

Family Businesses: An Overview Of Competencies, Challenges, And Pedagogical Solutions - The Family Business Project Proposal*

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Abstract

This article explores the complexities of family businesses within the global economy and introduces the Family Business Project (FAB) which aims to address the unique needs of family enterprises in Asian countries, promoting competence-based qualifications. The project involves 22 international partners and aims to create a master's curriculum, establish centers of excellence, and develop a virtual learning environment. The master's program, developed collaboratively by Asian and European partners, incorporates diverse perspectives and experiences, ensuring its adaptability to the specific needs of each country. The methodology of the FAB Project, including virtual study visits and collaboration among partners, is discussed. Specific outcomes, such as the development of the master's program and the creation of centers of excellence, are highlighted. A detailed analysis of specific courses within the master's program is provided, focusing on "Family and Family Business," "Family Business Management," and "Accounting and Tax Planning." These courses aim to equip students with competencies ranging from problem-solving and communication skills to critical thinking and strategic planning. This article provides a comprehensive overview of family businesses globally, introduces the innovative FAB Project, and analyses specific courses within the master's program, showcasing a collaborative effort to address the unique challenges and opportunities faced by family enterprises.

Keywords: Family business; Competences; Master in Family Business Management, Challenges