

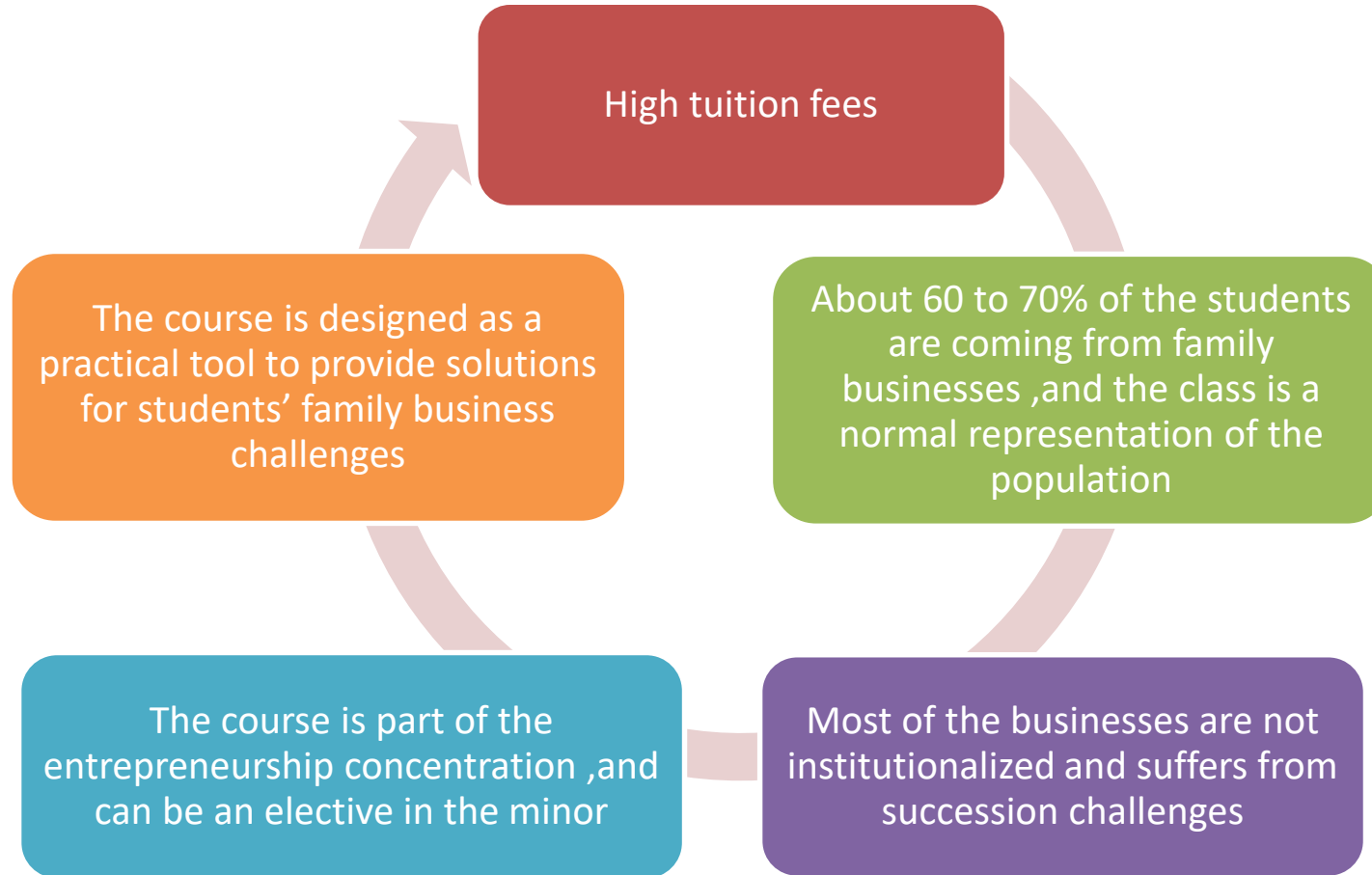
Teaching entrepreneurship The family business perspective



