



UNC
KENAN-FLAGLER
BUSINESS SCHOOL

Family Business Education at the University of North Carolina's Kenan-Flagler Business School

Family Enterprise Center
Making Success a Family Legacy



- **Family Enterprise Center**
 - Mission
 - Focus: next generation leadership development
- **Curriculum:**
 - Class format
 - Topics
 - Deliverables
 - Student Feedback
- **Questions**

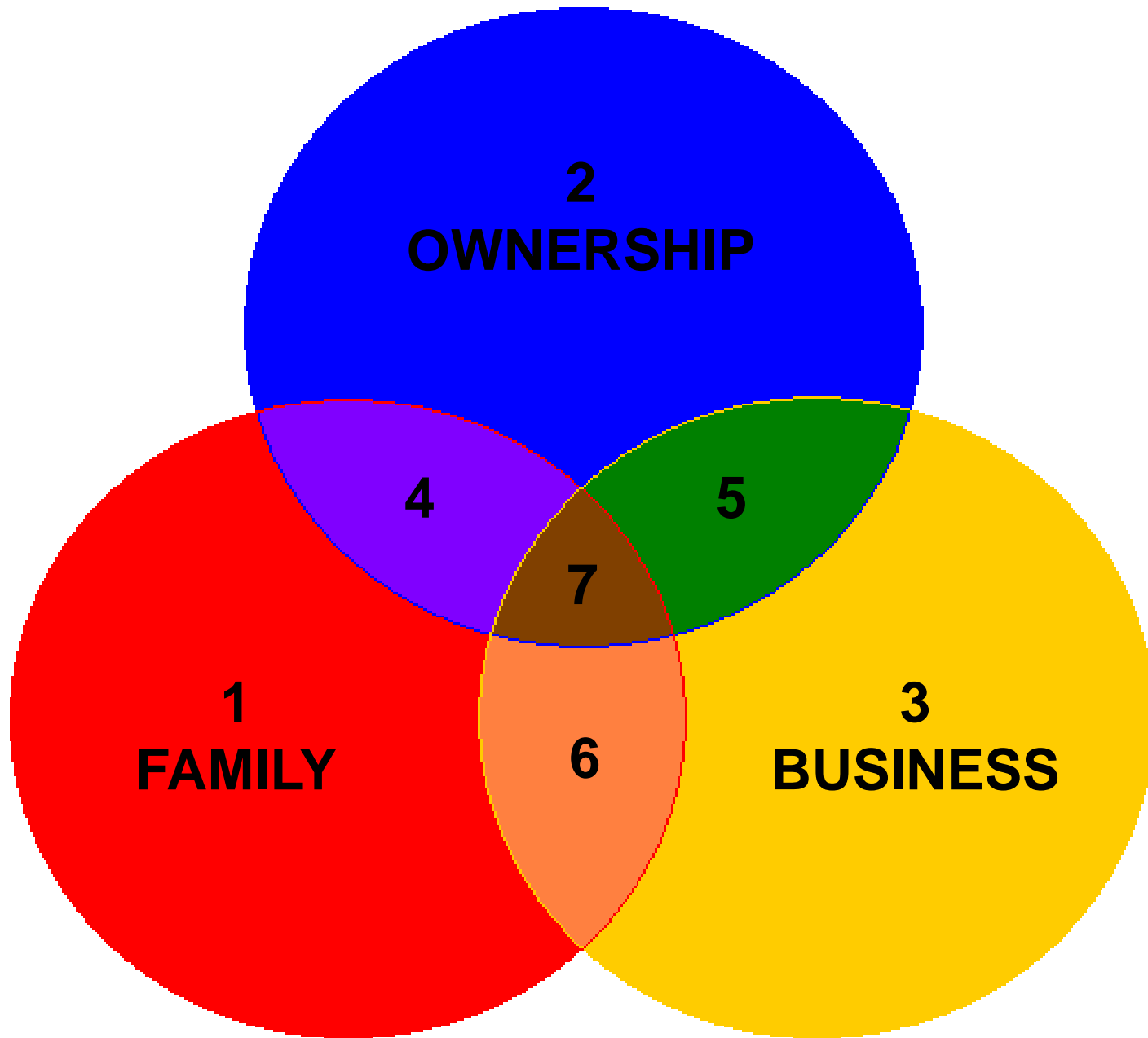
To prepare **next generation family business leaders** to:

- Lead entrepreneurial, sustainable family enterprises
- Create and maintain healthy family and working relationships
- Be responsible stewards of family business assets

