



# MASTER in Family Business Management Handbook

NATIONAL UNIVERSITY OF MANAGEMENT



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# ABOUT THE PROGRAM

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Our Master in Family Business Management provides a tailored and in-depth study of family businesses, focusing on meeting the specific needs of Cambodia, Malaysia, Philippines, Bangladesh, Bhutan, and Nepal.

We have established links with the family business sector in the region to develop a curriculum that caters to the industry's needs.

Our program goes beyond just earning a degree, promoting the development of competencies and skills required to excel in the field. Our specialized curricula cover various courses such as family dynamics, succession planning, governance, and strategy development. curricula cover various courses such as family dynamics, succession planning, governance, and strategy development.

As a family business owner or administrator, you have a unique opportunity to lead your organisation towards excellence in all aspects of administration.

By striving for excellence, you can positively impact the lives of your family members, employees, and the communities you serve. Your unwavering commitment to excellence can lead to long-term growth, strengthen your business relationships, and enhance the well-being of those who depend on the success of your organization.

We invite you to join us on this journey towards excellence in family business administration, and together, let us work towards achieving our common goals.

# PROGRAM LEARNING OUTCOMES

On successful completion of the Master's Degree in Family Business Management, students will be able to:

**PLO-01:** Develop the necessary leadership skills for the management of family businesses.

**PLO-02:** Critically analyze the special characteristics, strengths and weaknesses within family businesses to determine the extent of their success.

**PLO-03:** Identify and manage the behavioral, operational, and strategic issues that are prevalent in family business.

**PLO-04:** Successfully transfer ownership and control of a business to new management

**PLO-05:** Be acquainted with the newest theories, interpretations, methods and techniques of Family Business Management.

**PLO-06:** Understand family systems, culture, conflicts, governance, ethics, entrepreneurship, strategic planning and financial management in the context of succession or transfer of ownership.

**PLO-07:** Utilize research skills to do the research and publication.

**PLO-08:** Apply time management skills and a personal approach to analyze the challenges of family business succession.

**PLO-09:** Launch a family business.

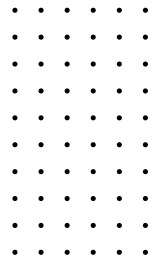


# ENTRY REQUIREMENTS

To be admitted to the Master's Degree in Family Business Management, the applicant is required to:

- Hold a Bachelor's Degree or equivalent degree recognized by the Ministry of Education, Youth and Sports.
- Have at least 3 years of work experience after obtaining a degree or equivalent degree recognized by the Ministry of Education, Youth and Sports.
- Pass at least two subjects of the entrance exam: English and the specialized subject.

# PROGRAM STRUCTURE



## GENERAL OVERVIEW

The Master in Family Business Management program is designed to give students a detailed understanding of the unique challenges and opportunities of managing a family business. The program's structure is carefully crafted to incorporate a wide range of topics, from governance and succession planning to finance and leadership development and to equip students with the necessary knowledge, skills, and competencies to succeed in this field.

## STUDY-LIFE BALANCE

The program allows students to balance their academic goals with their other commitments, such as work or family as the programme is conducted in the evening from 17:30–20:30 on weekdays. Moreover, the program provides options for students to customize their learning experience according to their personal interests and career aspirations at fourth semester through internship and research project or thesis. This feature allows students to gain a deeper understanding of their chosen field and acquire the necessary skills to excel in their chosen career path.



## CURRICULUM

The program's curriculum is carefully crafted to provide a holistic understanding of family business administration. It covers various topics, including the intricacies of working with family members, managing family dynamics, and balancing the often competing demands of family and business. The faculty of the program is made up of seasoned professionals who have a wealth of real-world knowledge and expertise in the field of family business. They bring their practical experience to the classroom, making the program engaging and informative for students. The program is ideal for those looking to gain a comprehensive understanding of family business administration and want to develop the skills necessary to succeed in this dynamic and challenging field.

# CURRICULUM STRUCTURE

## Semester 1

1. Family & Family Business
  2. Generation Transfer
  3. Family Business Management
  4. Marketing for Family Business
- 

## Semester 2

1. Financial Management for FAB
  2. Operations Management
  3. Governance Mechanism & Law
  4. Social Science Family
- 

## Semester 3

1. Entrepreneurship & FAB Model
  2. Family Business Strategy
  3. Innovation Management
  4. Research Methodology
- 

## Semester 4

### **Option1: Internship + Project**

- Internship
- Project

### **Option2: Thesis**

- Thesis

# CAREER OPPORTUNITIES

Students holding the Master's Degree in Family Business Management may be able to, but not limited to:

- ✓ Start a new business.
- ✓ Take on the family business from their family members and pursue their family business.
- ✓ Seek many job opportunities in both the public and private sectors, including:
  - Entrepreneur (family business, small and medium enterprise, and new business)
  - Manager or owner of a family business
  - Enterprise Manager
  - Family Business Management Consultant
  - Representative of entrepreneurs
  - Family Business Development Manager
  - Enterprise Management Analyst





