DESIGNING MANAGEMENT EDUCATION PROGRAMS FOR FAMILY OWNED BUSINESSES

Tulsi Jayakumar
Chair person, Family Managed Business
S.P. Jain Institute of Management & Research, Mumbai
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?

1. DEVISE FORMAT

DEVISE LGs

DEVISE COURSE ARCHITECTURE
A FAMILY-MANAGED BUSINESS MBA: HOW?

- Resource Planning
- Integrating Multiple Stakeholders of Family Business
- Continuous Pedagogical Innovations
ALUM SPEAK
STUDENT SPEAK

2019 Conference
Measuring the Impact of Business Schools
MENTOR SPEAK
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