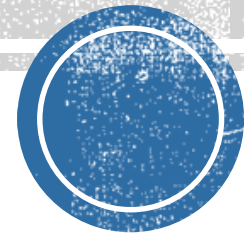
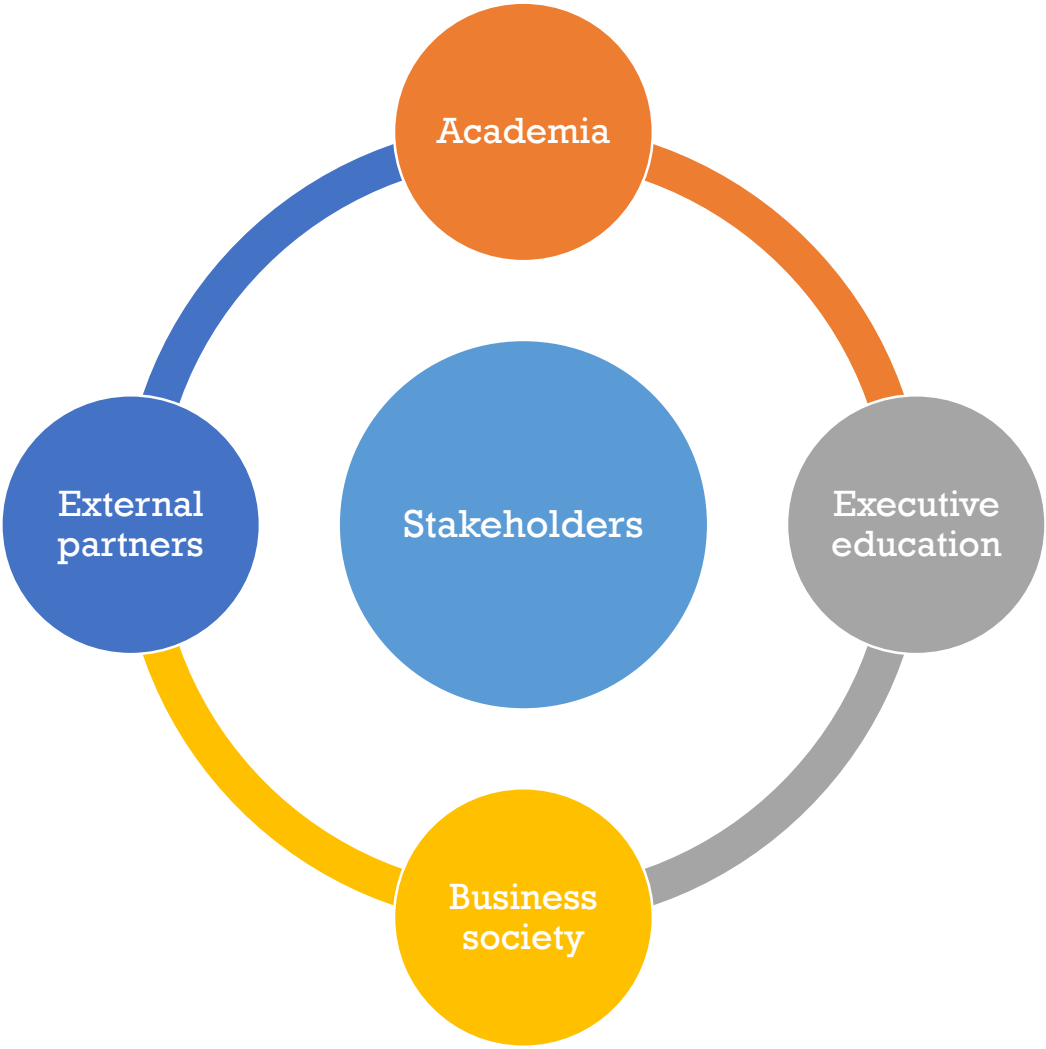


