NANYANG INSTITUTE OF MANAGEMENT 南洋管理学院

# Module Synopses

## Postgraduate Diploma in Next-Gen Entrepreneurship Succession (Mandarin)

Awarded by Nanyang Institute of Management

Total numbers of Modules - 8

| Module & Description | Hours | Credits |
|---|---|---|
| **1. Family Entrepreneurship**<br>Explores the unique dynamics, challenges, and opportunities involved in starting, managing, and growing family-owned businesses. This module delves into succession planning, leadership transition, and fostering an entrepreneurial culture within family enterprises to ensure long-term sustainability. It also focuses on balancing family values with modern business practices, enabling participants to effectively navigate the complexities of multi-generational business management. | 30 | 10 |
| **2. AI & Digital Transformation for Family Enterprises**<br>Focuses on how family-owned businesses can harness the power of artificial intelligence and digital technologies to modernize operations, enhance decision-making, and drive innovation. The module covers digital transformation strategies tailored to the unique structure of family enterprises, including automating processes, improving customer experiences, and leveraging data analytics. Participants will learn how to integrate new technologies while maintaining the core values and culture of the family business, ensuring sustainable growth in a rapidly evolving digital landscape. | 30 | 10 |
| **3. Family Business for Good**<br>Explores how family-owned enterprises can integrate ethical practices and social responsibility into their business models. This module examines strategies for creating positive social and environmental impact while maintaining profitability and competitiveness. Participants will learn about sustainable business practices, corporate philanthropy, and aligning family values with societal needs to build a legacy that benefits both the business and the community. | 30 | 10 |

| Module & Description | Hours | Credits |
|---|---|---|
| **4. Strategic Family Governance and Wealth Management**<br>Focuses on developing effective governance structures and wealth management strategies for family businesses. The module covers key topics such as succession planning, family constitutions, and the role of family councils, ensuring smooth decision-making and long-term business continuity. Participants will also explore investment strategies, wealth preservation, and intergenerational wealth transfer, providing a comprehensive understanding of how to manage family assets while maintaining harmony and alignment among family members. | 30 | 10 |
| **5. Family Office**<br>Explores the role of a family office in managing the financial, investment, and personal affairs of high-net-worth family enterprises. This module covers the setup, structure, and functions of family offices, including asset management, tax planning, philanthropy, and legacy preservation. Participants will learn how to tailor a family office to meet the unique needs of multi-generational families, ensuring the efficient management of wealth and the alignment of financial goals with family values and long-term objectives. | 30 | 10 |
| **6. Alternative Investments**<br>Provides an in-depth examination of investment opportunities beyond traditional stocks, bonds, and cash. Students will explore various asset classes such as private equity, hedge funds, real estate, commodities, and cryptocurrencies, understanding their unique features, risk profiles, and return potential. The course emphasizes evaluating risk-return profiles, analyzing investment strategies, and integrating alternative investments into diversified portfolios. It also covers regulatory and ethical considerations, with a focus on conducting thorough due diligence to make informed investment decisions. | 30 | 10 |

| Module & Description | Hours | Credit |
|---|---|---|
| **7. Web3.0 and Digital Wealth**<br>Delves into the transformative impact of Web3.0 technologies on wealth management and financial systems. Students will explore the principles and applications of decentralized technologies, including blockchain, smart contracts, and decentralized finance (DeFi), and how they are reshaping the financial landscape. The course covers the implications of digital assets, such as cryptocurrencies and non-fungible tokens (NFTs), for wealth creation and management. It also examines the regulatory environment and security considerations associated with digital wealth. Through practical case studies and analysis, students will gain insights into leveraging Web3.0 innovations for strategic investment and wealth management, preparing them to navigate and capitalize on the evolving digital economy. | 30 | 10 |
| **8. Start-up Incubation**<br>Focuses on fostering entrepreneurial ventures within or alongside family enterprises. This module covers the entire incubation process, from idea generation and business modeling to market validation and scaling. Participants will learn how to support innovation, create an entrepreneurial ecosystem within the family business, and leverage resources to successfully launch and grow new ventures. The emphasis is on balancing risk and innovation while maintaining the family enterprise's strategic goals. | 30 | 10 |