

Teaching Frameworks for Family Managed Business (FMB) programs in India

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Why teach Management to FMBs?

PERCEPTION

- What would be your valuation if someone like Deepak Parekh was your director or endorsed your product or corp governance or quoted you in some interview?
- A detailed plan of consistently appearing for quotes in industry related matters.
- A detailed strategy for promoter & company's reputation enhancement.
- Basically, there are hundreds and thousands of IPOs. How can we create a special perception about your company and you as a promoter? – It's the difference between a 10x valuation and a 15x valuation.

The Indian Context



- FMBs are significant for growth of the Indian economy and for job-creation
- Most FMBs are SMEs
- Contribution to manufacturing: 45%
- Contribution to exports: 40%
- Contribution to Employment: 69%
- Deep challenge: lack of management skills

Teaching Management to FMBs

*Is it different vis-à-vis a
conventional MBA?*



Teaching Management to FMBs

4 x 3 FMB Learning Architecture				
	BUSINESS	FAMILY	SELF	SOCIETY
KNOWLEDGE				
SKILLS				
ATTITUDE				

STUDENT

SPJIMR PG-FMB

- Pioneer post-graduate family managed business program in India
- Launched in 1997
- 33 batches and growing
- Over 3500 business owners (second generation) trained
- Alumni spread over 29 Indian states



Innovations in Pedagogy

- **Modular program**
 - One week on campus and 3 weeks in business
- **Business as a Lab**
 - Rigor with relevance
 - Unique courses : BIP, Business & Role Plan
- **Unique pedagogical innovations**
 - Strong Non-Classroom components
 - Teaching the Family
 - Value of professionalization
 - Learning from multiple sources
- **Huge networking opportunities**
- **Customised Learning through international immersions**



Innovations in pedagogy: Leadership Lab



Innovations in pedagogy :Foreign immersions



Networking Meets



Mentor-Mentee Meets



Foreign immersions



The FMB Edge

What You Learn

Customized to your needs

Family + Business Issues

Cross Industry Learning

How You Learn

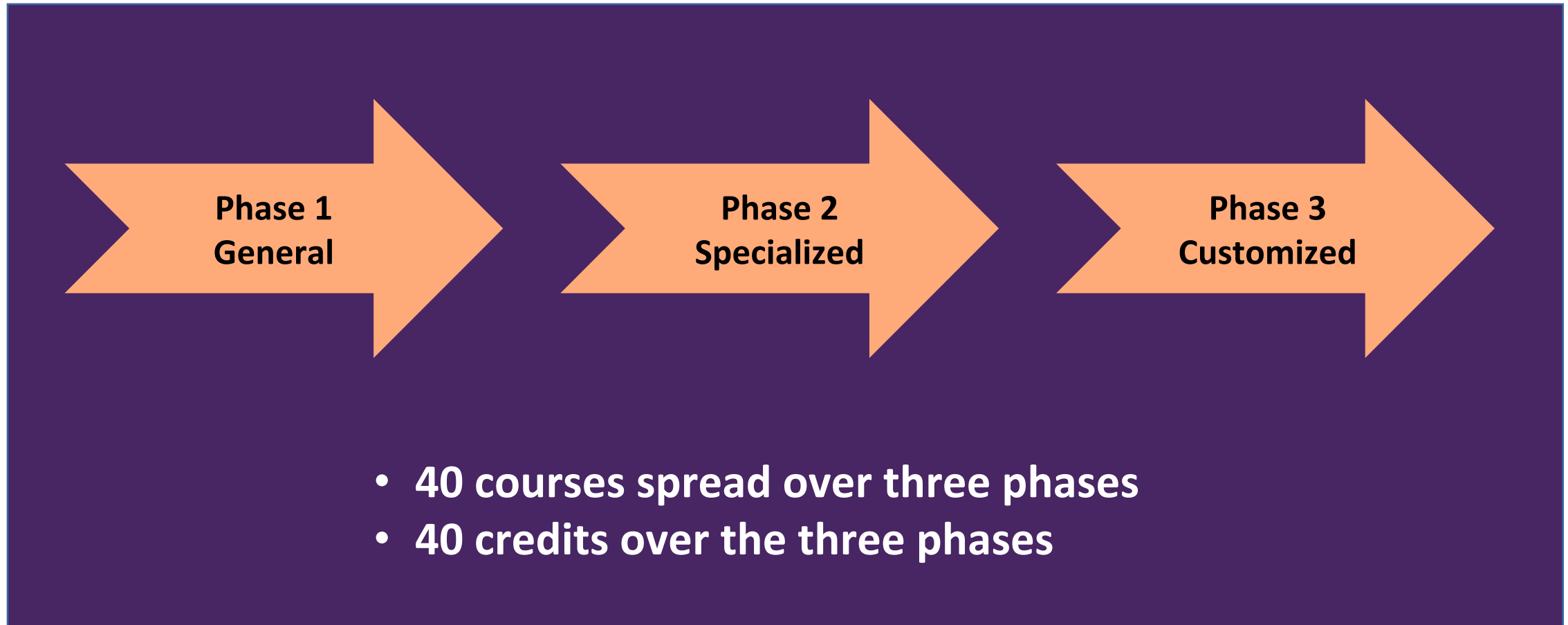
Learning By Doing

Who is the Teacher?

Faculty? Mentor? Peers?

ALL!

Three Phases of Learning



Program Architecture

PHASE 1 : TOTAL 13 CREDITS	
Understanding the Business Environment	Managing Teams
Acquiring & Managing Customers	Family Dynamics-I
Introduction to Finance	Leadership Lab
Introduction to Service/ Real Estate/ Manufacturing/ Retail Businesses (conducted over phases)	Business & Society (conducted over phases)
Insights to Business Planning-I	Innovation and Design Thinking (conducted over phases)
Business Improvement Project –I	
Interpersonal Skills for Business Leaders -I	
Managerial Decision Making-Simple Decision Making	
Managing Self	

Program Architecture

PHASE 2 : TOTAL 13 CREDITS	
Managing Sales Force and Reseller Networks	Insights to Business Planning-II
B2B Sales	Business Improvement Project-II
Financial Management	Managerial Decision Making-Complex Decision Making
Leveraging IT for Business	Interpersonal Skills for Business Leaders -II
Cost Management	Strategic Negotiation
Harnessing Human Resources in FMBs	Innovation and Design Thinking
Competitive Strategy	Family Dynamics-II
Leadership in Action	Introduction to Service/ Real Estate/ Manufacturing/ Retail Businesses
Business and Society	

Program Architecture

PHASE 3	
<u>Custom Electives</u>	<u>General Electives (2 credits)</u>
Manufacturing	International Business
Service	Taxation, Commercial Operations & Compliance
Retail	Private Equity & Venture Capital
Real Estate	International Finance
	Entrepreneurship & Growth
	E-Commerce
	Doing Business in Emerging Economies

Accreditations



Questions?

Thank You!