

**IBA** Institute of  
Business Administration  
Karachi

*Leadership and Ideas for Tomorrow*

**IBA CEE**

Center for Executive Education  
Institute of Business Administration

# *Diploma* *in* *Family Managed Business* *"Growing business with family values"*

Starting from  
**August 23, 2019**

At  
**IBA, City Campus, Karachi**

## *Importance of Family Managed Businesses*

In most economies, family businesses account for two thirds of businesses with an estimated 70 to 90% contribution to Global GDP (Family First Institute). 33% of the Fortune Global 500 are linked to family managed businesses (Deloitte). Family businesses create 50 to 80% jobs worldwide. With contributions to national income, growth and employment, family businesses truly serve as the bedrock of any economy. In addition family businesses the world over have a significant share in philanthropic efforts.

There are over 50,000 family businesses operating in Pakistan (Center for International Private Enterprise). This excludes small roadside businesses in the country. And over 80% of companies listed on the Pakistan Stock Exchange are in same way related to a family business.

## *Challenges facing Family Managed Businesses*

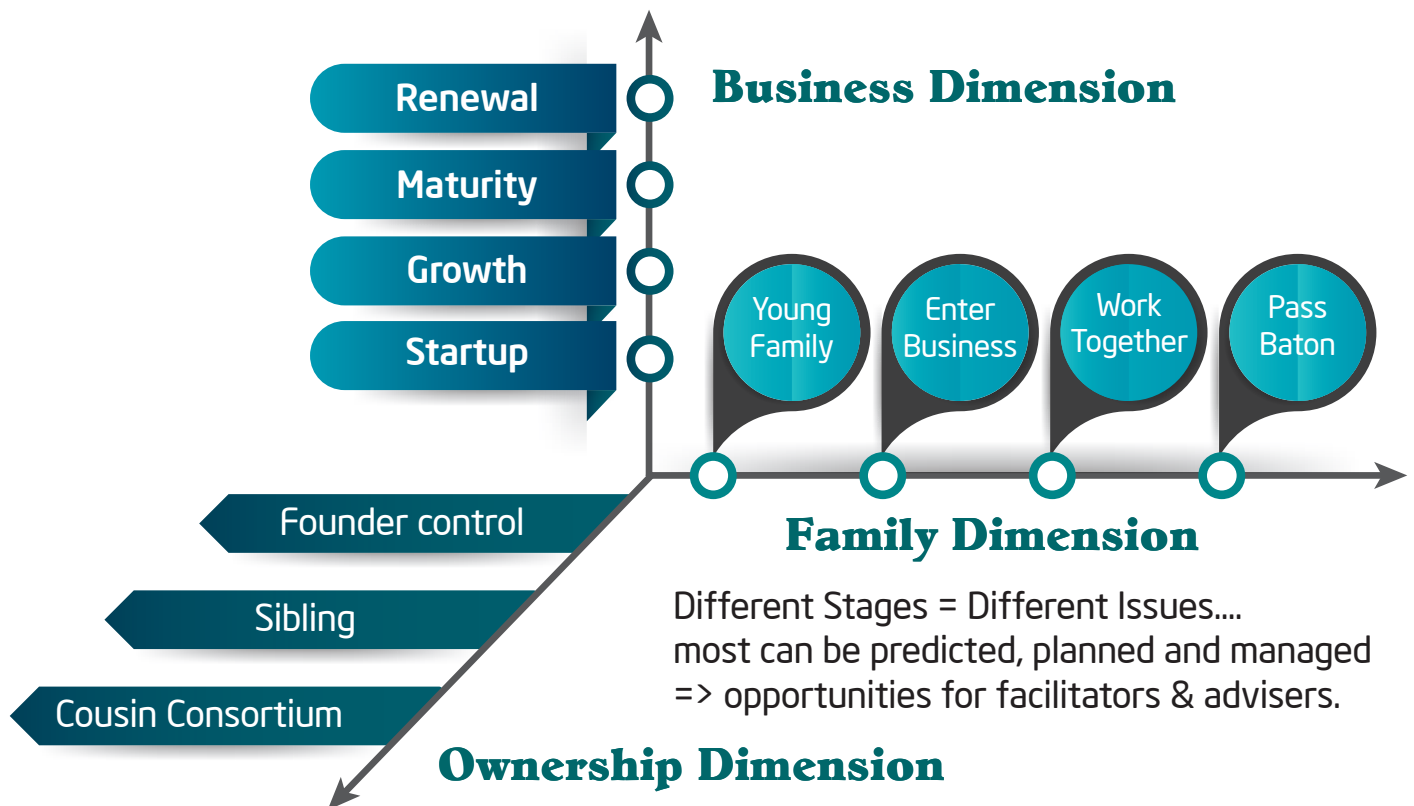
Only 3% of all family businesses worldwide remain in business for more than three generations.

