

COURSE SPECIFICATION DOCUMENT

NOTE: ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

Academic School	Business and Economics
Programme:	Italy Study Centre – Rome / Florence
FHEQ Level:	5
Course Title:	Italian Family Businesses and Entrepreneurship
Course Code:	ENT 5205
Course Leader:	Sabine Spangenberg
Student Engagement Hours:	120
Lectures:	45
Seminar / Tutorials:	
Independent / Guided Learning:	75
Semester:	Fall and Spring
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

Family businesses represent a very substantial part of business in Italy; most of them are small and medium enterprises (SMEs), with few numbers of very large firms. These businesses produce a substantial share of the economy's output, and employ a very large number of workers in different sectors within the economy. This course provides an insight into Italian businesses and entrepreneurship. Family business and entrepreneurship will be placed into a national context and the importance of family businesses for the Italian economy will be identified. The study of Italian businesses will analyse the characteristics of family businesses as well as the institutional actors, strategies, policies and initiatives.

Prerequisites:

MGT 4200 or ECN 4105 or ENT 4200

Aims and Objectives:

The course aims to introduce students to fundamental issues and concepts of family businesses. In particular, students will be provided with a historical understanding of family businesses in Italy. Various forms of leadership and succession will be conveyed. Students will learn to evaluate the relevance of family businesses for the Italian economy and identify national and international factors and drivers which can influence entrepreneurial businesses.

Programme Outcomes:

A1, A2, A3, A4, A5

B2, B4, B5

C1, C2

D1, D2, D5

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the archive maintained by the Academic Registry and found at:
<http://www.richmond.ac.uk/admitted-students/programme-and-course-specifications/>

Learning Outcomes

Knowledge and Understanding (A1, A2, A3, A4)

- Understanding the history of Italian family businesses
- Understanding the knowledge, skills and attitudes required for entrepreneurship within a family business based on the Italian evidence
- Engaging with entrepreneurial and professional management concepts for strengthening family business performance
- Understand the complexities and importance of growth and regeneration in relation to the family businesses
- Understanding the psychological and emotional foundations of family businesses

Cognitive Skills (B2, B4, B5)

- Identify and describe key elements of entrepreneurship in relation to family business organisations
- Identify and describe the factors affecting the development of entrepreneurship in Italian family businesses
- Identify the nature and characteristics of the entrepreneur in the context of a family business
- Identify and describe the potential tensions in family businesses and entrepreneurial enterprises

Professional skills (C1, C2)

- Be able to evaluate statements in terms of evidence
- Be able to communicate effectively both verbally and in writing
- Understand how the family informs entrepreneurial opportunity

Key Skills (D1, D2, D5)

- Effective oral and written communication skills in a range of media
- Ability to develop strong analytical skills through listening and reflecting
- Time management: organising and planning work
- Independent working
- Planning, monitoring, reviewing and evaluating own learning and development

Indicative Content:

- Nature and Definitions: the entrepreneurial family business and its differences to the non-family business within the context of the Italian economy
- Importance of Family Businesses for the Italian economy
- Historical Overview of Italian Family Businesses
- Examples of Italian Family Businesses: Antinori, Ferragamo, FIAT, Illy, Benetton, Bulgari, Zegna, Barilla, Alessi, Lavazza, Ferrero etc
- Entrepreneurial Vision and Mission, and Application
- Small and medium-sized firms: Relationship between Survival and Growth
- Takeovers
- Types of Leadership: founder-ownership, pyramidal groups, vertical ownership etc.
- SME Policies and their Relevance (e.g. enterprise awareness programmes)
- Social Cost-Benefit Analysis of the Entrepreneurial Family Firm
- European Regulatory and Policy Framework

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Learning and Teaching Policy Committee found at:

<http://www.richmond.ac.uk/wp-content/uploads/2014/10/ALL-ASSESSMENT-NORMS-CATEGORIES-with-descriptions-Jan-2014.pdf> .

Teaching Methodology:

The course is taught weekly making use of lectures, workshops, seminars and/or site visits. Student participation is essential and group discussions are a vital part of learning. Students are expected to undertake independent study and engage in individual and group research to compose a written assignment. The research findings have to be presented in class.

Bibliography:

See syllabus for complete reading list

Indicative Texts

Corbetta, G.; Montemerlo, D. (2001) *The Role of Family in Family Business*, Research Forum Proceedings, Rome: Egea.

Leach, P (2007), *Family Business: the Essentials*, London: Profile Books

Miller, D & Le Breton-Miller, I (2005), *Managing for the Long Run: Lessons in Competitive Advantage from Great Family Businesses*, Boston: Harvard Business School.

Recommended

Carlock, R & Ward, J (2001) *Strategic Planning for the Family Business*, Basingstoke: Prentice Hall.

Carpenter, R.E; Rondi, L. (2000) *Italian Corporate Governance, Investment and Finance*, In: *Emirica*, Vol. 27, pp. 362-388.

Casson, M.; Yeung, B.; Wadeson, N. (2008) *The Oxford handbook of Entrepreneurship*, Oxford: Oxford University Press

Poza, E (2004), *Family Business*, London: Thomson Learning.

Storey, D & Greene, F (2010) *Small Business and Entrepreneurship*, London: Pearson Education.

Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry
