EXECUTIVE EDUCATION ON FAMILY BUSINESS: FROM GENERATION TO GENERATION
OVERVIEW

Most family-controlled businesses in Nigeria suffer premature death no sooner than the original owner/founder dies. Lack of succession plans or inadequate succession plans is a major sustainability challenge of family controlled businesses in Nigeria. Unlike Nigeria, several family owned businesses have existed for over 100 years in the United States and E.U, some of which are but not limited to; IBM, Ford Motors, Coca-cola, General Electric, Nestle, etc.

In recognizing the importance of family-owned businesses in the development of national economies, Rome Business School-RBS offers a 2-weeks short Executive Education on Family Businesses and Inter-Generational Successions.

AIMS/OBJECTIVES

- To assist existing non family owned businesses to restructure into a family business model with an inter-generational sustainability framework.
- To assist existing indigenous family businesses to develop a sustainable management framework, culture and skills that will help grow and keep businesses generationally by benchmarking with international standards.
- To prepare employees to retire with a sustainable family (generational) business.
- To use benchmarked skills that will help employees to properly invest, start, develop, and grow a sustainable family firm.
- Formulate an effective framework that will help them address conflicts and identify specific challenges associated with family-owned businesses.
- Participants will develop strategies that will help them start, run and grow a family business with international network that lead to high performance companies, loyal shareholders, and healthy families.
- Will get business solution packages that will enhance the sustainability of their businesses to the next generations.
- To participate in the Family Business Internship platform for the Next Gen Group: The Next Gen Group is the network of young people from associate business families where they leverage on knowledge sharing among other leading family owned businesses.
- To create a platform that will enable Nigerian family business owners to participate in the Family Business Network Exchange: FBN Xchange is a secure, international, on-line community where family businesses across the world come together to connect, exchange and learn.
- Global Summit on Family Owned Business: UAE, USA, India, Italy.
- Certification with credit hours from Rome Business School.

WHY ATTEND THIS COURSE?

- Retiring with clear investment vision.
- Strategic investment for your retirement payoff
- You will leave a robust growing sustainable business behind for your children as legacy.
- Expanding, Innovating and retaining leadership to the next generations in developed and evolving economies.
- Creation of jobs for the present and next generations.

WHO SHOULD ATTEND?

- This programme is ideal for employees and entrepreneurs across all professional fields who have clocked the age of 45 and above aspiring to retire with a sustainable business of their own for their family and generation unborn.
- People running a family business and wishes to learn better strategies to expand and sustain their business generationally.
- A family member or representative from an already established firm that wants to convert the business into a family business model.

INDUSTRIES

Agriculture, Communication, Education/Social Enterprises, Manufacturing, Oil & Gas, Real Estate/Construction, Retail Services, Transport, and Others.

MODE OF DELIVERY

The students will undergo intensive private study via a combination of seminars, materials and bespoke texts combining the most up-to-date economic, cultural, socio-political & cross boarder business trends.

PARTNERS

Associazione Italian delle Azienda Familiari
Association of Family Business Owners of Nigeria

LEARNING OUTCOMES

- To provide understanding of ‘family business’ within the context of the Nigerian/African Culture with respect to the corresponding economy.
- Play a key role in the Nation’s economy as family business owners.
- Develop strategies that will help them start, run and grow a family business with international networks, that lead to high-performance companies, loyal shareholders, and healthy families.
- Formulate an effective framework that will help address conflicts and identify specific challenges associated with family-owned businesses.
- Identify different types of family businesses in Italy and the globe for benchmarking, global networking and partnership.
- Analyze issues of entrepreneurial development and management for family businesses in Nigeria.
- Establish the family business culture among Nigerians; promote a cross-cultural communication and diverse management cultures between Nigerians and other countries.
- Expose the participants to different and new managerial skills for suitable entrepreneurship/business within the family cycle and its successions to the next generations.

