

ASIAN INSTITUTE OF MANAGEMENT

MEXT Committee Meeting

# Family Business Program

**Prof. Ginny Santiago**

Basant and Sarala Birla Professorial Chair in Asian Family Corporations

23 March 2018

**ASIAN  
INSTITUTE OF  
MANAGEMENT**

# AIM Programs

- **Masters in Business Administration**
- **Executive Masters in Business Administration**
- **MS Innovation and Business**
- **MS Data Science**
- **Master in Entrepreneurship**
- **Master in Development Management**



# Family Business Program Initiatives

- **Core course**
- **Electives**
- **Executive Education**
- **Degree Program**

# Why an Interest in Family Business Management?

- **Close to 80% of businesses in the Philippines are family businesses**
- **More than half of the listed companies are family-owned and/or managed**
- **99% of businesses are MSMEs**
- **90% of MSMEs are family businesses**

# Western and Asian Family Businesses

- **While family businesses experience the same issues, their response to changes in the family are different.**
- **Western solutions have been prevalent.**
- **However, Asians socio-ecosystem is different.**
- **Values: Harmony and social obligations to family and community**

# **Inclusion of Family Business Courses**

- **Core course under Master of Entrepreneurship**  
**Growing the Entrepreneurial Firm**
- **Elective for MBA and EMBA**  
**Family Business Management**

# Certificate Courses under Executive Education

- **Sustaining the Family Business in the 21<sup>st</sup> Century: Nurturing the Seeds of Trust**
- **Glass Ceilings in the Family Business: Myth or Reality**
- **Growing the Multi-Generational Family Business**
- **Family and Business Wealth Continuity: Building a Foundation for the Next Generation**
- **Careers in Family Businesses: Views from Different Lenses**



# Proposed Degree Program in Family Business

OBJECTIVE	To offer a full masters degree to family business owners, managers, and professional managers with emphasis on working within a family environment
EXPECTED IMPACT	<p>A masters program better equips the next generation of family business leaders <b>who will shape Asian growth</b>.</p> <p>The measure of success is the number of enrollees, the number of Asian countries represented, and subsequent referrals of graduates.</p> <p>The long-term outcome is for graduates <b>to lead growing and sustainable family's businesses in Asia</b>.</p>

# Prof. Dr. Ginny Santiago

- **The Basant and Sarala Professorial Chair in Asian Family Corporations**
- **Family Firm Institute's Global Network Certificates in Family Business Wealth Advising and Family Business Advising**
- **Author: The Family Incorporated: Lessons from Filipino Business Families**
- **2018 Outstanding Achievement Awardee, National Research Council of the Philippines**

