



STUDY PLAN

YEAR 1 – SEMESTER 1

SRX 1001	English for Effective Communication
BFB 1001	Information Technology and Digital Literacy
BFB 1002	Arts and Culture Appreciation
BFB 1101	Design Thinking for Family Business
BFB 1102	Data Analytics
BFB 1103	Marketing and Branding for Family Business

YEAR 1 – SEMESTER 2

SRX 1002	English for Academic Purposes
BFB 1003	Communication and Presentation
BFB 1004	Business Law
BFB 1005	Ethics
BFB 1104	Accounting for Entrepreneurs
BFB 1105	Economics for Entrepreneurs

YEAR 1 (SUMMER) – INTERNATIONAL EXPOSURE TRIP 1

YEAR 2 – SEMESTER 1

SRX 1003	Integrated English Skills
BFB 2101	Digital Marketing
BFB 2102	Consumer Insight
BFB 2201	Financial Management for Family Business
BFB 2202	Strategic Management and Commercialization
1 Free Elective	

YEAR 2 – SEMESTER 2

SBFB 2103	Family Business Leadership
BFB 2203	Internationalization and Growth Strategy
BFB 2204	Succession Planning in Family Business
BFB 2205	Governance and Conflict Management in Family Enterprises
2 Free Electives	
Choose 1 from any personalized courses	

YEAR 2 (SUMMER) – INTERNATIONAL EXPOSURE TRIP 2

YEAR 3 – SEMESTER 1

BFB 3101	Supply Chain Management
BFB 3102	Human Resource Management in Family Business
Choose 5 from any personalized courses	

YEAR 3 – SEMESTER 2

INDEPENDENT PROJECT – WHOLE SEMESTER	
(Final Project tied to family business of each student)	
BFB 3103	Digital Transformation in Family Business
BFB 3201	Family Business Consulting Project
BFB 3202	Business Plan Development for Family Enterprises
BFB 3203	Seminar in Family Business Project
BFB 3204	Family Business Venture I
BFB 3205	Family Business Venture II