Teaching entrepreneurship
The family business perspective

Dr /Ashraf Sheta BSc .engineering ,MBA,DBA
Visiting assistant professor of entrepreneurship, American university in Cairo
Understanding the context at the AUC

- High tuition fees

  - 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

• Family dynamics (genograms)
• Ownership
• Governance and professionalism
• Succession

Business challenges

• External environment
• Internal environment

Family Solutions

• Family commitment
• Family participation
• Effective ownership
• Key non family management
• Succession and transfer of power
• Family governance

Business solutions

• Strategy formulation and implementation

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
Student centered pedagogy (Professor as a facilitator)

- Class discussions of challenges and solutions
- Analysis and discussions of short and long cases
- Guest speakers from students’ families and other best practices
- Role playing and simulation of real life situations
- Debates over different cases
Tools used in class

- Drawing paper
- Videos
- Maps
Challenges

- Reluctance of the family to reveal financials
- Consent of the family for publication
- Unequal distribution of effort in writing the case
- Involvement of students who don't have family businesses
- Dissatisfaction of students who don't like the pedagogy used
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Thank you