Family firms differ from other businesses as they combine family and business. This distinctive feature is an asset but may turn into a liability if not managed effectively

As family managed firms evolve they become complex. The transition from first generation (founder) to the second (Sibling partnership) and third (Cousin Confederation) generation presents a number of questions related to governance and sustainability. Research indicates if a structured approach is not employed during each transition there is a high likelihood that the family business may not achieve its full potential and succumb to competition as a result of infighting.

“Most critical issues facing family businesses are family based issues more than they are business based issues”

# Family Business Lifecycle



## *Family Business Programs at the CEE*

Since 2012, the Center for Executive Education has hosted more than 30 workshops in Lahore & Karachi and over 50 seminars in Karachi, Lahore, Islamabad, Gujrat, Gujranwala, Sialkot, Faisalabad and Multan. The workshops were conducted by Prof. Parimal Merchant, Global Director Family Managed Business, SP Jain School of Global Management. Prof. Parimal is a stalwart in the field of family business management. He has over 24 years of management education experience with 16 years solely focused on family business education. Prof. Parimal has a rich experience in profit improvement consultancy for family businesses in Asia , Middle East and Africa.

More than 1000 family businesspersons consisting of family business owners, employees working for family businesses, spouses and next generation family members have attended these workshops. Each of them without exception is looking forward to the future with great optimism.

CEE has also hosted programs for leading communities and associations including Bohra & Khoja Community, Delhi Saudagran Youth Forum, Gujranwala Business Council, JIBA, Karachi Chapter, Lahore Chamber of Commerce & Industry, Pakistan Gems & Jewelry Development Company (PGJDC), Small and Medium Enterprise Development Authority (SMEDA) and Pakistan Association of Automotive Parts

Prof. Parimal Merchant, Global Director Family Managed Business, SP Jain School of Global Management in a training sessions with participants from Lahore



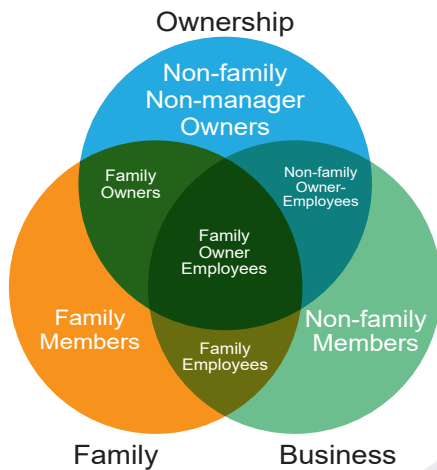


## *Need for Diploma in Family Managed Business*

The interplay of family, ownership and managerial dynamics creates distinctive challenges and require a different approach not catered to by mainstream management programs. The need for a diploma in family managed business stems from the recognition of family managed business as different from non-family business.

Balancing family concerns and family interests, creating good governance structures and processes, preservation of family wealth, maintaining family control of the business and inducting next generation and grooming them for succession are a few key aspects of family managed business that need to be addressed adequately for not just the family business to survive but thrive.

### THREE-CIRCLE MODEL OF THE FAMILY BUSINESS SYSTEM



Tagiuri and Davis, 1982



## *Diploma Themes*

- Significance of family business governance and dynamics of family communication and trust creation
- Challenges FMB face and response strategies
- Reviving the spirit of entrepreneurship
- Managing non family talent
- Succession planning, wealth management, capital allocation, and professionalization in family managed business (FMB)

“Educate family business members on contemporary business practices and to de-educate them on practices which act as impediments to growth and or lead to the dissolution of family business”

## *Partnership with the Asian Institute of Family Managed Business (AIFMB)*



ASIAN  
INSTITUTE OF  
FAMILY MANAGED  
BUSINESS

The Center for Executive Education (CEE) has entered into a partnership with the Asian Institute of Family Managed Business (AIFMB), a ‘not for profit’ center working to promote the growth of Family Business Entrepreneurship. The center works with leading faculty and family businesses within the region to promote family business education.

Participants Successfully Completing the Diploma in Family Manage Business will receive additional training in the form of a “Certificate in Business Fundamentals” awarded by the AIFMB.

## *Curriculum and Structure*

The Diploma covers family dynamics, management and soft skills within the following modules:

- Family Dynamics
- Family business governance
- People management
- Marketing
- Accounting
- Basics of Finance
- Wealth Management
- Entrepreneurship
- Operations Management
- Law
- Women in family business

## *Business Diagnostics*

During the program the participants undertake a business diagnostic of their family business. This offers an immense learning opportunity for application of management concepts. As part of diagnostics participants learn to review all business functions in addition to the business model.