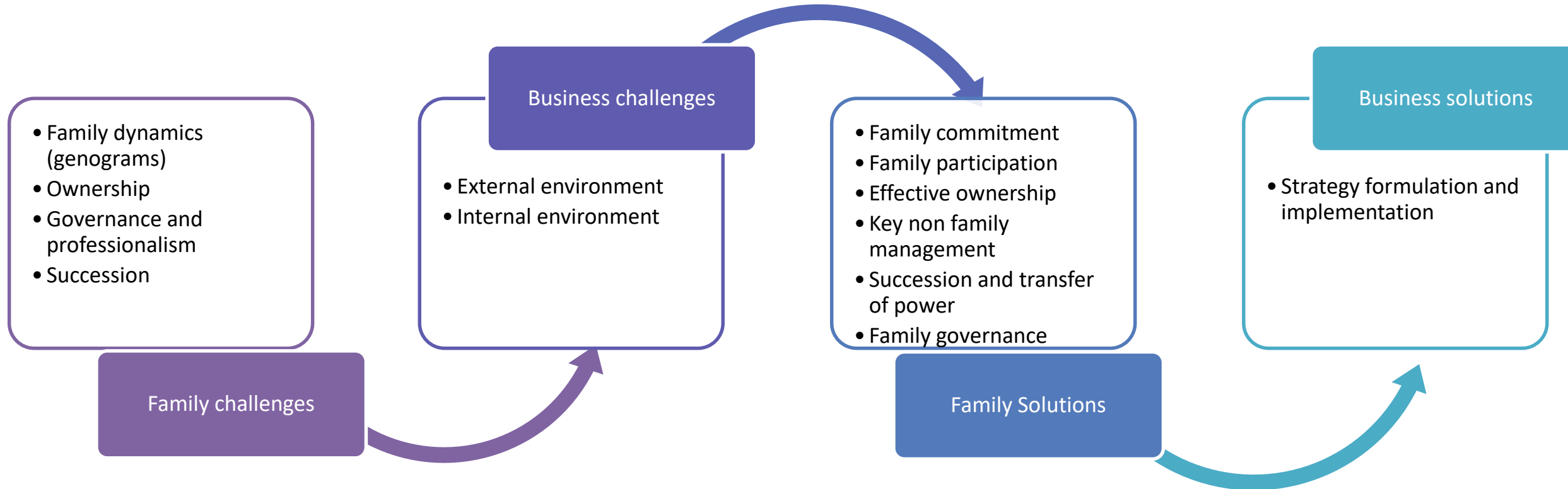
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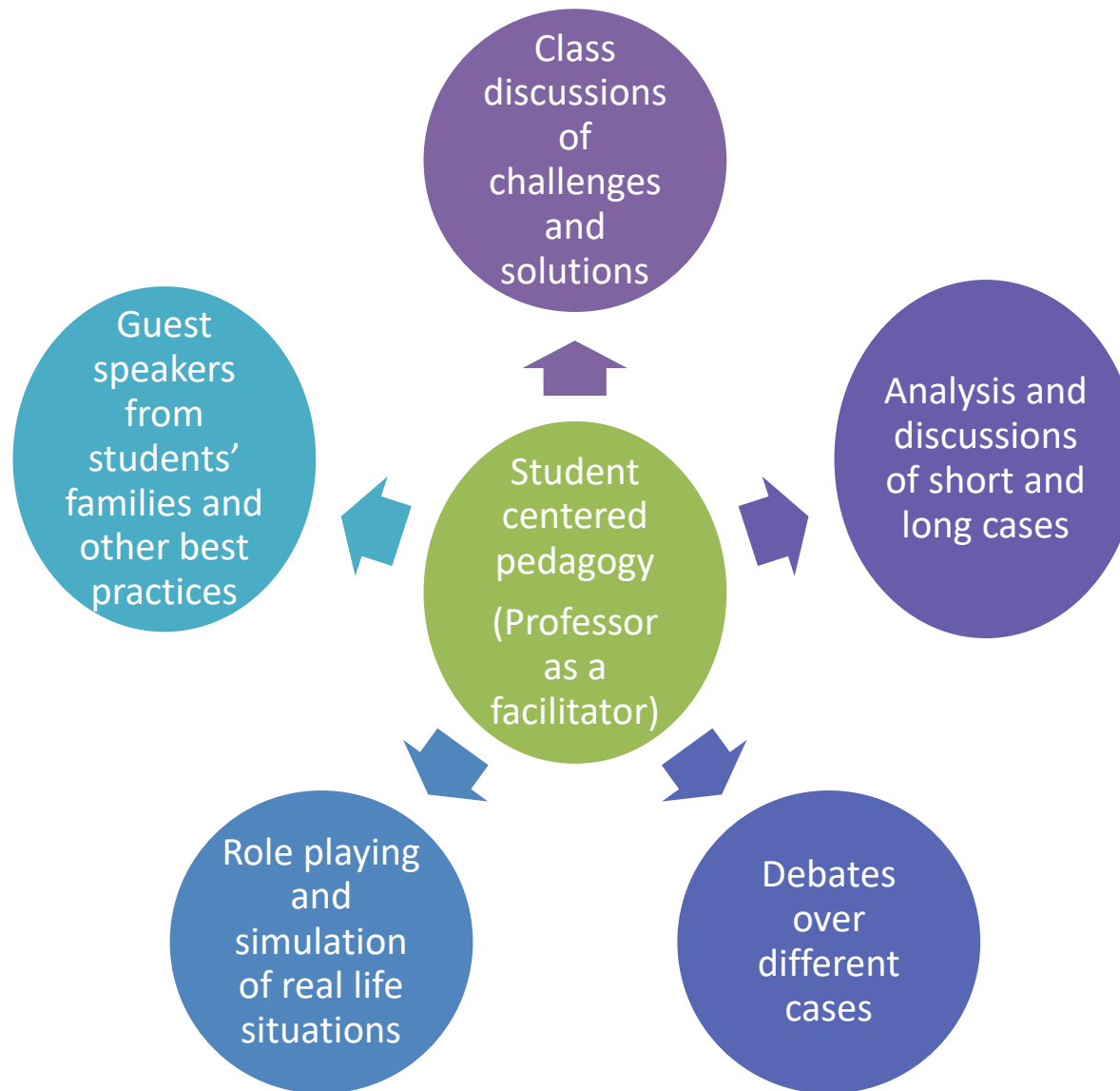
Understanding the context at the AUC