DEVELOPING AN INTEGRATED FAMILY BUSINESS ECOSYSTEM WITHIN AUC

Ashraf Sheta ,DBA,MBA,Bsc Engineering

Visiting assistant professor of Entrepreneurship and
Strategy

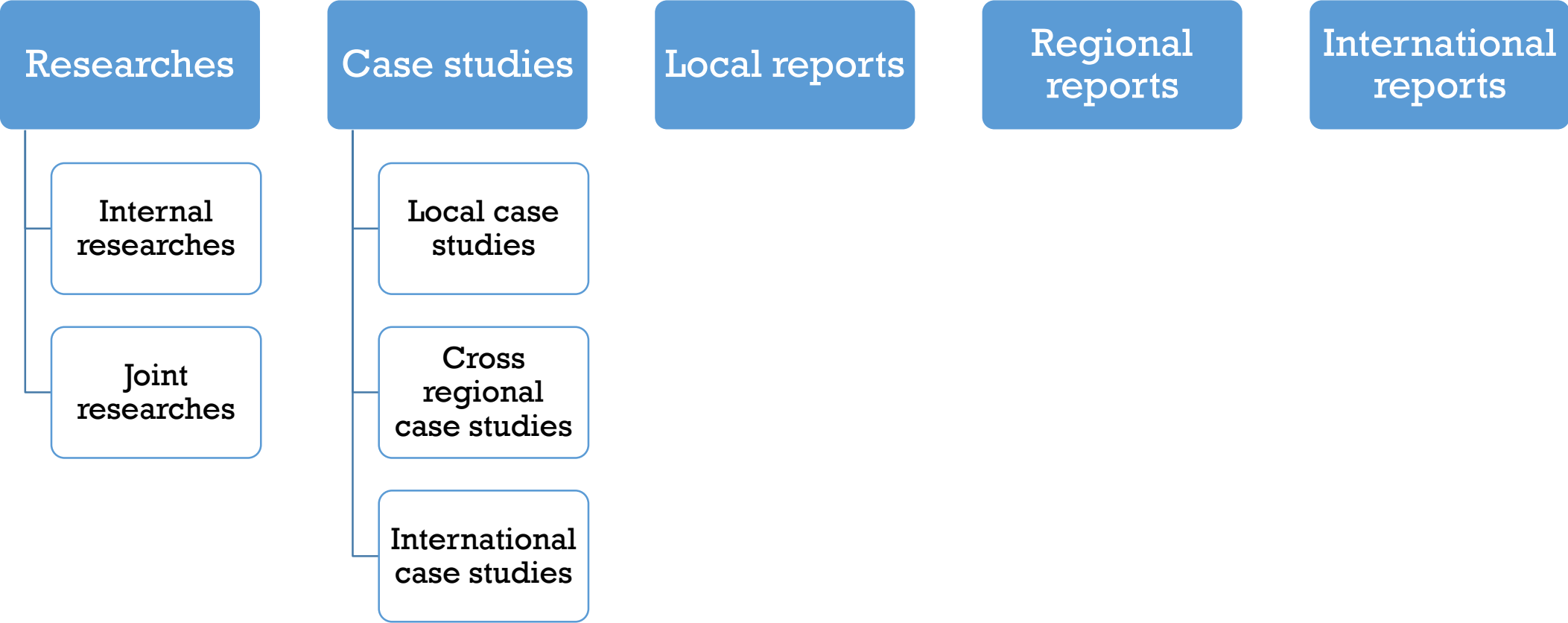


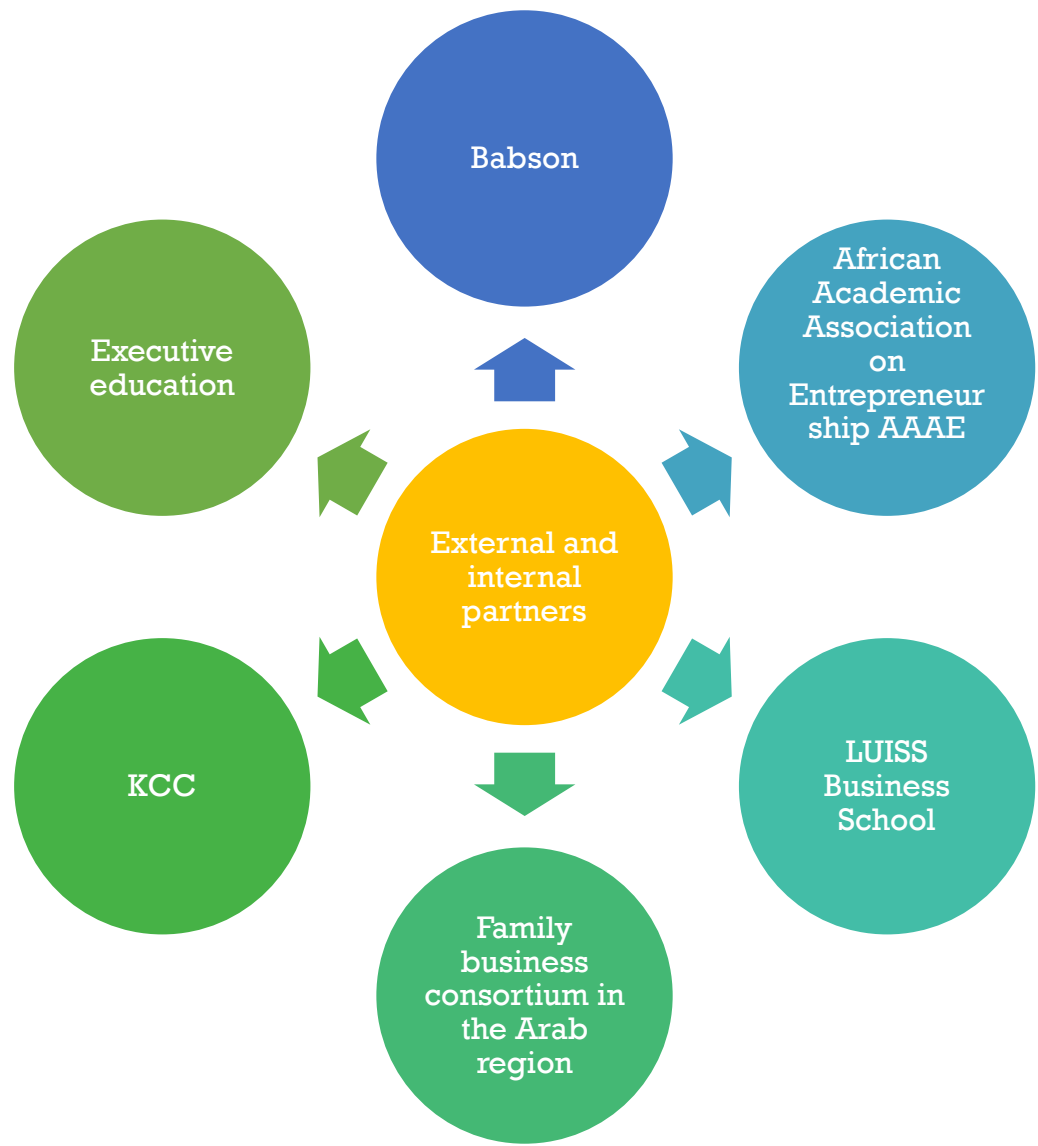


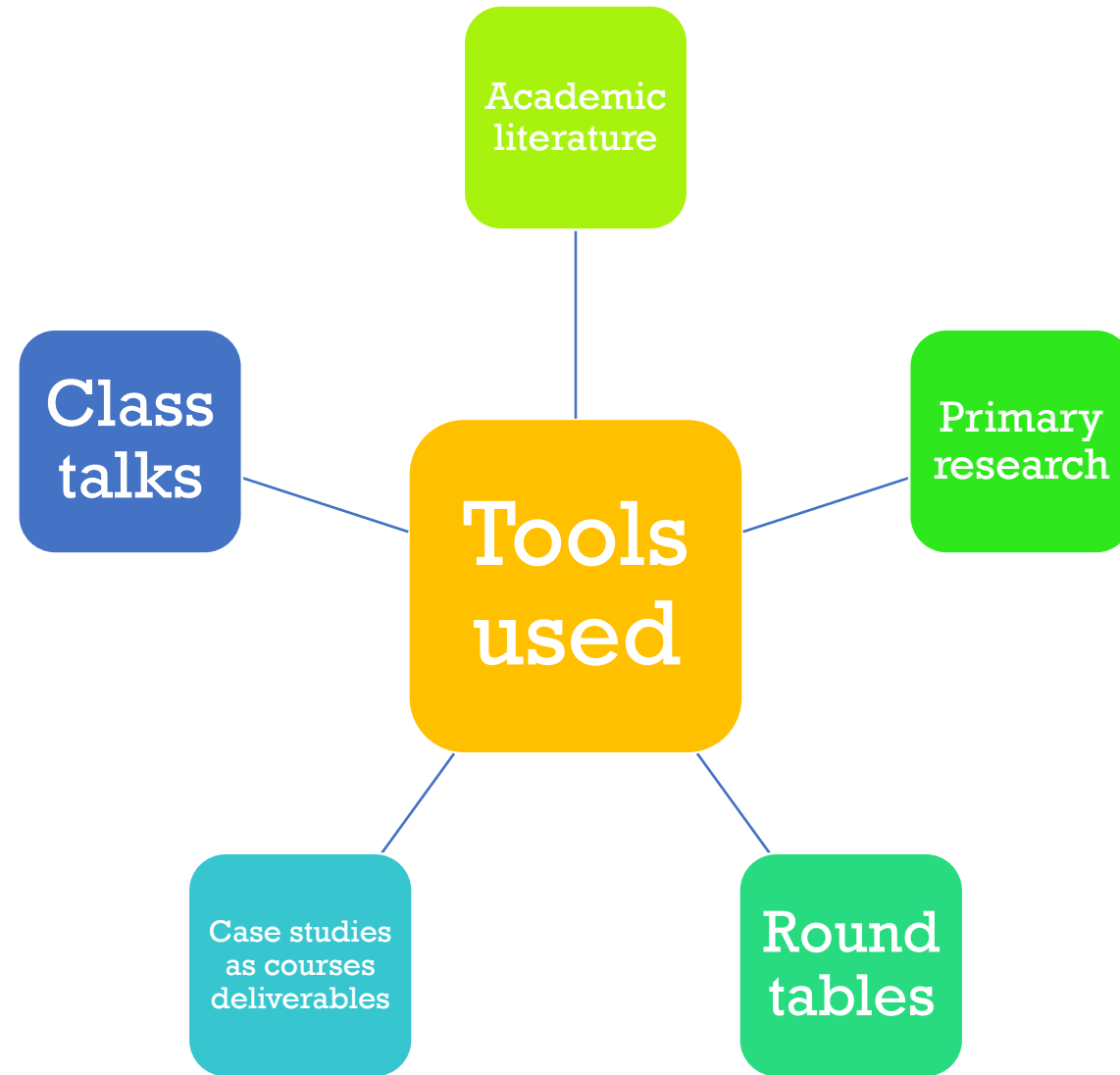