## *Business Plan*

No business has the capacity to accommodate all family members, so businesses need to think in terms of spin-offs and becoming a group of companies venturing into related and new areas as expansions and new companies. Based on the above participants create a business plan with the guidance and mentorship of a senior family member and Family Managed Business faculty.

## *Program Architecture*

- 4 month weekend program led by family business members
- Blended experiential learning
- Taught by family business members ,industry practitioners and academics
- Distinguished guest speakers and family business cases
- Industrial Visit

## *Past Participants' Profile*

- Family business members
- Employees working for business
- Spouses and next generation family members interested in learning and gaining insight into contemporary best practices and processes of running family business

## *Schedule*

- 4-Month Diploma Program
- Commencement of Classes from August 23, 2019
- Classes will be held on weekend from Friday to Saturday
- 3 Classes a week,
- Class Timings:
  - Friday: 06:00 pm – 09:00 pm
  - Saturday: 02:30 pm – 05:30 pm
  - Saturday: 06:00 pm – 09:00 pm

## Guest Speakers



**Mr. Abu Talib Surmawala**  
Owner, Surmawala



**Mr. Ameer Riaz**  
Group CEO, IMROOZ



**Mr. Khaleeq ur Rahman**  
Executive Director, Feroze 1888



**Mr. Pervaiz AbuBaker Modi**  
Technical Director, Steel Crete



**Mr. Asad Abdulla**  
Group Chief Information Officer IBL



**Mr. Hamza Rauf Essa**  
Co-founder & Director Telemart



**Mr. Muhammad Hassan Khan**  
Co-Founder and CEO, Trax Logistics



## Admissions

- Admissions will be based on Panel Interviews.
- Each application will be thoroughly screened, and will only be accepted if deemed suitable for the program

## Program Fees

**Program Fees: PKR 127,500/- (excluding all applicable taxes)**

Advance Payment Schedule	Total
Total fee in Advance After 15% discount	PKR 127,500/-
Last date of fee submission	19-August-2019

(Group Discounts are available)

Installments Payment Schedule					
Total Fee (if paid in 4 equal installments)	PKR 37,500	PKR 37,500	PKR 37,500	PKR 37,500	PKR 150,000
Last Date of fee submission	19-Aug-19	16-Sep-19	14-Oct-19	18-Nov-19	

### Fee Includes:

Processing fees, Test and Exam Fees, Diploma and Transcript. Fees do not include course material, books and stationery.

**Admission fees PKR 1,000/-**



## *Online Admissions*

Apply Online Now; [<https://cee.iba.edu.pk/diplomaprograms.php>]

All students to be enrolled in ERP.

## *Payment*

Payment is due upon receipt of the acceptance of participants to the program along with the invoice.

Please ensure that the payment reaches the CEE Office before commencement of the program as seat in the class will only be reserved once the fee is received.

Payment can be made via cheque / bank draft payable to the “Institute of Business Administration, Karachi” at the following address:

Center for Executive Education (CEE)

IBA, City Campus, Garden/Kayani Shaheed Road,  
Karachi.

For online payments via credit cards:

<https://onlinepayment.iba.edu.pk/>

From dropdown 1 & 2 please select ‘Executive Education’

## *Testimonials*

- “After attending these workshops in IBA during last 8-9 months I used to ask myself, it does not sound good if ignore the warning signs. Real life examples are available on any argument, query, disagreement etc. I will recommend this series to all family businessmen and members of their families. Normally in family business management positions are inherited, whereas management is a responsibility and discipline, I hope after attending these workshops, Family Members will be in a position to differentiate Ownership, Business and Management. The faculty was Superb & Admirable.”

*Abdullah Feroz, Director Dollar industries (Pvt.) Ltd. - Attended Managing Family Businesses Series*

- “Amazingly designed, very informative, gives you an opportunity to prepare for the challenges passed down from the older generation, have new plans for your businesses and change thinking of your ancestors.”

*Shahbaz Karim Lakhani, Director Margalla Motors - Alumnus Family Managed Business Program, Batch I*

- “It was a very full-bodied experience having teachers and trainers from different aspects and businesses.. family managed business tends to be a very muddled area, where there is not enough training, it was nice to have honed my expertise... and it’s helping me grow as an individual..”

*Huzaima Zaidi, Manager Fabricon Pvt Ltd - Alumna Family Managed Business Program, Batch I*



**Ms. Nadia Chhotani**  
*Director, Argentum*



**Mr. Haris Shaikh**  
*Director, Naurus Foods (Pvt.) Ltd.*



**Mr. Fawad Saleem**  
*Director, RG Blue Communications*



Experience  
**EXECUTIVE**

# EDUCATION

Center for Executive Education, IBA, Karachi

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Institute of Business Administration City Campus.  
Off Garden Road, Karachi-74400.

## For Further Information

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Contact us for Client Specific Customized Executive Programs & Consultancy

