



Entrepreneur Club
SDA Bocconi

MBA's and Family Business: is there a fit?

Survey's results and main takehomes

Milan, October 19th 2011

Agenda

About the SDA Bocconi Entrepreneur Club

- *Riccardo Capretti* - MBA Student | Entrepreneur Club Vice-President

The E-Club is a service for the Bocconi Community

A mission made of three main pillars

- ✓ Motivate and create **awareness** of entrepreneurship as a key pillar for the business and managerial excellence
- ✓ Create and develop a **networking node** integrated within the **Bocconi Community** to create an environment that fosters opportunities for the **creation and development of successful business opportunities**, bringing together:
 - Entrepreneurs
 - Experts (Professors and Alumni)
 - Investors
 - Entrepreneurial Associations
- ✓ Develop and **provide tools** to help Students interested in Entrepreneurship and related topics

The mission is accomplished through a practical, down-to-earth approach made of events, conferences, networking, courses, company visits, tools...

Entrepreneur Club environment and recent collaborations

Topic Groups

- Entrepreneurship
- Private Equity & Venture Capital

Bocconi Community



Faculty

- Strategic and entrepreneurial Mgmt Department
- Career Service Center
- Students
- 10 masters, 700 students

International Faculties



Faculty

- EntER, Center for Entrepreneurial studies
- Alberto Falck Chair Strategic Mgmt in Family Business
- Career Service Center
- Students



Business Associations



Investors



Agenda

Survey's results and main takehomes

- *Federico Bonacina* - MBA Student | Entrepreneur Club President

A survey was conducted to get the gut feeling of MBAs about a potential career in Family owned companies

Sample

Profile

- MBAs
- Executive MBAs
- SDA Bocconi Alumni

Personal data:

- Nationality
- Position
- Years of experience

Structure of the Questionnaire: 10 short questions

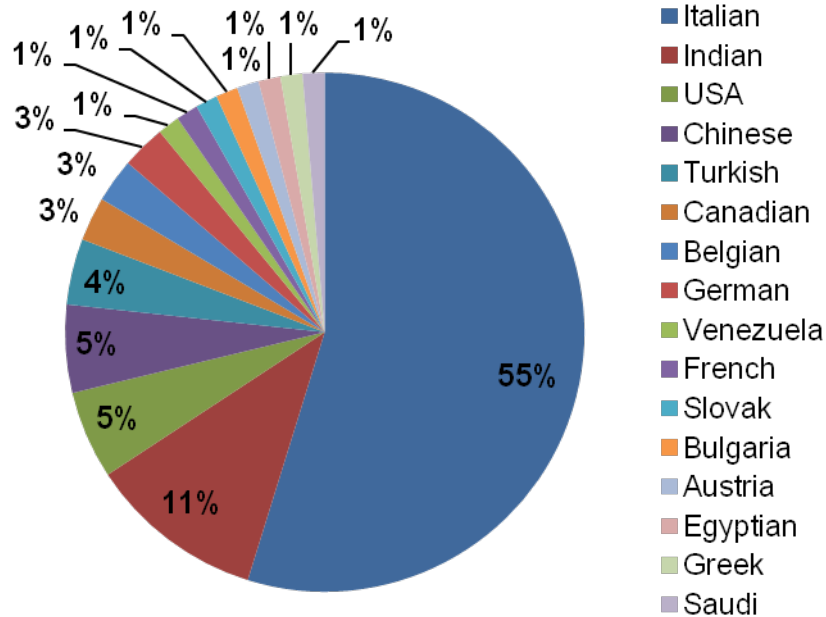
Focus of the Questionnaire:

- Geographical scope used in job search after the MBA (Italy/abroad/both)
 - Target of job search after the MBA (Multinational company, big Italian company, Italian SMEs, innovative start-up, entrepreneurial activity)
 - Key driver used during the job search phase (salary, permanent position, presence of career plans, role and visibility)
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- Importance and the appreciation of MBA profiles within the Italian market
 - Interest in working for an Italian firm as an option for an MBA student
 - Influence of family ownership on organization and HR processes
 - Influence of family ownership on MBA profiles hiring and developing

Results: 73 observations collected
THANK YOU ALL!