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ACADEMIA OUTPUTS





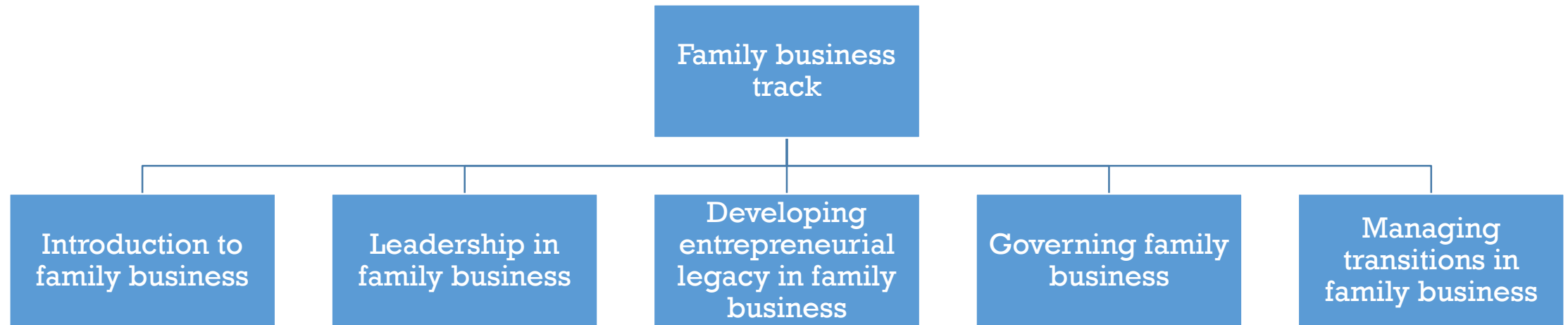


CURRENT SITUATION AT AUC

- First course on family business in Egypt started in spring 2017 with 12 students
- Second course spring 2018 with 18 students
- Third course in spring 2019 with 26 students
- Fourth course will be in fall 2019 (course will be offered every semester)
- The output is 2 published medium sized cases in case center ,another 2 expected to be published within 1 month (July 2019)
- Another 5 cases expected to be published within 2019



