



Universidad
de Navarra

Family Business
Guía docente 2026-27

PRESENTATION

Course description:

The *Family Business* course aims to give students a comprehensive understanding of the unique features, challenges, and opportunities associated with family-owned firms. The course explores key topics including succession planning, corporate governance, professionalization, family relationships within the business environment, and the long-term continuity, adaptation, and transformation of family businesses.

Type of course:

- Mandatory course (Asignatura Optativa de Perfil) for ADE + General Management.
 - Módulo 7. Optativas
 - Materia 7.2. Optativas específicas

Subject: General Management / Dirección de Empresas

ECTS: 3

Year: 2nd year, course 2026-2027

Semestre: Second Semester

Language: English

Instructor: Casilda Correas Del Prado

Classes: Wensdays 12:00 Central Building Classroom 04

Course schedule: <https://www.unav.edu/web/facultad-de-ciencias-economicas-y-empresariales/estudiantes/horarios>

LEARNING OUTCOMES (Competencies)

SSOP7. Analyze the current trends in goal and/or strategy setting within a company.

SSOP8. Develop objectives, strategies and/or projects in production, logistics or marketing.

SSOP9. Identify new trends in marketing, operations and/or business models.

SSOP10. Create practical cases that describe a company's strategy and the key factors of business competitiveness.

SSOP11. Master project management and process analysis methodologies, as they are basic tools to take decisions in a company



PROGRAM

1. Introduction to the family business

- Definition and distinctive features.
- Economic and social importance.

2. Corporate Governance in the Family Business

- Governing bodies: family council, board of directors.
- Functions and responsibilities.

3. Succession and continuity

- Succession planning.
- Generational challenges.

4. Professionalization of the Family Business

- Incorporation of external professionals.
- Training and development of family members.

EDUCATIONAL ACTIVITIES

- Theoretical classes: Presentation of fundamental concepts.
- Case studies: Analysis of real situations of family businesses.
- Expert lectures: Family business owners will share their experiences first hand.
- Group work: Development of collaborative projects.

EVALUATION

Ordinary call

The grade will be calculated as follows:

- Participation in classes and discussions: 20%.
- Practical cases: 40%.
- Final exam: 40%.
 - This final exam will consist in the presentation of the final exam
 - 20% of the grade will consist on the PDF uploaded (same grade all the members)
 - 20% of the grade will come from the individual performance

A minimum grade of 5 on the final exam is required to pass the course.

At the instructor's discretion, intermediate assessments may be administered, the results of which will be incorporated into the final exam grade. Absence from these assessments, if not justified and communicated in advance, will be recorded as a grade of 0.

Given the dynamic nature of the classes, attendance is mandatory.



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Extraordinary call

The grade will be calculated as follows:

- Individual project: 50%.
- Final exam: 50%.

A minimum grade of 5 on the final exam is required to pass the course.

OFFICE HOURS

Prof. Casilda Correas Del Prado (ccorreasdel@external.unav.es)

On request to the professor via email.

BIBLIOGRAPHY

Basic bibliography:

- Gallo, M. A. (2008). The family business: dynamics, balance and consolidation. Deusto Editions.
- Ward, J. L. (2004). Perpetuating the Family Business: 50 Lessons Learned from Long-Lasting, Successful Families in Business. Palgrave Macmillan.

Complementary bibliography:

- Gersick, K. E., Davis, J. A., Hampton, M. M., & Lansberg, I. (1997). Generation to Generation: Life Cycles of the Family Business. Harvard Business School Press.
- Poza, E. J. (2010). Family Business. South-Western Cengage Learning.