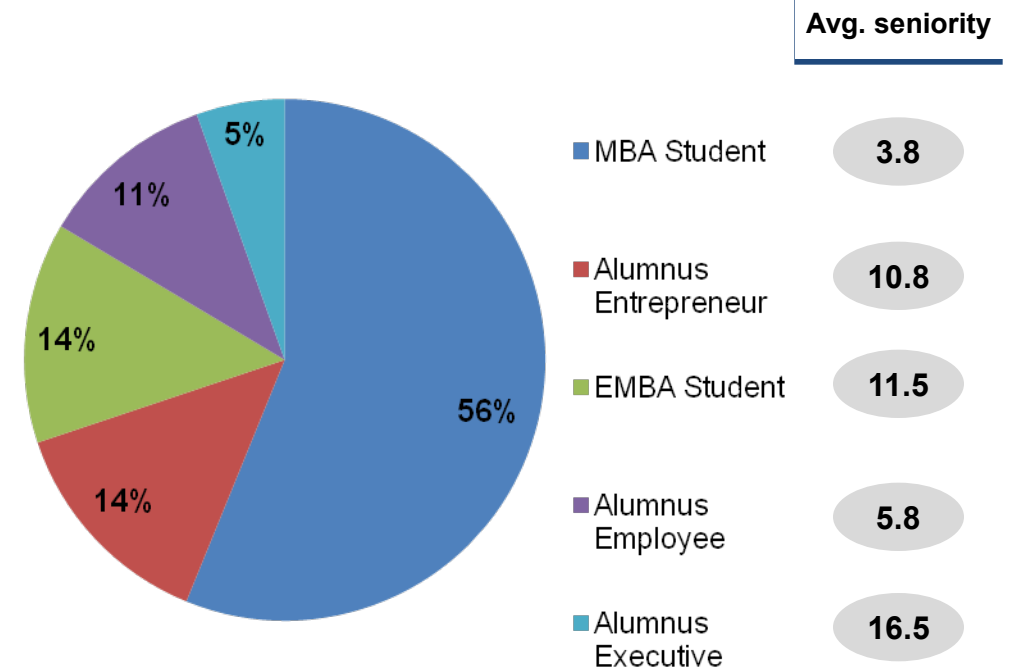
A wide range of professional experiences and proficiencies enriches the results of the presented survey

73 respondents from 16 different countries answered to our questions



Italy, India, US and China the 4 main nationalities represented

7 years the average professional experience of the respondents

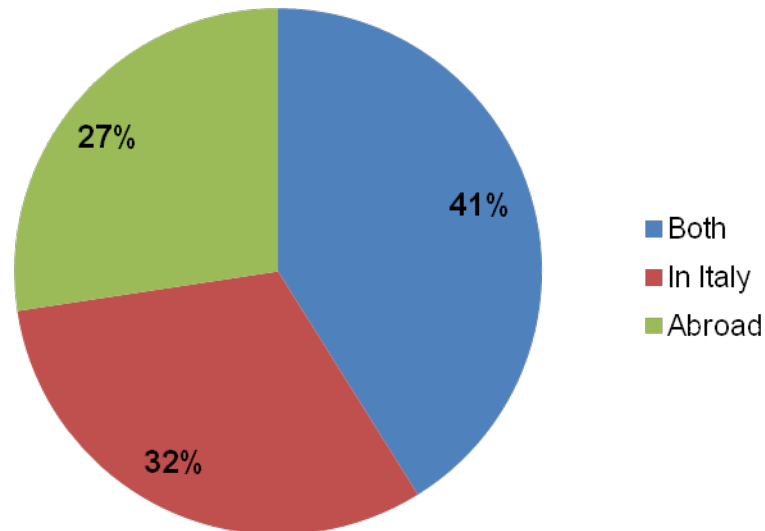


22 Alumni and 51 students, from experienced to very senior positions

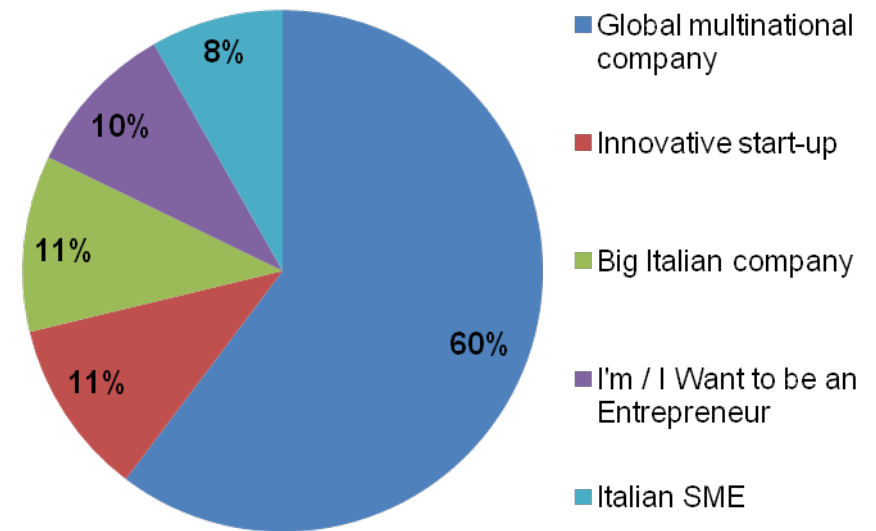
Multinationals are the top choice for an MBA future career

Italy is considered a valid job market for MBAs

“In which country did you look / are you looking for the first job after your MBA?”