FUTURE COURSES



Popular research topics:

- 1- Ownership
- 2- Governance
- 3- Leadership
- 4- Strategy
- 5- Entrepreneurial legacy
- 6- Emotional intelligence
- 7- Succession planning
- 8- Family business reputation
- 9- Culture
- 10- Conflict management

Popular reports :

- 1- STEP
- 2- Family business entrepreneurship
- 3- Institute for family business report
- 4- PwC
- 5- Deloitte
- 6- KPMG





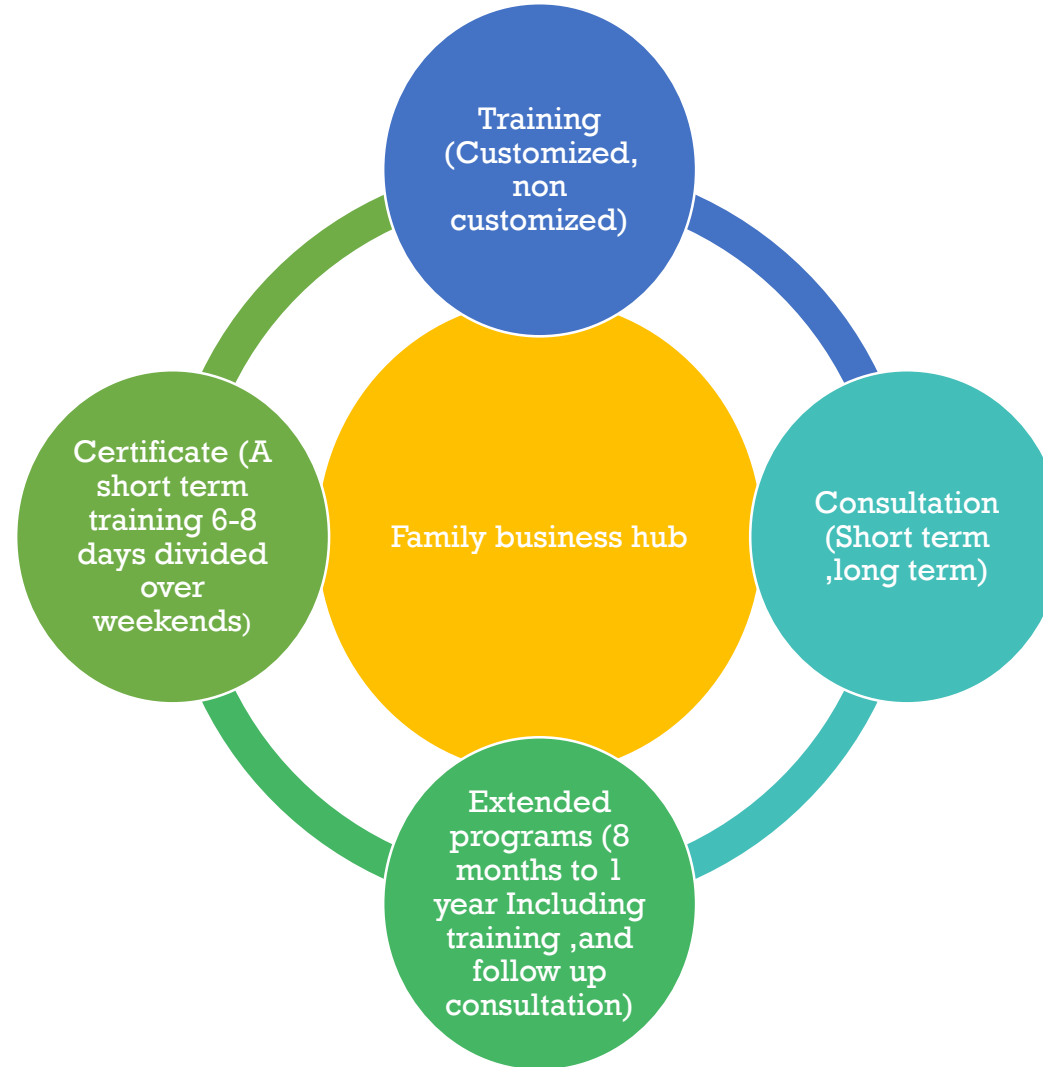
