



Postgraduate
Diploma in
FAMILY BUSINESS
Management



This course is designed to equip aspiring candidates to become founder of innovation driven enterprise and take up leadership roles in running family owned and managed business.



A family business is
a never-ending journey,
one that is continually evolving

Camford
BUSINESS SCHOOL



PG Diploma in Family Business Management

This course is designed to equip young family business owners and leaders with the knowledge and skills to address the challenges specific to their own family businesses in a global context. The program combines case studies, discussions, debates and real-world tools to help you develop new approaches to decision-making.

- ❖ Family Business Fundamentals
- ❖ Professionalizing the Family Business
- ❖ Entrepreneurship in the New Age
- ❖ Strategic Business Planning
- ❖ Customer Relationship Management
- ❖ Human Resource Management
- ❖ Operations Management
- ❖ Logistics & Supply Chain Management
- ❖ Advertising, Marketing & Branding
- ❖ Business Rules and Regulations
- ❖ Banking and Finance Management
- ❖ Business & Leadership Communication
- ❖ International Business Management



Family business strategy requires the creation and definition of a distinct clarity at the core, the definition and agreement on a shared future vision among family members and the relentless leadership and execution of the overall future



“The only rock I know that stays steady, the only institution I know that works, is the family.”
Lee Iacocca





PG Diploma in **Family Business Management** Competence. Confidence. Credibility.

REASONS TO CHOOSE **CAMFORD INSTITUTE OF MANAGEMENT**



Excellence in Education:
Helping students achieve new heights and empower their future



A Modern Training Offer:
Provides the best mix of practice and theory to ensure students success

What we offer



Leadership Skills:
Help students to understand and develop their leadership potential



Accelerate Your Career:
Master new-age management skills and navigate businesses in a digital world

TRANSFORM YOUR LIFE AND YOUR CAREER

Explore your passions, follow your dreams, take your skills to the next level and prepare yourself for a career you'll love, right here at Camford Institute of Management. Our high quality teaching and training, range of courses, clear progression routes and state-of-the-art facilities will enable you to develop your skills and create a brighter future.



21ST CENTURY BUSINESS SKILLS



We Help You Streamline Your Management Skills

Camford Institute of Management is a pioneer in offering management training programs that include sustainable innovation in all different fields of business. Our programs are designed for business professionals and entrepreneurs, as well as individuals from the business sector and delivered by the trainers of business management training experts who hold extensive practical experience to combine theory and application.

Our training programs will prepare yourself for the next level of professional life by making you ready to lead change, overcome competitive challenges, address strategy gaps and make the most of every opportunity for growth.



POST GRADUATE DIPLOMA IN FAMILY BUSINESS MANAGEMENT

Duration: One Year

CERTIFICATE FROM
Jain Centre For Skills - Jain Deemed to be University, Bangalore

COURSE CURRICULUM



Foundations of Family
Business Management



Entrepreneurship and
Strategic Business Planning



Financial Management
for Family Enterprises

This course provides students with fundamental knowledge and basic tools to build an enlightened understanding of how to work entrepreneurially and professionally, in and with family firms, and manage the unique challenges and dilemmas faced by family businesses effectively. Topics covered include fundamentals of management and economics in the context of family firms, family business governance, innovation, growth and entrepreneurial management, introduction to succession and generational transitions, family-centered goals and goal setting processes, strategic management and decision making in family firms, internationalization, stakeholder management and fundamentals of family business branding.



Leadership, Succession
Planning and Governance



Marketing, Branding and
Digital Business Growth



Business Expansion, Innovation
and Global Opportunities

Eligibility: A Recognised Bachelor's Degree with minimum 50% Marks

Course Fee: ₹ 2,42,500/-

Fee: ₹ 82,500/-

Fee: ₹ 80,000/-

Fee: ₹ 80,000/-

Uniform's 6,000/- to be paid by student.



STRENGTHEN AND SUPPORT FAMILY BUSINESS

Are you a member of a family business
expecting to take up a leadership, ownership
or governance role in coming years?

THEN, THIS IS THE RIGHT PROGRAM FOR YOU.



Whether you're a NextGen professional in the early stages of your family business career or a NowGen team member with experience already behind you, this unique course could be for you.

Designed by Camford Institute of Management in partnership with the JainX - Jain Deemed to be University - Bangalore, it is a powerful combination of practical, real-world CIM B-School experience with rigorous academic theory and learning. Covering the key areas facing family businesses today, it will help you think about your own personal leadership style and enhance your ability to see things differently.



PREREQUISITES

The applicant has a Bachelor's degree and has an extensive leadership experience in a family business.

Other applicant with a Bachelor's degree or an extensive business experience might be accepted to the course based on clear motivations for participating to a family business course.



STRENGTHEN AND SUPPORT FAMILY BUSINESS

Are you a member of a family business expecting to take up a leadership, ownership or governance role in coming years?

THEN, THIS IS THE RIGHT PROGRAM FOR YOU.



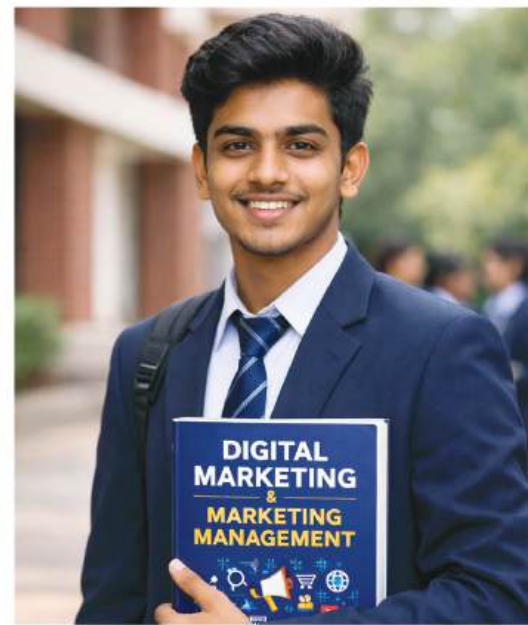
Whether you're a NextGen professional in the early stages of your family business career or a NowGen team member with experience already behind you, this unique course could be for you.

Designed by Camford Institute of Management in partnership with the JainX - Jain Deemed to be University - Bangalore, it is a powerful combination of practical, real-world CIM B-School experience with rigorous academic theory and learning. Covering the key areas facing family businesses today, it will help you think about your own personal leadership style and enhance your ability to see things differently.



INTERACT WITH BUSINESS INTELLECTUALS

Course lectures include guest lectures from local, national and international family business leaders, consultants and experts, consistent with the practice-oriented nature of this course and the goal of the Camford Business School to foster interactions and connections between the students and the surrounding business and entrepreneurial community.



OUR ACCREDITATION & AFFILIATION



Camford
INSTITUTE OF MANAGEMENT
 AN ISO 9001:2015 CERTIFIED INSTITUTE

III Floor, Parco Complex, Kandamkulam Cross Road, Calicut - 2, Kerala
 Phone: +91 8138 88 8090, Website: www.camfordinstitute.com