**MODULE 1: IN-COUNTRY SESSION**
- Introduction: Family Business, Nigeria, Italy, USA, India
- Entrepreneurship in Family Firms
- Strategies in developing a Sustainable Family Business
- Visioning and Competitive Differentiation
- Formulating, Implementing and Maintaining Family Protocols
- The Family’s Dynamic Role Within Family Business: Managing for the Long Term
- Leadership and Inter-generational Succession
- Ownership Structure, Corporate governance and Firm Values
- Family Business Finance and Financing
- Legal Challenges and Managing Conflicts in Family Business
- Change Management and Patterns of Development
- Coping with Risks and Uncertainty
- Family Business Life-Cycle: the Patriarchal System
- Dealing with Cultural Barriers
- Family Values and Family Firms
- Networking in Family Businesses and Family Business Groups
- Internationalization: Partnership and Networking, external funding, discovering your market and investment opportunities, maximizing profit.

**MODULE 2: A WEEK STUDY TOUR IN ITALY**
- Visitations to companies owned by Italian Families
- Meetings with family business owners
- Round Tables and Investment Pitches
- Family Business Networking and Mentoring
- How to Access over 500,000 SMEs in Italy
- Cultural Programs: Understanding the entrepreneurial cultures in Italy and Nigeria
- Networking with Italian Association of Family Firms
- Next Generation Group
- FBN Xchange

**INFORMATION**
**Course Fees:** In-country/Nigeria (375,000 NGN); Study Tour/Italy (850 Euros)
**Class size:** 25 – 50 participants per class
**Duration:** Two weeks

**CORRESPONDENT**
Humphrey Akanazu (Ph.D)
Country Correspondent, Rome Business School
Tel: 08105084635, 08113384485
E-mail: akanazu@romebusinessschool.it, info@romebusinessschool.it
Website: www.romebusiness.it
10, Hughes Avenue, Alagomeji, Yaba, Lagos, Nigeria

**ACCREDITATIONS**

**Italian Ministry of Education, University and Research**
The Rome Business School has been recognized by the MIUR (Italian Ministry of Education, University and Research) as a research centre, and is listed in the National Research Registry with the code 61598.

**Italian Republic and Chamber of Commerce**
The Rome Business School is legally recognized and authorized by the Italian Republic and Chamber of Commerce to deliver.

**European Union**
The Rome Business School is officially registered as a participant organization of the Education and Culture Directorate-General and the Education, Audio-visual and Culture Executive Agency of the European Commission, with the Participant Identification Code (PIC) n. 937625960

**ISO 9001:2008**
The Rome Business School completed the procedures to obtain the ISO 9001:2008 certification, that recognizes the top quality standards of our training activities. The ISO 9001:2008 accreditation recognises that our organization implements the quality systems that provide the foundation for excellent customer satisfaction, staff motivation and continuous improvement.
Rome Business School prides herself for her presence and relevance in over 140 countries; Nigeria inclusive. Majority of her courses are strategically designed with reference to globally accepted standards. The idea of Rome Business School Nigeria is to tailor these global standards to a more unique grassroots-concentrated Business environment (Nigeria). This means that while Rome Business School Nigeria takes into consideration some factors which are undoubtedly peculiar to the Nigerian business context, courses deliverable would not be stripped off of these peculiarities with its corresponding globally accepted standards.

**GOALS**

- To bring to understanding; the Nigeria Business Environment, without deviating from global perspective
- To tailor Rome Business School to the Nigerian need while maintaining the global nature of programs and international presence of Rome Business School
- To match up the needs of the Nigerian business environment while taking cognisance of globally accepted standard

**ACTIVITIES**

- Seminars and workshops
- Executive Education
- High specialization Courses
- Executive MBA and Master Classes
- MSc and MBA programs (Online and On Campus Study in Rome)
- Family Business: From Generation to Generation

**MANAGEMENT TEAM**

Director General: Prof. Antonio Ragusa  
Country Manager: Dr Humphrey Akanazu

**ADDRESS:**

10, Hughes Avenue, Off Herbert Macaulay Way, Alagomeji, Yaba, Lagos – Nigeria

**CONTACTS:**

Tel: +39 06 64 7836 33  
Mobile: +234 (0) 8105084635, +234 (0) 9067556524  
Email: nigeria@romebusinessschool.it  
Website: www.RomeBusinessSchool.it