# Why Choose Us?

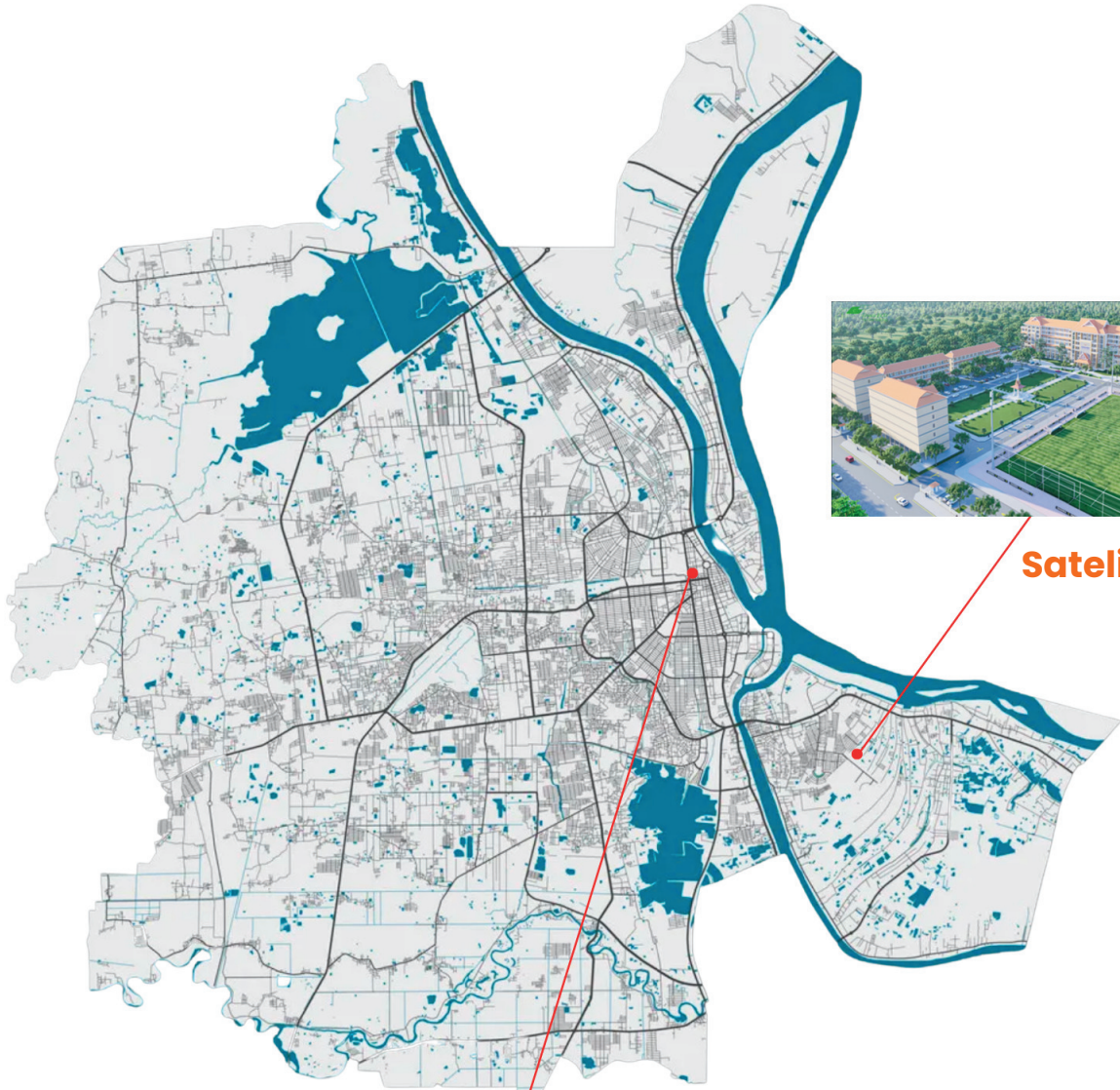


- You have the immense potential to lead your family business towards success. Our Master Programme in family business management is designed to provide the specialised skills and knowledge to help you unlock that potential and achieve your goals.
- Our curriculum is on international standard as it is jointly developed by professors of renowned universities from various countries such as Cambodia, Malaysia, the Philippines, Bhutan, Bangladesh, and Nepal with active guidance of universities and private organizations in Europe such as Portugal, Greece, and Cyprus to ensure our curriculum meets the European standards.
- You can gain invaluable insights from our skilled and knowledgeable faculty members, who have extensive experience and expertise in managing family businesses.
- Discover the endless possibilities of learning from real-life case studies and best practices, and embrace the opportunity to gain invaluable hands-on experience through internships and practical projects.
- Our Master Programme offers a unique blend of academic rigour and practical application, which will prepare you to meet the challenges of managing a family business in today's complex business environment.
- Achieve your dreams and unlock your potential with our personalized career services. Our goal is to help you build a successful career in family business management and reach new heights of professional excellence.

# BENEFITS OF ENROLLING WITH US



- The university will provide E-library and professional/VET courses (short online courses) specifically for this Master Programme so that students can broaden their knowledge and skills through self-study with free of charge.
- Family Business Center will be established to provide consulting services to all family business owners/members in Cambodia.
- Students of this Master Programme with high English proficiency may also have the opportunity to conduct an exchange programme in abroad.



**Satelite Campus**



**Main Campus**

# CONTACT US

More Info about the program:

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