Personal & Professional Development for a Knowledge Economy

Master Classes 2017
Welcome to DCU

Dublin City University (DCU) is a strong, dynamic and ambitious university, with a distinctive mission to transform lives and societies through our education, research and innovation. Since admitting our first students in 1980, DCU has continued to grow year on year; we now have over 50,000 alumni playing key roles in many sectors across the world.

DCU’s academic excellence is recognised and acknowledged around the world. We are ranked regularly among the top young universities globally by the Times Higher Education Top 100 under 50 and the QS Top 50 under 50. In the last ten years, DCU has twice been named Sunday Times ‘Irish University of the year’.

At DCU, we believe in the transformational impact that a university education can have on the lives of our students. We foster entrepreneurial skills in our students and graduates, encouraging them to be creative, analytical, socially responsible and enterprising. For this reason, DCU graduates are always ready for the changing world.
DCU Business School

DCU Business School is one of Europe’s most dynamic young business schools. We have redefined the boundaries of the traditional business school, collaborating on multiple levels with business, with industry and with government. Being responsive to the needs of people, organisations, economies and societies is at the heart of all of our programmes, and it gives us a momentum not readily achieved by older institutions.

We develop our students’ capability to bring sustainable value to their organisations and to society at large, to confidently manage and lead in environments that are not predictable, and to prepare them for diverse, dynamic career paths over their lifetimes. The quality of our teaching, our small class sizes, and our high levels of industry engagement make us stand out, and have been recognized by AACSB, the oldest and most prestigious global accrediting body for business schools.

We focus on strategically important business issues, and take pride in the impact our engagement has on industry. We recognise that these connections are key to delivering a unique learning experience. Our solid industry relationships have allowed us to instil an enterprising culture into our courses, which has resulted in DCU Business School’s reputation as being one of the most innovative business schools.
DCU Business School Master Classes

Our research meets head-on the strategic and operational challenges ahead for modern organisations. We harness the deep academic expertise within our faculty, our very active industry relationships, and the strength of our international partners’ research experience. As a result, we are national leaders in translating research knowledge into tangible benefits for business and their employees.

Our strong suite of specialisms, led by dynamic research groups of academics, business specialists, researchers and educators, means we can work across the disciplines to bring practical, multi-dimensional solutions to modern business problems.

The following pages detail our Master Classes, designed with a focus on Personal & Professional Development for a Knowledge Economy.
Family Business
Overview

Informed by established business principles and best industry practice, this one day masterclass will uncover the “know-how” of effective family business management and governance. Family business experts, with deep rooted industry knowledge, will guide you in areas such as succession planning, engaging the next generation, wealth management, family corporate governance and innovation in family business. Designed for practitioners in mind, this workshop will utilize real world case studies and foster open discussion on issues faced by the modern family business community. Alongside family business peers, you will have the opportunity and support to develop new outlooks reflective of best family business management and governance practices. More importantly, you will learn how to apply such knowledge practically.

Learning Outcomes

On completion of this masterclass participants will be able to:

- Appreciate the dynamic interaction of family, ownership and business systems.
- Identify and address the specific challenges associated with family-owned and family-managed businesses.
- Develop a critical awareness of the psychological dynamics of family leadership, business management, and family and business governance.
- Formulate effective strategies to reach common goals, address conflicts, and plan for a family’s future.

Who should take this Master Class?

Family and non-family management
Next generation family members and potential successors
Family business advisors
For more information about DCU Business School and our faculty, please visit business.dcu.ie