THE AMERICAN
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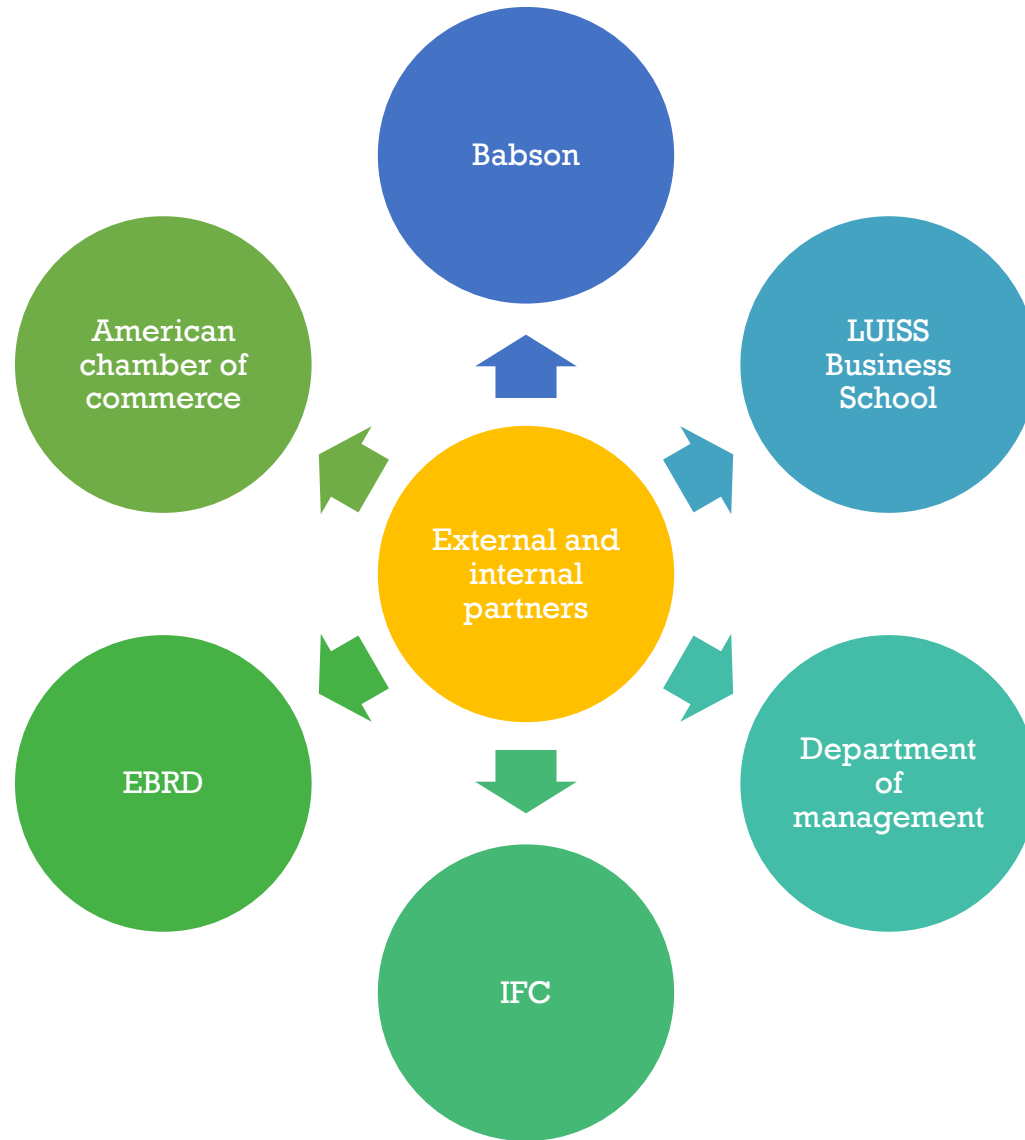
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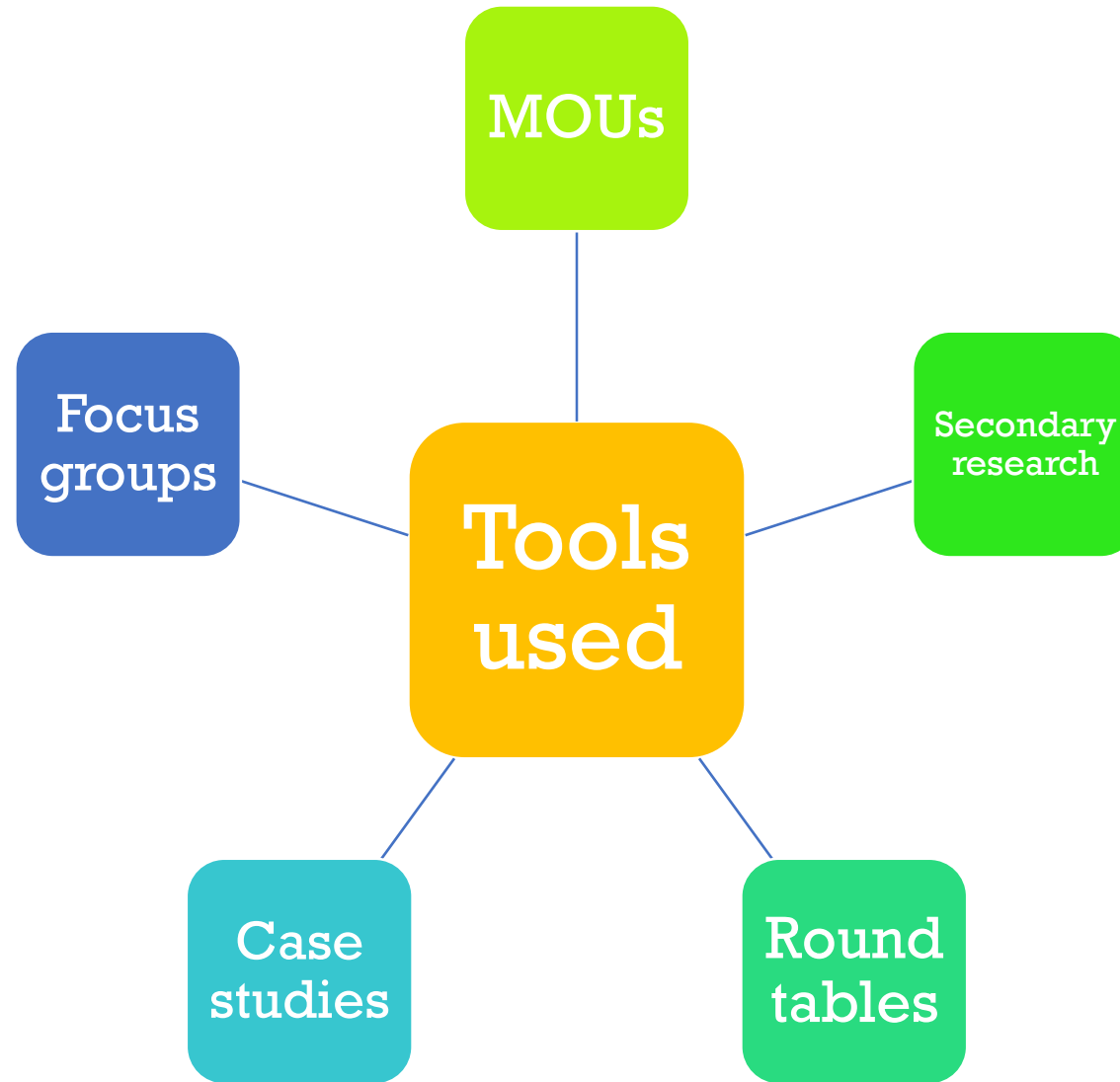
EXECUTIVE EDUCATION

