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Dedicated to the Continuity of Family Businesses

Family Business Certification

The Institute of Family and Entrepreneurial Business at the Lebanese American University is proud to offer its flagship certification program in Family Business Management. The offerings should culminate in the receipt of a "Family Business Certificate" from the institute and hence those who are eligible become family business certified. This program targets consultants of the region as well as family members who are interested in the topic and who have an active role in their family businesses.

The program's objective is to provide consultants, advisors, professional service providers and community advocates an opportunity to learn what makes a family business succeed. Unique features of the family business will be explored and taught to know how, in various roles, one can assist the family to become more engaged and equipped to build value, meet the challenges of both business and family and create a sustainable business for the future.

Benefits of such certification include growing the candidate's skills and knowledge in a field that hasn't received its due importance, expanding his/her network by becoming a member of the Family Business Network housed at the institute, evolving family business practices and bringing positive impact to these businesses. The Family Business Certification will differentiate the candidate and enable him/her to assimilate further knowledge and to grow professionally.

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Become Family Business Certified

Don't wait longer to add this competitive advantage!
Get certified to serve as a trusted advisor to family businesses.

To become family business certified, candidates should take at least 4 requirements and 4 electives.

The offerings will include:

Certification Requirements: (Choose 4 courses of the following)

- 1- Understanding Family Business Management (including generational transfers and succession management)
- 2- Corporate Governance and Family Governance.
- 3- Conflict Management Strategies for Family Businesses and Negotiation Skills
- 4- Strategic Management for the Family Firm
- 5- Financing Options for Family Businesses (understanding of financial statements, including IPOs, evaluations, reinvestment of Family Assets and Family Office Management...)
- 6- Family Business Valuation
- 7- Private Equity Management
- 8- Legal structuring of Family Businesses and the creation of shareholders' agreements

Certification Electives: (Choose 4 electives of the following)

- 9- Creating Policies in Family Businesses and Building Family Business Constitutions.
- 10- Creating High Performing Boards
- 11- Creating and Managing Family Meetings and Family Retreats
- 12- Communication in the Family Business
- 13- Collaboration – building and growing multidisciplinary teams
- 14- Building Trust and improving communication and understanding
- 15- Seminar topics in Family Business Management
- 16- Project in Family Business Management/Case writing

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1-What does this qualification cover?

This certification is a blend of Executive MBA courses and Family Business Management special courses. Students can finish their Family Business Certification and apply to the EMBA program. Some of their courses will be transferred.

2-How is it delivered?

The courses are delivered at LAU Solidere. Candidates will check the offerings on the LAU website. EMBA courses are normally offered on Fridays between 4:00p.m. and 9:00 p.m. and Saturday between 9:00 a.m and 4:00p.m. over two weeks one course is finished. The courses are either delivered as part of the EMBA program, or at the Institute by an Expert with a special delivery to the Institute.

3-How would this course benefit the candidate?

Upon completion of a blend of the above courses, the candidate will be able to:

- ✓ understand the complexities of the family business context;
- ✓ analyze the family business, including governance issues and sources of conflict;
- ✓ assess the needs of the family enterprise and make recommendations for action;
- ✓ apply a range of proven tools to help the family business achieve its objectives;
- ✓ demonstrate the skills and knowledge expected of a competent family enterprise advisor operating from within the bounds of their own profession of origin

4-How would this course benefit the employer?

Upon the completion of the Family Business Certificate the candidate and his/her firm, will be able to:

- introduce or enhance a family business specialty within his/her firm;
- apply his/her learning to practice in real time, as the course progresses;
- identify business opportunities, local or international, in what is currently an immature market;
- access a wider business and professional community of practice;
- enhance his/her capability within his/her "profession of origin" skill set;
- gain enhanced credibility with prospective clients. -

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5- Who would it be useful for?

The courses will be of interest to anyone working with a family business from within the bounds of his/her own profession of origin, whether he/she is a lawyer, solicitor, attorney, accountant, financial planner, trust and estate advisor, trust manager, private banker, wealth manager, family office executive, or a member of a multidisciplinary team. This Certificate is also relevant for family business employees, owners and next generations members especially those who are appointed to deal with the family business issues in their family enterprises.

6- What are the entry requirements?

The courses are open to any lawyer, accountant, financial planner, private banker, and wealth manager, family office executive or family enterprise executive.

7- How long will it take to complete?

Depending on the offerings per year, the candidate will have to finish four required courses and four electives.

8- How to apply?

Candidates should go on line and apply following the link: <https://goo.gl/W4YArA> and Institutes/Family Business Certification

9- For questions?

For your enquiries, send an email to Dr. Josiane Fahed-Sreih at jsreih@lau.edu.lb