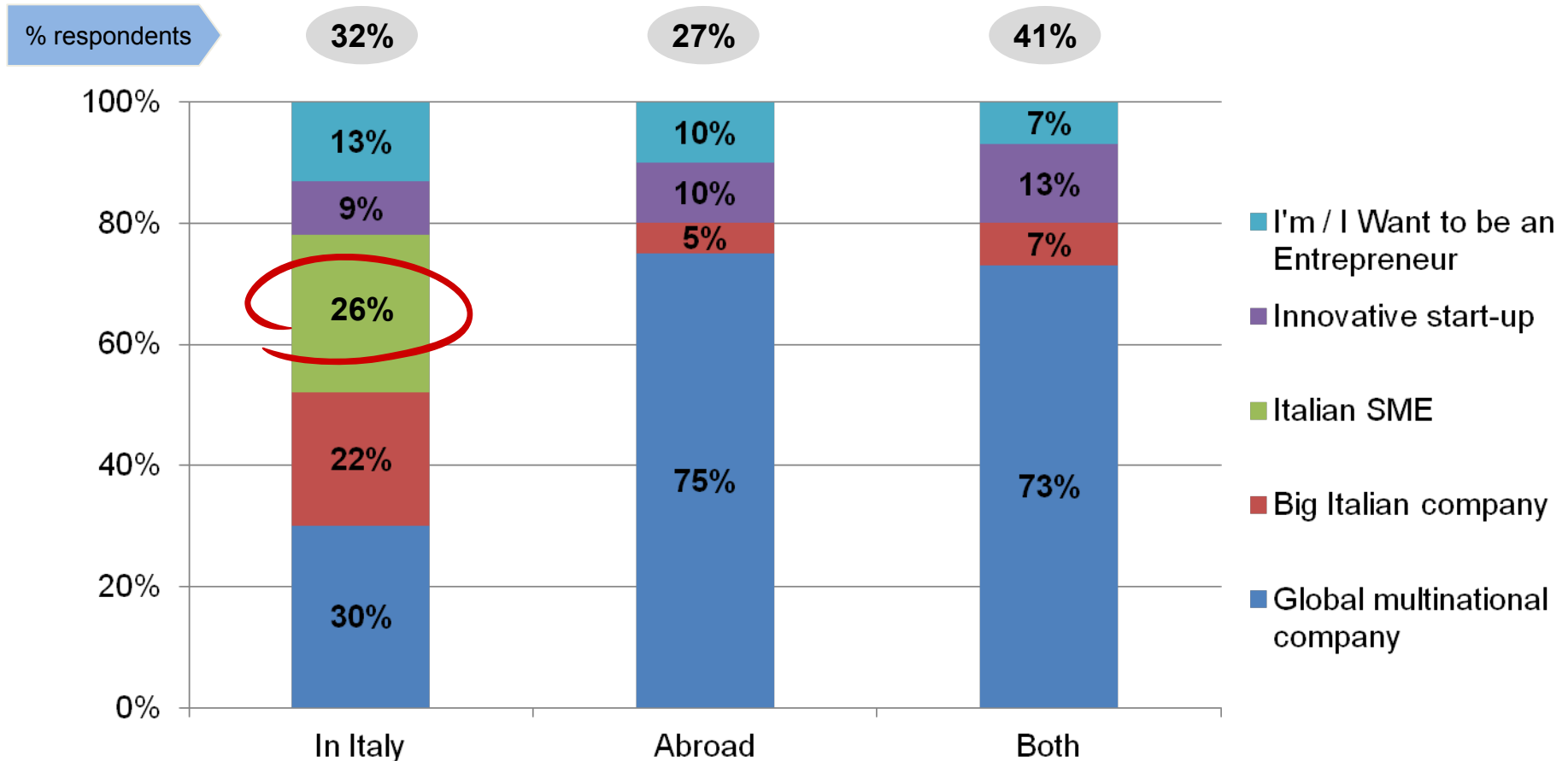


“In which company did you look / are you looking for your first job after your MBA?”



