





Teaching entrepreneurship The family business perspective



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Understanding the context at the AUC



The course is designed as a practical tool to provide solutions for students' family business challenges About 60 to 70% of the students are coming from family businesses ,and the class is a normal representation of the population

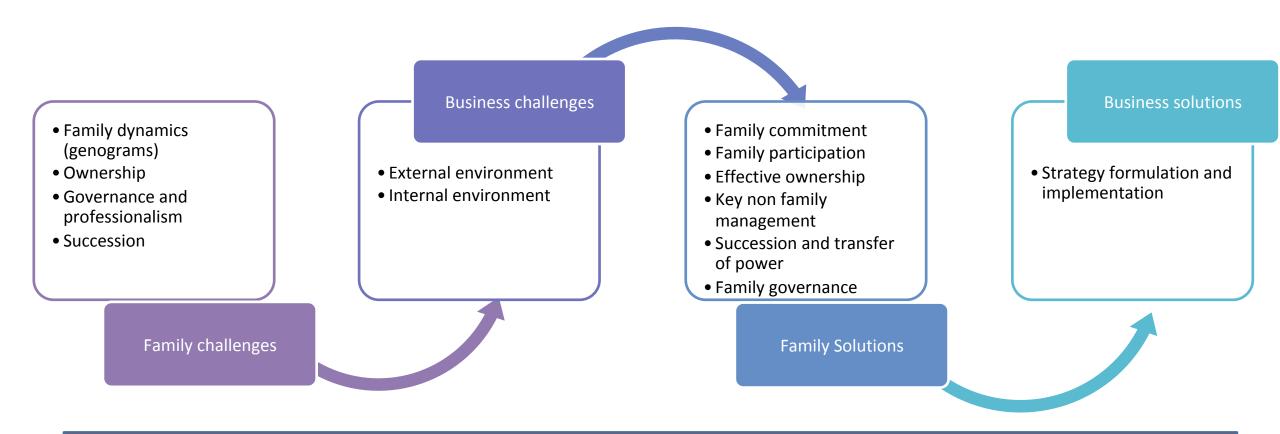
The course is part of the entrepreneurship concentration ,and can be an elective in the minor

Most of the businesses are not institutionalized and suffers from succession challenges





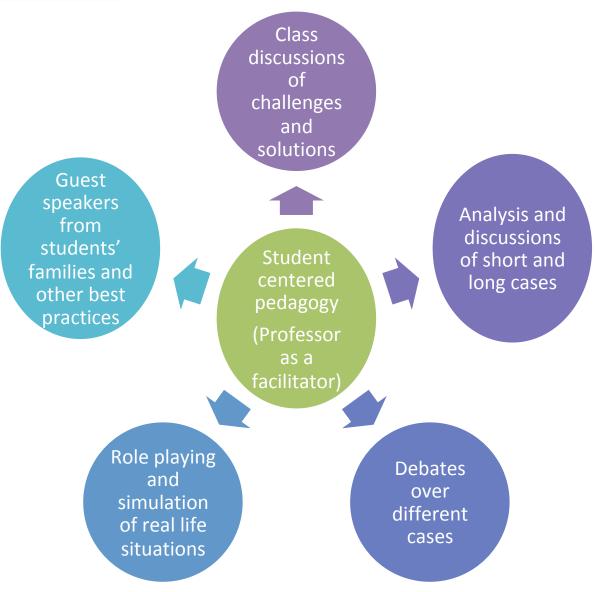
The syllabus



The final outcome big case study with teaching notes (taken from students' families) with an average of 4 cases / semester published after peer review by the Khazindar case center

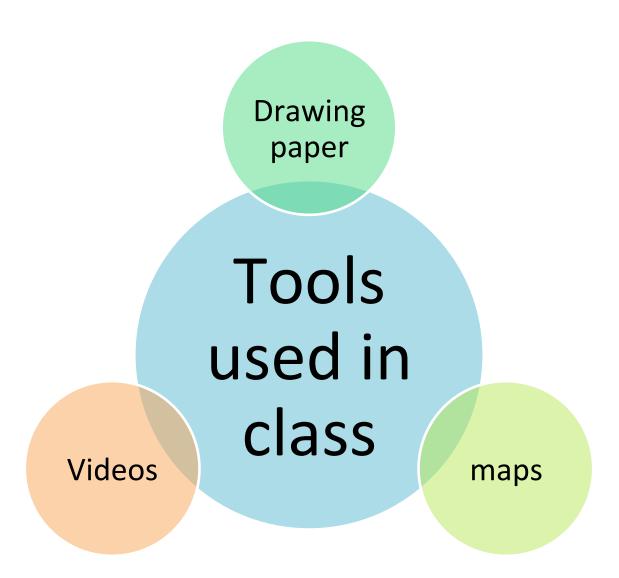


















Thank you