

PGPFMB	
Competency Goals (CGs) Students will have :	Programme Learning Objectives (PLOs) Students will:
CG 1: Ability to steer the family business in a dynamic business environment	LO 1.1 Identify key business dynamics affecting one's business [Level 3: Apply]
	LO 1.2 Analyze the impact of business dynamics on one's business [Level 4: Analyze]
	LO 1.3 Recommend pathways for the current and future business [Level 5: Evaluate]
CG 2: Capability to manage the business family and family business interface	LO 2.1 Demonstrate an understanding of the [business] family [Level 3: Apply]
	LO 2.2 Identify the interlinkages between the [business] family and the family business [Level 3: Apply]
	LO 2.3 Assess how to manage the family dynamics influencing the family and the business [Level 5: Evaluate]
CG 3: Capability to drive change within the family business	LO 3.1 Identify the key factors affecting personal motivation [Level 3: apply]
	LO 3.2 Motivate and drive change within the family business [Level 3: Apply]
CG 4: Ability to balance the needs of diverse stakeholders and be a responsible owner	LO 4.1 Understand the needs and aspirations of diverse stakeholders [Level 2: Understand]
	LO 4.2 Align the goals of the family business with that of diverse stakeholders [Level 3: Apply]
	LO 4.3 Demonstrate empathetic and responsible leadership [Level 3: Apply]