

Partnership



BGE

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FAME – FAMily BusinEss Sustainability and Growth

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FAME

Family Business
Sustainability
and Growth

Introduction

European and national statistics reveal the importance of SMEs in the national and international economies however their success is often hindered by lack of certain skills, hard knowledge or competences and the lack of support tailored to their needs. A preceding EU project, INSIST produced studies and training materials with a deep and rich overview of Family Businesses and their results required immediate action for a more in-depth remedy for this specific sector including follow-up research and curriculum development for higher education students.

Budapest Business School and its partners – including associations that deal with SMEs on a daily basis – decided that the best way to fully capitalise the knowledge of this project and the preceding one is to develop a full second year of a Masters programme with extended scope for the SME FBs. The planned SME Family Business Masters course will serve as an innovative and practice-oriented learning system that will allow the SME FB owners and/or managers and potential “successors” to receive the much-needed support.

Objectives

The overall objective of the project is to provide the training opportunity for SME FBs that are essential for their future. This will be achieved through the development of a full second year of a Masters programme focusing on issues related to SME Family Businesses using innovative tools and practices to enhance the learning opportunities. The programme will consist of three main pillars:

- Collated extensive literature
- Adaptation of methods and practices of large enterprises to small enterprises (where it is possible)

- Development of offline and e-learning materials
- The main knowledge areas represented in this curriculum will cover most of the strategic fields in the daily and long-term operation of SME FBs.

Target groups

- Teachers of higher educational institutions who participate in Masters programmes specialised on SMEs
- Students of the higher educational institutional Masters programmes specialised in SMEs
- SME FB owners and/or managers who aim to strengthen their entrepreneurial skills

Partnership

The activities planned in this project called for an experienced and heterogeneous partnership where the partners complement each other for the most effective cooperation. Therefore apart from the coordinator BBS, another two HE institutions, Leeds Beckett University from the UK and Cracow University of Economics from Poland, a Belgian Multi-Actors Cooperation network (MAC-Team), CEPOR (SME & Entrepreneurship Policy Centre) from Croatia as member of the Transeo network and MGYOSZ (Business Hungary – representing the interests of the industrial sector) were invited to and agreed to be part of the consortium.

Sustainability

The planned curriculum will provide sufficient support for the success of SME FBs on the long term. Their integration to existing Masters programmes focusing on SMEs will allow the curriculum to be sustainable over the long term.

Results and outcomes:

Intellectual outputs:

- Collating research results
- Masters course Module 1 – Fundamentals of SME management
- Masters course Module 2 – Entrepreneurial finance (from controlling performance to anticipation and management of exit)
- Masters course Module 3 – Corporate governance, Human resources, Immigrants' integration
- Masters course Module 4 – Transition issues (psychology of transmission of power, arranging of the process of transition)
- Work-based learning plan

Multiplier events:

- Family Business workshops in Hungary, the UK and Poland
- Student workshops in Hungary, the UK and Poland

Transnational training event:

- Short-term joint staff training in the UK



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