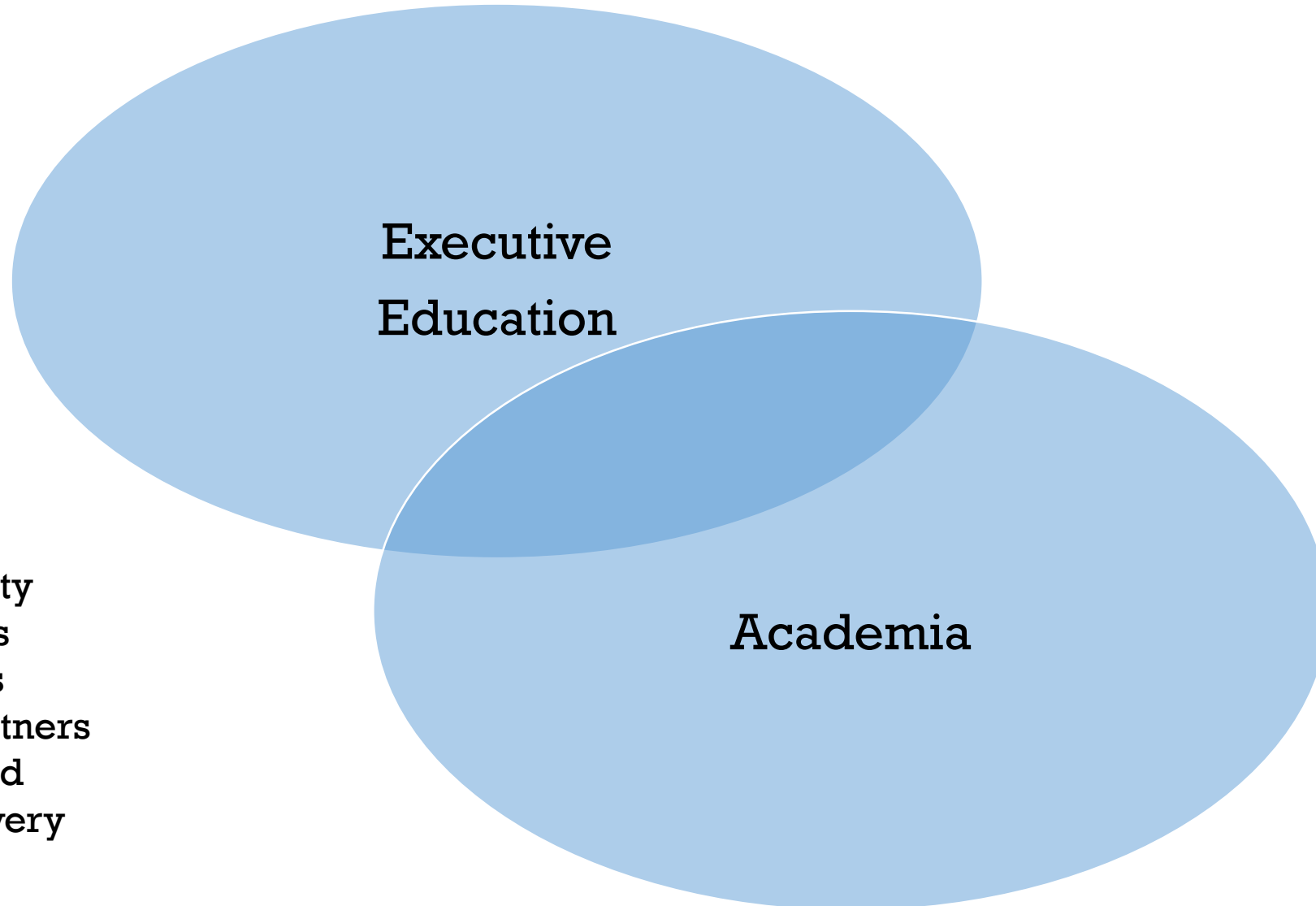


EXECUTIVE EDUCATION OUTPUTS









Points of
interconnectivity

- 1- Round tables
- 2- Case studies
- 3- External partners
- 4- Training ,and
programs delivery



FAMILY BUSINESS ROADMAP

Dynamics in family
business (1 day)

Culture

Genograms

Relationships

Governance 1 (family
institutions) (3-4 days
module)

- Family/owners/Executive meetings
- Family /owners assembly
- Family council
- Family office
- Board of directors (interacting and relevant to the SME governance)

Governance 2 (Family
constitution) (2 days)

- Mission
- Code of conduct
- Family business protocol
- Shareholders agreement
- Managing non family business relations (professionalism)
- Wealth and estate planning

Succession in family
business (1-2 days)

- Choosing the right successor
- Preparation of the right successor
- Managing the succession phase



Leadership in family business (2 days)

- Culture
- Emotions
- Conflicts
- Commitment and participation

Creating an entrepreneurial legacy (2 days)



KEY POINTS RELATED TO FAMILY BUSINESS PROGRAM

- Maximum number of days 13 -14 days
- Divided over the period of 7 months delivery
- Followed by consultancy sessions at AUC/company premise
- SME governance can open venues for further consultation in different areas

