

Programme		Year	Route	
ICN Grande Ecole		2A	AT ARTEM	
Title			Code	
Atelier ARTEM : Family Business and Entrepreneurship: Cap sur la Région Lorraine			FBE	
Leader		Credits	Volume	Language
Mahamadou Biga-Diambeidou		10	90	ENG/FR

Course description and Teaching Methods	
<p>It's well-known that family businesses are the predominant form of firms in the world, have longevity, incubate new business and create wealth contributing an estimated 70 to 90% of the global GDP. In Europe family enterprises represent 60 to 80% of existing companies, contribute around 50% of GDP and generate more than 60 million jobs in private sector. The family-owned businesses also have strong entrepreneurial activity over time and while they are similar to non-family enterprises in some respects, they are unique in others specifically by the significant influence of the controlling family on the creation, development, mode of growth, and exit of a business. Despite this significant level of entrepreneurial activity over time, family business management remains challenging, it is thus important to understand the unique dynamics challenge and opportunities available to these firms. This course prepares students (1) to explore their interest in joining family enterprise and (2) to be effective managers and leaders of entrepreneurial family companies. The teaching methods include lecture, guest speakers, case studies, research papers, field research and extensive class discussion.</p>	
Content	
<p>This class provides students with a useful framework for exploring the dynamic of entrepreneurial family firm through the family system, business system, the ownership system and their intersection. More specifically, focus will be on the examination of some critical issues such as inter-generational dynamics, managing of conflict, succession planning and transfer of power from one family member to another, perspective of different stakeholders in family firms, professionalization and strategic solution to improve family firm performance.</p> <p>There is unique opportunity for sponsorship and coaching of a selected team of three students to compete in the UVM Global Family Enterprise Case Competition in Vermont (USA). In addition, students are exposed to some professionals who deal with family firms. Finally, the course is a real opportunity for extensive interaction and discussion in class as well as to view an entrepreneurial family enterprise closely through a field project.</p>	
Learning objectives	
<p>This course aims to:</p> <ul style="list-style-type: none"> -Allow you to explore your interest in joining family enterprise as a family member that owns the business, or as supplier, a customer or an employee. -Develop your understanding of the complexity related with the dynamic of family firms, the challenges facing family enterprises and the opportunities available to these firms -Enhance your ability to be more creative, effective managers and leaders knowing how to navigate, to address problem facing family business and to contribute in the development of sustainable entrepreneurial family firms. 	
Référence	
<p>Detailed information and the course materials (including required readings: BOOK, CASES and ARTICLES) will be offered to the participants</p>	
Prerequisite	Expected Profile and Selection Process
<ul style="list-style-type: none"> - Fundamental management (for the ICN students) - Good level of English, - Motivation to participate 	<ul style="list-style-type: none"> - The FBE program is limited to 20 high motivated students. - The selection is based on the application form and resumes (CV). - Depends on the number and the quality of applications, a short list of selected candidates may be contacted by mail for a short individual meeting.

Course Sequence and Homework Description

The program is organized around three main phases as follows:

1. Phase I : **Professional Development & Training for FECC (30h)**
(*Period of September to June*)
 - Lecture, Seminar, Workshop, training, coaching and ICN team selection for FECC
2. Phase II: **UVM Global Family Enterprise Case Competition in Vermont (FECC) (15h)**
(*Period of January*)
 - Case Competition
 - International exposure
3. Phase III: **Entrepreneurial Family Firms Lab (EFF Lab) (45h)**
(*Period of January to June*)
 - Company visits and field trips
 - Family Business Interviews
 - Case development and/or research activities

Assessment Methods

Inclass Assessment: 100 %

Written MCQ Oral Report Participation

Additional information: