

Context

The origin of the Indian family business dates back to the latter half of the 19th century, which also coincides with the beginning of business in India. History tells us that 1890s gave impetus to Family businesses in India as a means to augment import substitution and achieve economic freedom from the British. These activities were an essential part of India's freedom struggle and *Swadeshi* movement, and hence gained special treatment and subsidies from the government.

It is a well known truth that many of India's largest and most commemorated companies were nurtured by a small group of promoters and family members. Right now, family-run businesses account for a whopping 95 per cent of all Indian companies. A few legendary names in Indian family business such as, Modis, Thapars, Mittals, Shrirams, Singhanias, Birlas, Wadias and Godrej broadened Indian business landscape to global level. In this context, family businesses ranging from the small mom-and-pop store (or kirana) to large conglomerates are gearing up to spherical business challenges to attain permanence.

For whom?

PWC's Family Business Survey 2012-13 reveals that the need to innovate, attract the right skills and talent, retain key staff, the need for new technologies and compliance with the regulations are the major challenges for family businesses. In the light of these facts, the workshop is designed to enable the owners of business and second-generation entrepreneurs who are interested to expand their business into new avenues.

Target audience

Business owners with about 10 years of experience
The next generation of Family Business owners
Students who may work with their businesses as non-family managers

Learning objectives

The workshop aims to:
Bring in the subtleties of Indian family business
Discuss building blocks & challenges of family business
Enable participants to professionalize family businesses for sustenance and growth

Learning outcomes

The participants would prepare themselves:
To manage differing views between the older generation and the newer generation
To professionalize existing family business
To plan for sustenance of business

Participation/Activities

The programme is designed to engage all participants actively in order to understand the complexities of family business and find solutions by participating in:

- Role-plays
- In-basket exercises
- Group discussion
- Seminars

Dates 23rd & 24th August 2014

Location

Hyderabad

Duration

The programme holds the participants for duration of 6-7 hours each day, spread over two days

Programme Content

The workshop structure includes themes such as:

- What makes family business different from other businesses?
- Professionalization of family business
- Managing Resources
- Managing growth and transformation
- Applying survival skills as a son or daughter in the family business
- Leveraging on Information Technology (IT) to innovate

Certificate

The Center for Management Development, IBS Hyderabad, IFHE Hyderabad (Deemed University) would award the participants with a Certificate of participation on the completion of the programme

Programme Fee

Single Participant Rs.10,000/-

Two or more participants from the same organization would be given 10% discount

The programme fee is inclusive of taxes, study material, lunch, and tea during the workshop. The programme fee can be paid through NET/online to

HDFC Current a/c no. 05212000004843,

Bank & Branch: Banjara Hills, Hyderabad

A/c Holder's name: IBS Hyderabad, Swift Code: HDFCINBBXXX

RTGS/NEFT Code: HDFC 0000521

Note: While making online transaction kindly mention <"your name"> "Professionalizing Family Businesses" FEE>

Alternatively the fee can also be paid through demand draft to be made in the name of 'IBS Hyderabad' payable at Hyderabad.

Last date to register: 15th August 2014

A duly filled registration form along with the fee must reach us 10 days prior to the workshop. A scanned copy of the registration and demand draft/online payment receipt should also be sent to hymach@ibsindia.org.

About IBS

Icfai Business School (IBS), Hyderabad is a constituent of IFHE (Icfai Foundation for Higher Education), a Deemed University, declared by the UGC. It has been ranking among the top business schools in India, consistently for the past few years. This year we have been ranked as No. 12 amongst the best b-schools in India by Business India.



The School has been re-accredited by SAQS (South Asian Quality Standards) till 2018, rated A** by CRISIL, EB2 IN by ICRA and as an "Excellent" Business School by Eduniversal. Apart from contributing to regular courses leading to degree, our faculty members also undertake consultancy, research, deliver MDPs to executives. The institute holds International Conferences in all areas of management. The institute offers Ph.D Degree programme which is rigorous and known for its high quality inputs. IBS Hyderabad has state of art infrastructure at its campus spread across 94 acres located near Shankarpalli, Hyderabad. The School offers BBA, MBA and Ph.D programs.

Center for Management Development

The Center for Management Development, a Center at IBS, Hyderabad, is aimed at delivering quality services to industry and academia in terms of training and consulting. Our CMD activities include Management Development Programs, Faculty Development Programs, and Consultancy in core management areas.

The MDPs/FDPs are offered as open programs or in-company/institute-specific. Open programs are for participants from any organization. In-company/institute-specific programs are customized as per the requirement of specific companies/institutes.

Our Programs are conducted as residential or non-residential at the IBS campus or at a chosen location by the client. We have a strong team of around 150 faculty members with skills in many contemporary areas of Management.



Program Director

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IBS, Hyderabad