

AC –
Item No. –

As Per NEP 2020

**Tolani College of
Commerce
(Autonomous)**



Title of the Course – Managing Family Business Semester III

	Programmes:
1	Bachelor of Commerce (Management Studies)
2	Bachelor of Commerce (Accounting and Finance)
3	Bachelor of Commerce (Banking and Insurance)
4	Bachelor of Commerce (Financial Markets)

Syllabus for 2 Credits

From the academic year- 2024 – 2025

Sr. No.	Heading	Particulars
1	<p>Description of the course :</p> <p>Including but Not limited to :</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	Vertical :	Vocational Skill Course
3	Type :	Theory and Practical
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks Continuous Evaluation 20 Marks Semester End Examination 30 Marks
7	Course Objectives: <ol style="list-style-type: none"> 1. To understand the unique dynamics and challenges of family-owned businesses. 2. To develop strategies and plans for successful leadership transition within family businesses. 	
8	Course Outcomes: Upon completion of the course : <ol style="list-style-type: none"> 1. Learner will be able to understand the dynamics inherent in family-owned businesses. 2. Learner will develop strategies and plans for successful leadership transition within family businesses. 	

Name of the Course: Managing Family Business

9	Modules	
	Module 1 : Introduction to Family Business (15 Hours)	
	<ul style="list-style-type: none"> • Overview of family business dynamics. • Advantages and challenges of family-owned enterprises. • Application of Artificial Intelligence for promoting family business. • Solicitation of triple column cash book and Bank Reconciliation Statement. 	
	Module 2 : Financial Management and Performance Measurement (15 Hours)	
	<ul style="list-style-type: none"> • 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. • Capital structure and Financing options, Hire Purchase transactions related to acquiring assets for using in Family business. • Tools for decision making. Discounted cash flow (DCF), Marginal Cost Accounting, Standard Costing. • Applying Microsoft Excel Tools for decision making and to document transactions pertaining to the family business. 	
10	References: <ul style="list-style-type: none"> · Bhasin, Sonu. The Inheritors: Stories of Entrepreneurship and Success. · Gersick, Kelin E., et al. Generations of Family Business Leadership. · Goyal, Preeti. The Business of Family Business: How to Work in and Not Work in Family Business. · Leach, Peter and Sanjay Kallapur. The Indian Family Business Mantras: Principles for Family Business Longevity. · Poza, Ernesto. Family Business. · Pendergast, Jennifer M. and John L. Ward. Building a Successful Family Business Board: A Guide for Leaders, Directors, and Families. · Ramachandran, Kavil and Pramodita Sharma, editors. Family Businesses in India: Challenges and Opportunities in a Dynamic Business Environment. 	
11	Internal Continuous Assessment: 40%	Semester End Examination : 60%

12	Continuous Evaluation through: Sub-components Maximum Marks														
<table><tr><th>Component</th><th>Total Marks</th></tr><tr><td>1)Assignment/Case Studies Presentation</td><td>10 Marks</td></tr><tr><td>2) MCQ Based Test</td><td>10 Marks</td></tr><tr><td>Total</td><td>20 Marks</td></tr></table>				Component	Total Marks	1)Assignment/Case Studies Presentation	10 Marks	2) MCQ Based Test	10 Marks	Total	20 Marks				
Component	Total Marks														
1)Assignment/Case Studies Presentation	10 Marks														
2) MCQ Based Test	10 Marks														
Total	20 Marks														
<i>Note: Learner must be Present in all the two exam components of Continuous Evaluation.</i>															
13	Format of Question Paper: Question Paper Pattern for Semester End Examination (SEE) Maximum Marks: 30 Duration:1 Hour														
<table><tr><th>Question Number</th><th>Particular</th><th>Marks</th></tr><tr><td>Q-1</td><td>Attempt any ONE of the following:(Module 1) A. Full Length Question B. Full Length Question</td><td>10</td></tr><tr><td>Q-2</td><td>Attempt any ONE of the following: (Module 2) A. Full Length Question B. Full Length Question</td><td>10</td></tr><tr><td>Q-3</td><td>Short Notes attempt any TWO of the following: A. (Module 1) B. (Module 1) C. (Module 2) D. (Module 2)</td><td>10</td></tr></table>				Question Number	Particular	Marks	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
Question Number	Particular	Marks													
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	