

**City University of Hong Kong
Course Syllabus**

**offered by College of Business
with effect from Semester A 2021/22**

Part I Course Overview

Course Title:	Family Business Innovation and Succession
Course Code:	FB6876
Course Duration:	Intensive/weekly study for 3 weeks with 80 study hours (preparatory readings, assignments, projects, presentations, essays and 20-hour interactive meetings)
Credit Units:	2
Level:	P6
Proposed Area: <i>(for GE courses only)</i>	<input type="checkbox"/> Arts and Humanities <input type="checkbox"/> Study of Societies, Social and Business Organisations <input type="checkbox"/> Science and Technology
Medium of Instruction:	English
Medium of Assessment:	English
Prerequisites: <i>(Course Code and Title)</i>	Nil
Precursors: <i>(Course Code and Title)</i>	Nil
Equivalent Courses: <i>(Course Code and Title)</i>	Nil
Exclusive Courses: <i>(Course Code and Title)</i>	Nil

Part II Course Details

1. Abstract

(A 150-word description about the course)

This course aims to equip students, who are mainly executives or senior professionals, with the ability to analyse general practices of family enterprises and their management practices, to evaluate strategies and alternatives on innovating family enterprises, and to formulate plans for intergenerational business succession.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs [#]	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Analyse general practices of family business and its management.		✓	✓	✓
2.	Evaluate strategies and alternatives on family business innovation.		✓	✓	✓
3.	Formulate succession plans for family business.		✓	✓	✓
* If weighting is assigned to CILOs, they should add up to 100%.		100%			

[#] Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.			Hours/week (if applicable)
		1	2	3	
1	Pre-class reading and assignments	✓	✓	✓	
2	Interactive meetings (seminars, workshops and expert sharing sessions)	✓	✓	✓	
3	Group and individual projects	✓	✓	✓	

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.			Weighting*	Remarks
	1	2	3		
Continuous Assessment: 100%					
Pre-class and In-class Assignments	✓	✓	✓	50%	
Post-class Projects and Essays	✓	✓	✓	50%	
Examination: ____ (duration: _____, if applicable)					

* The weightings should add up to 100%.

100%

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
Pre-class and in-class assignments	Integration and application of knowledge to formulate strategic plans and provide solutions.	High	Significant	Moderate	Basic	Not even reaching marginal levels
Post-class Projects and Essays	Integration and application of knowledge to formulate strategic plans and provide solutions.	High	Significant	Moderate	Basic	Not even reaching marginal levels

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

- Lessons and cases on trans-generational family enterprises
- Innovation and transformation strategies of family enterprises
- Succession planning of family enterprises
- Governance framework for family enterprises
- International expansion and global asset allocation of family enterprises
- Family offices: basics, trends and outlook
- Family enterprises on impact investing and philanthropy

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

- Hartmut Berghoff, Ingo Köhler (2021) “Varieties of family business: Germany and the United States, past and present.” Campus Verlag.
- Josh Baron and Rob Lachenauer (2021) Harvard Business Review family business handbook: How to build and sustain a successful, enduring enterprise. Harvard Business Review Press.
- Rodrigo Basco; Roger Stough; Lech Suwala (2021) Family Business and Regional Development. Routledge
- Keanon J. Alderson (2019) Family business governance: Increasing business effectiveness and professionalism. Business Expert Press.
- Andreas Masouras, Georgios Maris, and Androniki Kavoura (2020) Entrepreneurial development and innovation in family businesses and SMEs. IGI Global.
- Ramadani, Veland; Memili, Esra; Palali_, Ramo; and Chang, Erick P. C (2020) Entrepreneurial Family Businesses: Innovation, Governance, and Succession. Cham: Springer International Publishing AG.
- Kirby Rosplock (2021) The family office handbook: A guide for affluent families and the advisers who serve them. Hoboken, New Jersey: Wiley,
- Canessa, Boris; Escher, Jens; Koeberle-Schmid, Alexander; Preller, Peter; Weber, Christoph (2018) The Family Office: A Practical Guide to Strategically and Operationally Managing Family Wealth. Cham: Springer International Publishing AG 2018