

AC –  
Item No. –

# As Per NEP 2020

## Tolani College of Commerce (Autonomous)



Knowledge is Supreme

### Title of the Course – Managing Family Business Semester III

	Programmes:
1	B.Com in Management Studies (BMS)
2	B.Com in Accounting and Finance (BAF)
3	B.Com in Banking and Insurance (BBI)
4	B.Com in Financial Markets (BFM)

### Syllabus for 2 Credits

From the academic year- 2024 – 2025

## Name of the Course: Managing Family Business

Sr. No.	Heading	Particulars
1	<p><b>Description of the course :</b></p> <p><b>Including but Not limited to :</b></p>	<p>Management of Family Business involves overseeing operations, governance, and succession planning within a business owned and operated by a single family. Balancing family dynamics with business objectives, effective communication, and professional management practices are essential. Successful management fosters growth, sustainability and continuity across generations.</p> <p>Management of Family Business entails strategic decision-making, financial management, and conflict resolution. It requires adapting to market changes, cultivating innovation, and nurturing family values. Success hinges on resilience, adaptability, and the ability to balance tradition with innovation.</p>
2	<b>Vertical :</b>	Vocational Skill Course
3	<b>Type :</b>	Theory and Practical
4	<b>Credit:</b>	2 credits
5	<b>Hours Allotted :</b>	30 Hours
6	<b>Marks Allotted:</b>	50 Marks Continuous Evaluation 20 Marks Semester End Examination 30 Marks
7	<p><b>Course Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To understand the unique dynamics and challenges of family-owned businesses.</li> <li>2. To develop strategies and plans for successful leadership transition within family businesses.</li> </ol>	
8	<p><b>Course Outcomes:</b></p> <p>Upon completion of the course :</p> <ol style="list-style-type: none"> <li>1. Learner will be able to understand the dynamics inherent in family-owned businesses.</li> <li>2. Learner will develop strategies and plans for successful leadership transition within family businesses.</li> </ol>	

<b>9</b>	<b>Modules</b>
	<b>Module 1 : Introduction to Family Business (15 Hours)</b>
	<ul style="list-style-type: none"> <li>• Overview of family business dynamics.</li> <li>• Advantages and challenges of family-owned enterprises.</li> <li>• Application of Artificial Intelligence for promoting family business.</li> <li>• Solicitation of triple column cash book and Bank Reconciliation Statement.</li> </ul>
	<b>Module 2 : Financial Management and Performance Measurement (15 Hours)</b>
	<ul style="list-style-type: none"> <li>• Tools for performance measurement and evaluation interpreting financial statements (income statement, balance sheet, cash flow statement) to assess the financial health and performance of the family business.</li> <li>• Capital structure and Financing options, Hire Purchase transactions related to acquiring assets for using in Family business.</li> <li>• Tools for decision making. Discounted cash flow (DCF), Marginal Cost Accounting, Standard Costing.</li> <li>• Applying Microsoft Excel Tools for decision making and to document transactions pertaining to the family business.</li> </ul>

<b>10</b>	<p><b>References:</b></p> <ul style="list-style-type: none"> <li>• Bhasin, Sonu. The Inheritors: Stories of Entrepreneurship and Success.</li> <li>• Gersick, Kelin E., et al. Generations of Family Business Leadership.</li> <li>• Goyal, Preeti. The Business of Family Business: How to Work in and Not Work in Family Business.</li> <li>• Leach, Peter and Sanjay Kallapur. The Indian Family Business Mantras: Principles for Family Business Longevity.</li> <li>• Poza, Ernesto. Family Business.</li> <li>• Pendergast, Jennifer M. and John L. Ward. Building a Successful Family Business Board: A Guide for Leaders, Directors, and Families.</li> <li>• Ramachandran, Kavil and Pramodita Sharma, editors. Family Businesses in India: Challenges and Opportunities in a Dynamic Business Environment.</li> </ul>
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<b>11</b>	<b>Internal Continuous Assessment: 40%</b>	<b>Semester End Examination : 60%</b>
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<b>12</b>	<p><b>Continuous Evaluation through:</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Sub-components</th> <th style="text-align: center;">Maximum Marks</th> </tr> </thead> <tbody> <tr> <td>1)Assignment/Case Studies/ Presentation</td> <td style="text-align: center;">10</td> </tr> <tr> <td>2)MCQ Based Test</td> <td style="text-align: center;">10</td> </tr> <tr> <td style="text-align: center;">Total</td> <td style="text-align: center;">20</td> </tr> </tbody> </table> <p><i>Note: Learner must be Present in all the two exam components of Continuous Evaluation.</i></p>		Sub-components	Maximum Marks	1)Assignment/Case Studies/ Presentation	10	2)MCQ Based Test	10	Total	20
Sub-components	Maximum Marks									
1)Assignment/Case Studies/ Presentation	10									
2)MCQ Based Test	10									
Total	20									

<b>13</b>	<p><b>Format of Question Paper:</b>  <b>Question Paper Pattern for Semester End Examination (SEE)</b>  <b>Maximum Marks: 30</b> <span style="float: right;"><b>Duration:1 Hour</b></span></p>		
	<b>Question Number</b>	<b>Particular</b>	<b>Marks</b>
	Q-1	Attempt any ONE of the following:(Module 1) A. Full Length Question B. Full Length Question	10
	Q-2	Attempt any ONE of the following: (Module 2) A. Full Length Question B. Full Length Question	10
	Q-3	Short Notes attempt any TWO of the following: A. (Module 1) B. (Module 1) C. (Module 2) D. (Module 2)	10

Note: Any of the short notes of 5 Marks can be a case study.

### Signatures of Team Members

Sr.No	Name	Signature
1.	Mr.Mubeen Shaikh	
2.	Mr.Murugan Nadar	
3.	Ms.Ranjeeta Prajapati	
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