

DESIGNING MANAGEMENT EDUCATION PROGRAMS FOR FAMILY OWNED BUSINESSES

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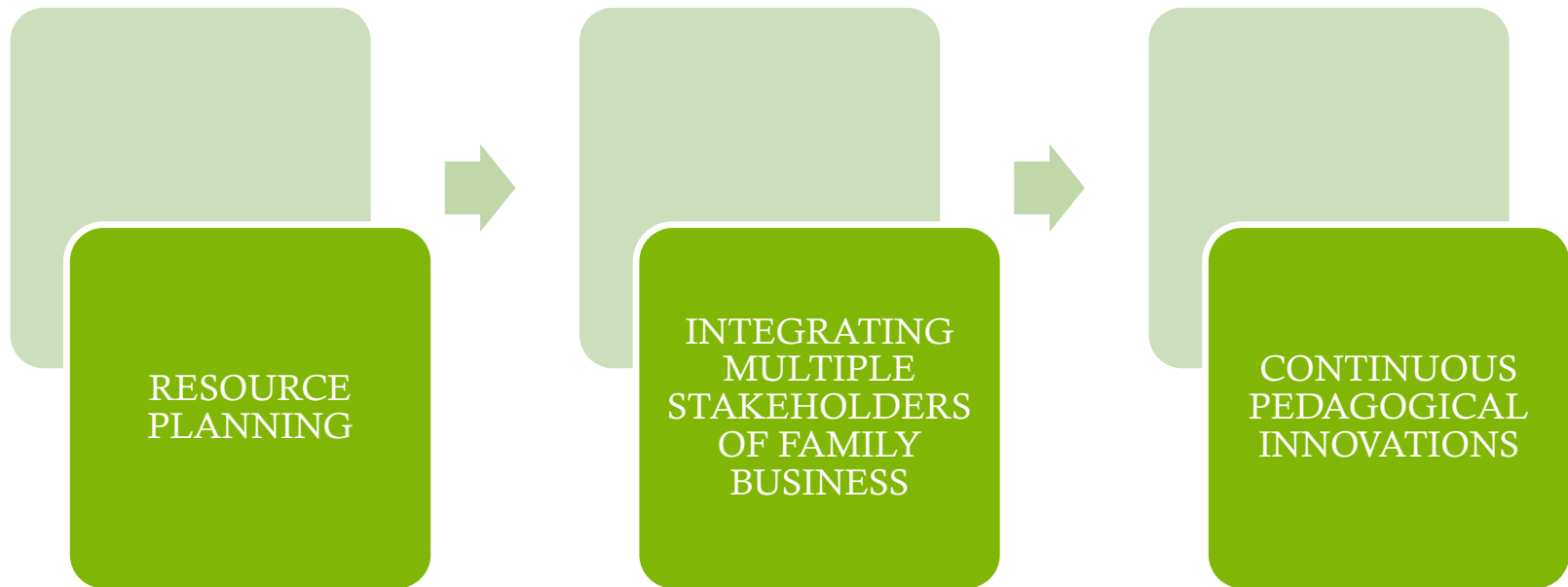
A SEPARATE MBA FOR FAMILY-MANAGED BUSINESSES: WHY?

- 1. DIFFERENT BACKGROUNDS, DIFFERENT ASPIRATIONS
- 2. APPRECIATION OF THEORY AND EMPHASIS ON PRACTICE VASTLY DIFFERENT
- 3. DIFFERENT TEACHING PEDAGOGIES :
 - FAR MORE EXPERIENTIAL.
 - LITTLE RELEVANCE OF TEXT-BOOK KNOWLEDGE
- 4. FACULTY-STUDENT CONNECT IS OF A DIFFERENT ORDER.
- 5. PRESENCE OF MENTORS AND EXTENDED FAMILY MEMBERS COULD AFFECT THE LEARNING PROCESS
 - **TRAINING FOR OWNERS VS. TRAINING FOR MANAGERS**

DESIGNING A FAMILY MBA PROGRAM: WHAT DOES IT INVOLVE?



A FAMILY-MANAGED BUSINESS MBA: HOW?



ALUM SPEAK



STUDENT SPEAK



ALUMNI SPEAK



MENTOR SPEAK



INNOVATIONS IN PEDAGOGY



OPPORTUNITIES FOR THE B-SCHOOL

- Opportunity to influence practice directly through teaching and consulting
- Opportunity to influence practice through research
- Create value-based leaders
- Opportunity to help family businesses overcome the adage 'Shirtsleeves to shirtsleeves in three generations'

THANK YOU