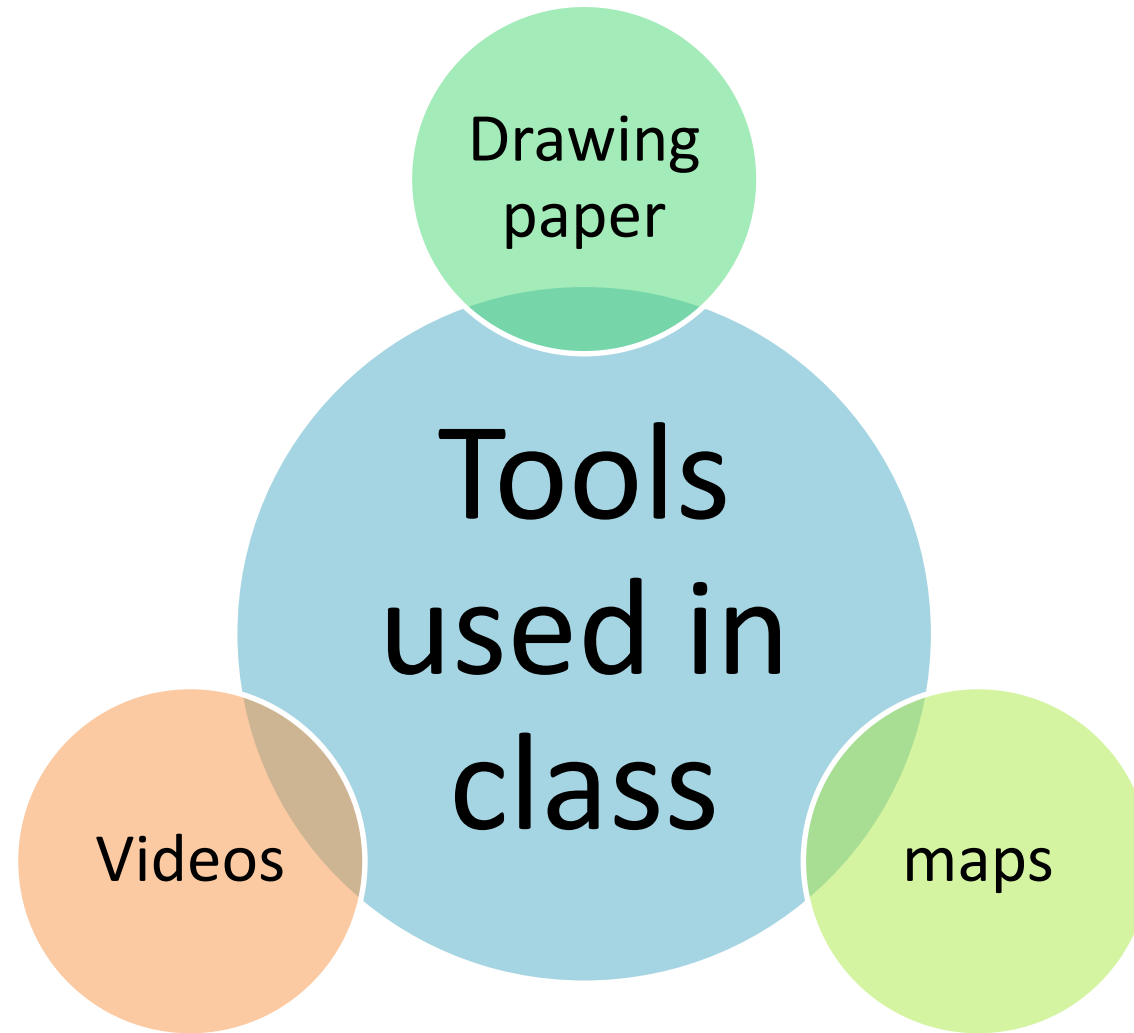


The syllabus



The final outcome big case study with teaching notes (taken from students' families) with an average of 4 cases /semester published after peer review by the Khazindar case center







Thank you