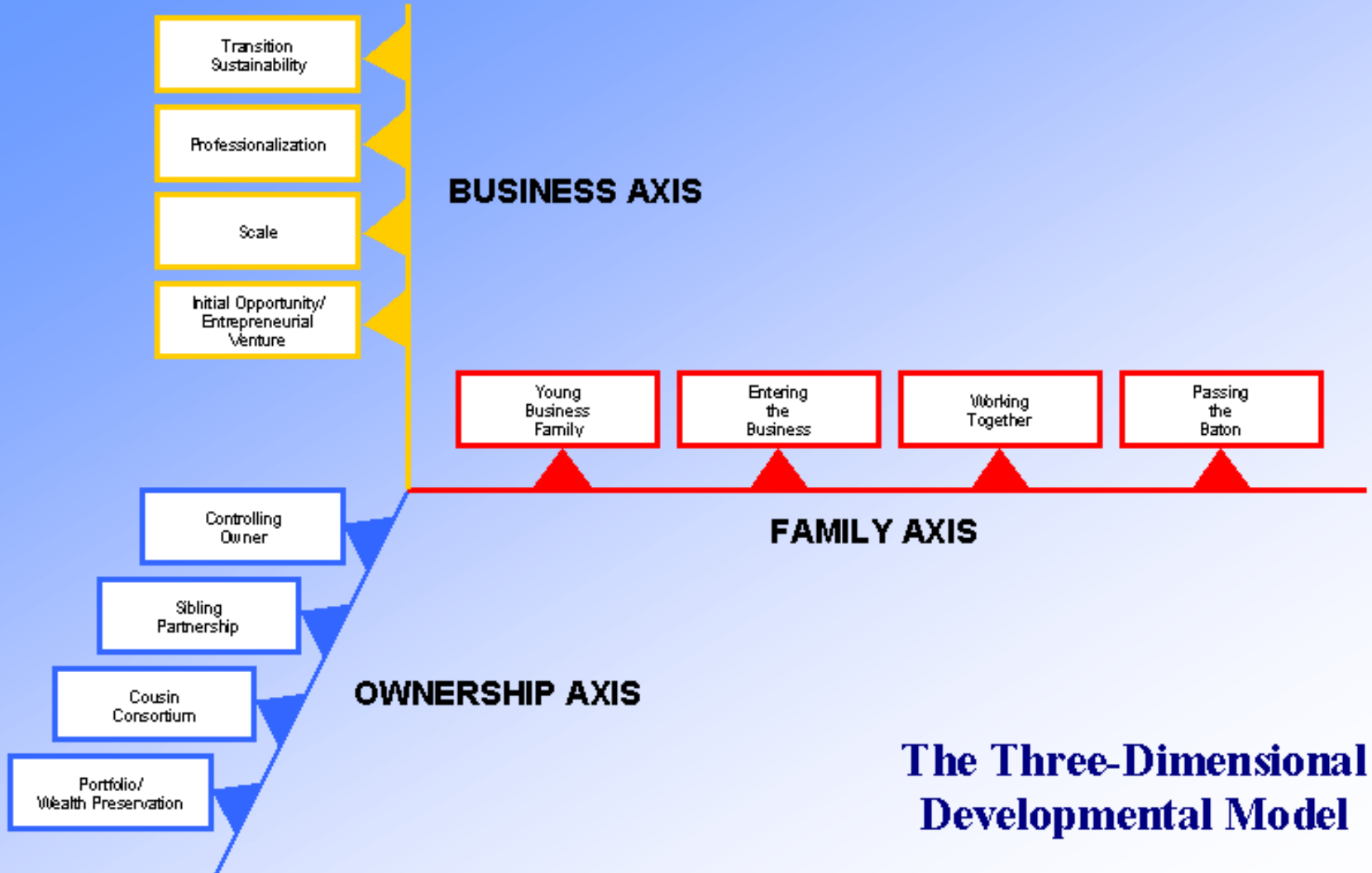
- **Curriculum**
 - FB I: Intro to Family Business
 - FB II: Governance, Finance, and Wealth Management
- **Peer support and networking**
 - Student Club
 - Leadership Roundtables

- **Readings and video series to prepare for class**
- **Three-hour classes**
- **Guest speaker for first half of class**
- **Use as live case for last half of class to teach FB principles**
 - Interactive
 - Lots of discussion

- **What makes a family business different?**
 - Statistics
 - Three-circle model
 - Life-cycle model
- **Entrepreneurship**
- **Succession**
- **Family relations/systems/communication**
- **Strategy/growth**
- **Professionalization**
- **Non-family management**



The Three-Circle Model of Family Business





- **Governance**
- **Ownership/stewardship**
- **Transfer, estate, and gift tax planning**
- **Financing the family business**
- **Valuation**
- **Family offices**
- **Philanthropy**

- **Term paper on family history**
 - Create genogram – at least three generations
 - Focus on creation and cultivation of family values
- **Term paper on family business strategy**
 - Focus on alignment of family and business
- **Term paper on major issue with recommendations**
- **Group case projects**
- **Life plan**

Experiential Curriculum: Student Example

- **Student from large international family business**
- **Case study presented to class last year**
- **Highlighted succession issue:**
 - Sibling partnership
 - Transition from entrepreneurial, hands-on founder
- **Founder presenting next phase of case study to class this year**



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Questions and Feedback