

The aim of the FAB proposal is to develop a framework for learning and understanding the nature, importance, and uniqueness of family business in Cambodia, Malaysia, Philippines, Bangladesh, Bhutan and Nepal.

The major project outputs are the **Master's degree in Family Business Management, the FAB professional MOOCs and the 'Family Business Centers of Excellence'**.



The specific objectives of the proposal are to:

- ▶ Develop new specialized curricula and an innovative Master's programme in Family Business Management thus helping build the capacity of the Asian partners' universities.
- ▶ Formalise the design of multi-stage, mixed model MOOCs for Family Business professional courses, including non-formal and informal learning.
- ▶ Establish viable synergies and links with the regional family business sector in order to address their needs in terms of required professional skills in the field of entrepreneurship and family business management, training needs and enhance the employability of graduates.
- ▶ Establishment of 'Family Business Centers of Excellence' that will support the research and innovation in the area thus ensuring that family business education will remain high in the regional priorities agenda for a long time after the project has been completed, promote entrepreneurial behaviour (including innovation) in existing family firms. It will act as a 'family business contact point' at national level and will promote better dialogue between the family business sector and the government and help convey the concerns faced by the sector into policy consultation processes.

Impact

FAB project directly benefits the Asian universities but shall also have a wider and further impact on students, academic and administrative staff, policy makers and universities in Cambodia, Malaysia, Philippines, Bangladesh, Bhutan and Nepal.

The advanced, apprenticeship-focused curricula will bring together the academic world and the professional world to share knowledge, practices and to test processes to find innovative ways to tackle the problem of the distance between the two worlds. It promotes and actively supports co-operation and exchange of good practices between academics, students and practitioners at national and regional level.

The project will help not only to produce and share resources and ideas but also form policies by involving policy-makers and relevant stakeholders together with academics and practitioners.



Short-term Impact

- Capacity building in the training of HEI staff members
- Development of new and innovative curricula
- Activities to assess the family business sector's skills and training needs
- New professional training courses tailor made to region and business training needs
- Exchange good practices and know-how between European and Asian universities
- Delivery of FAB Masters programme
- FAB internship programme
- Delivery of FAB professional, online training component (MOOCs)
- Capacity building in infrastructure
- Activities to assess existing gaps in HEI courses

Long-term Impact

- Family Business Centers of Excellence
- Employability of students and addressing labour needs of the family-business sector in specialised personnel
- Delivery of FAB Master's degree
- Updating the skills of Family-owned businesses staff (family members, owners and staff).
- FAB VLE

