



Durgadevi Saraf
global business school

DSGS



FAMILY **MANAGED BUSINESS**

Family Managed Business

12 months Program

About Durgadevi Saraf Global Business School (DSGS)

Durgadevi Saraf Global Business School (DSGS) is another major milestone in the history of Rajasthani Sammelan Education Trust (RSET) which has done unparalleled service in the field of education in the commercial capital of India, Mumbai. DSGS has grown under the mentorship of DSIMS and has been promoted to fulfill the dream of the founders and promoters who have aspired to provide value based management education which would fulfill the needs of all the stakeholders.

DSGS has been conceived with the ambitious objectives of developing professional expertise and skilled manpower in all the major functional areas of management.

With generous donations offered by Shri Mahavirprasad G. Saraf, Rajasthani Sammelan Education Trust (RSET) has set up a world class management and post-graduate institute that will be a centre of excellence in post graduate education, research & consultancy. The institute has been named after Shri Mahavirprasadji's mother, Late Smt. Durgadevi Saraf.

The Institute offers a 2 Years Full Time program of Post Graduate Diploma in Management (PGDM), as their flagship program. The PGDM of DSGS is approved by AICTE and the Government of Maharashtra, Department of Technical Education.

Apart from the above-mentioned PGDM Program, DSGS runs some of the short term courses, Management Development Program (MDP) & Faculty Development Program (FDP).

Now, DSGS is setting its foot on Family Managed Business Education.



What is Family Managed Business (FMB)?

Family Managed Business (FMB), is any business in which two or more family members are involved and in which the majority of ownership or control lies within the family. The family members may be related by blood, marriage or adoption. Decisions of Strategic Importance in a FMB are taken by family members / family patriarch, and typically, multiple generations of the same family are involved in the business. Senior Management as well as Executive roles may be occupied by family members and may be passed on from one generation to the next.

Why FMB?

It is estimated that worldwide, a major chunk of businesses (65 to 80%) in the world are family firms and in India it is as high as 85% in India. FMBs make a significant contribution to the GDP of economies, stock market capitalization and employment.

Post 1991 (Liberalization of Indian Economy), Indian FMBs faced stiff competition from the global giants. FMBs that were proactive and flexible in their approach, survived and flourished. FMBs that could not withstand the pressure of the competition, failed to either survive or become leaders in their field.

Diploma in Family Managed Business by DSGS

DSGS now proudly announces the launch of a brand new program in Family Managed Business to cater to the growing needs of Indian FMBs.

Program Objectives

- To impart a balanced mix of conceptual frameworks imbued with family and society's needs
- To enable the participants to develop an understanding of sustainable family enterprises
- To enable the participants establish a strong foundation for their family business with contemporary outlook
- Appreciate the functional aspects of business
- To enable the participants to develop a Vision to take their business ahead.

Who should attend?

- Close members of a Business Family, with the prescribed qualifications, either already involved in the family business or about to take a meaningful role in the family business
- Anyone in the age group of 20 to 35 years, with the prescribed qualifications, preferably next generation of Family Business Owners
- Young Adults with the prescribed qualifications with or without experience in running a business but who nurture entrepreneurial ambitions

Duration and pedagogy

The course is of 12 months duration. The delivery of the program will be through live online lectures scheduled during weekends (Saturdays and Sundays, 5 hours on each day). The pedagogy followed would be participative and interactive lectures, case studies, group exercises, Guest Lectures etc. Industrial Visits may be organized at additional cost subject to a minimum number of students opting for the same, but at the sole discretion of DSGS.

Eligibility

- Applicants must have completed a formal degree in any of the disciplines viz. Science, Commerce, IT, Engg. Etc in 10+2+3 or 10+2+4 pattern
- This Program is open to candidates of any gender.
- Work experience is not essential, however, candidates with up to maximum 5 years of work experience either in own family business or any other organization are welcome to apply.

Commencement of the Program

The first batch is expected to start in the month of January 2022 and will complete at the end of 12 months from the date of starting. The entire program would consist of 33 weekend classes spread over three terms. In addition, each term will have a compulsory Project work. The entire program will be covered in 12 months including works and vacation and holidays as per the academic calendar to be announced at the beginning of the program.

Program Fees and Inaugural Offer

The fees for the entire program is Rs 3 lakhs + applicable GST payable in two installments. The first batch starting in January 2022 would get a discount of 50% on the Program fees as an one time inaugural Offer





Tentative Program Contents:

TERM 1

Course No.	Name of the Course	Credits	weeks	No. of hours
1	Essentials of Finance for FMBs	3		
	Basic Financial Accounting, Basics of Finance and Managerial Economics		3	30
2	Essentials of HRM for FMB	3		
	Introduction to Organizational Behaviour, Principles of HRM, Managerial Communication		3	30
3	Essentials of Marketing for a FMB	3		
	Introduction to Marketing Management, Consumer Behaviour, Basic Marketing Concepts		3	30
4	Essentials of Business Operations for FMB	3		
	Introduction to Operations Management and SCM		3	30
5	Term End Project -I	3		
	Project work		3	30

TERM 2

Course No.	Name of the Course	Credits	weeks	No. of hours
6	STRATEGISING FOR FAMILY BUSINESS	3		
	Strategic Management : Introduction, Importance, Applicability to FB, Growth Strategies for Family business		3	30
7	LEGAL ASPECTS OF FAMILY BUSINESS	3		
	Legal Aspects of Family Business, CG issues in Family Business, Taxation Laws of Family Business		3	30
8	Managing Finance for a Family Business	3		
	Capital and Liquidity Management in Family Business, Analysis of Financial Statements, Corporate Taxation for FMB		3	30
9	FAMILY BUSINESS ORGANIZATION	3		
	Organization Structure and Design for FB, Family Business Leadership, Succession Planning, Family Business Compensation		3	30
10	Term End Project -I	3		
	Project work		3	

TERM 3

Course No.	Name of the Course	Credits	weeks	No. of hours
11	GROWTH AND EXPANSION OF FB	3		
	Entrepreneurship and Opportunity for FB, International Business and Globalization, Business Development Strategies, New venture creation, Opportunity Scanning and Feasibility		3	30
12	Taking the Family Business to the next level	3		
	Corporate Branding and Product Branding, Integrated Marketing Communication, Digitalization of Business, Funding Opportunities		3	30
13	Emerging Trends in Business	3		
	Data Analytics, Management of Technology and Innovation, Data based Decision Making, Driving growth through Innovation		3	30
14	End Term Project	3		
	End Term Project Work		3	30
	Total	42	42	420

Chief Patron



Mr. Ashok M Saraf
Chairman, RSET

Patrons



Dr. C Babu
Director, DSIMS



Dr. Sarita Vichore
Director, DSGS

Program chair



Prof. M Ranganathan



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RSET Campus, S V Road, Malad West, Mumbai – 400 064

Phone: Ph: 022-45207711