group-report.

Content

#	Topic
1	Foundations of Family Business: Introduction; Understanding Family Dynamics; Analytical Framework
2	Governance, Ownership & Professionalization
3	

Assessment

Tool	Assessment tool	Category	Weight %
Quizzes/tests	Final Individual Exam. Part 2. Quiz comprising 20-30 questions	Ordinary round	20.00%
Learning journal	Final Individual Exam. Part 1. Individual reflection about course take-aways.	Ordinary round	10.00%
Group project	Final Group assignment. Analyze a family business and recommend a sound implementation plan.	Ordinary round	30.00%
Other	Individual contribution (Quizzes & Class participation)	Ordinary round	20.00%
Individual or team exercises	Group Work. Case write-ups	Ordinary round	20.00%
Final individual project	Retake exam based on a case study	Retake	70.00%
Quizzes/tests	20-30 questions quiz	Retake	20.00%
Individual or team exercises	Essay on a course reading	Retake	10.00%

PROGRAMS

AI26-Exchange Program Bachelor in Business and Artificial Intelligence (Undergraduates: Business)
- AI26 Year 1 (Optative)

AI26S-Exchange Program Bachelor in Business and Artificial Intelligence (Undergraduates: Business)
- AI26S Year 1 (Optative)

B13-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
- B13 Year 1 (Optative)

B13S-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)
- B13S Year 1 (Optative)

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
- BBA20 Year 3 (Optative)
- BBA20 Year 4 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)
- BBA23 Year 3 (Optative)
- BBA23 Year 4 (Optative)

BBA25-Bachelor of Business Administration (BBA) (Undergraduates: Business)
- BBA25 Year 1 (Optative)
- BBA25 Year 3 (Optative)

BITLASI22-Bachelor in Transformational Leadership and Social Impact (Undergraduates: Business)
- BITLASI22 Year 4 (Optative)

DBAI23-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)
- DBAI23 Year 4 (Optative)
- DBAI23 Year 1 (Optative)
- DBAI23 Year 3 (Optative)

TUM23-TUM Entrepreneurship Exchange Programme (Undergraduates: Business)
- TUM23 Year 1 (Optative)