National champions and high potential SMEs have to improve their visibility in the MBA context

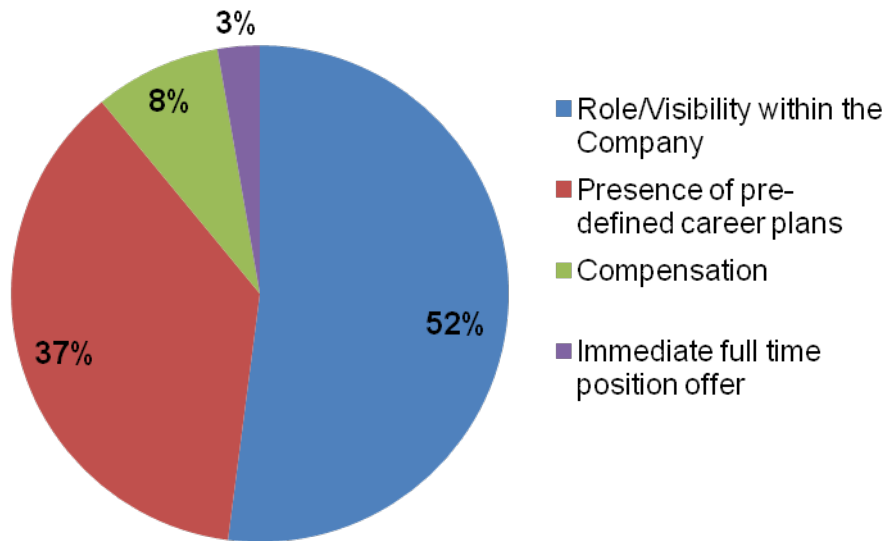
Multinational companies are substituted by domestic firms when the scope of job search is limited to Italy



People looking for a professional future in Italy are more open to the possibility to join a SME, to work in a start-up, to start or manage their own company

MBAs are mainly looking for role and visibility in their future career

“Which is the main driver you looked for / are looking for the first job after the MBA?”



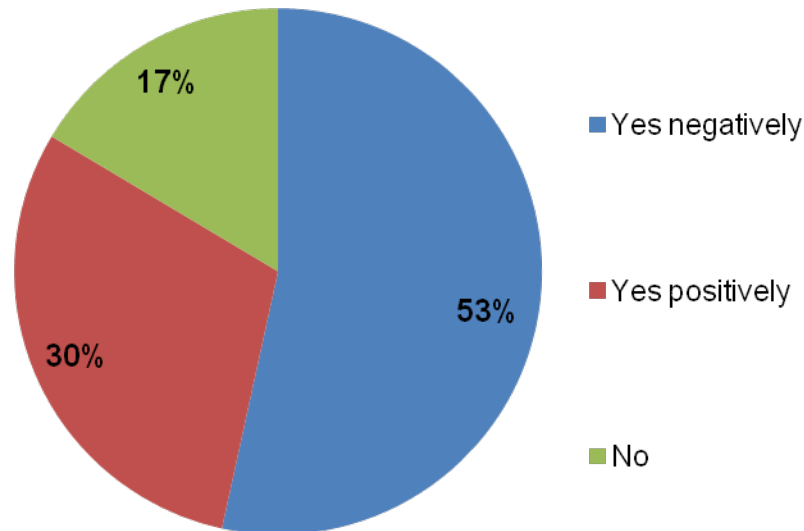
Perception of the demand and appreciation of MBA profiles in the Italian job market

		Appreciation	
		LOW	HIGH
Demand	HIGH	Discouraged 14% MBAs poorly considered within Italian firms Not a plus to emerge	Enthusiast 30% Positive concept of Italian firms, in terms of hiring and developing MBAs
	LOW	Conservative 44% Traditional bias for Italian companies: old, conservatives with no need for MBAs	Proactive 12% Appreciation comes from personal commitment, not from a standard hiring process

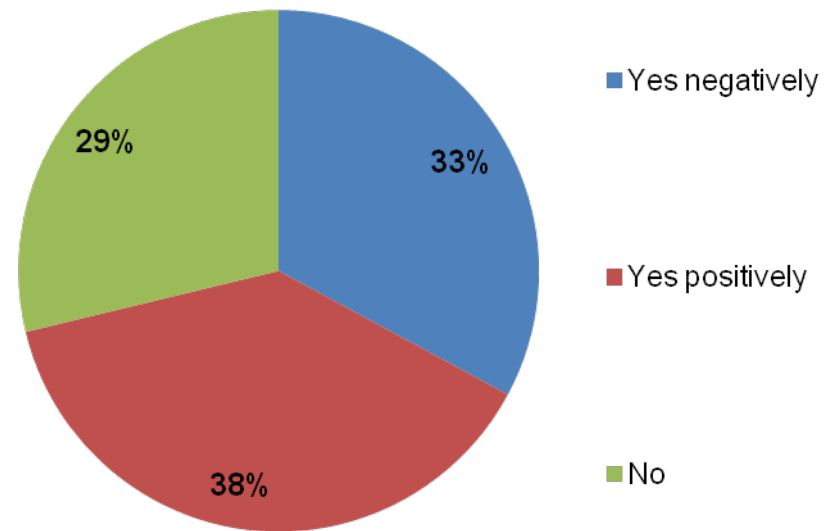
In Italy SMEs seem not to be perceived as places that seek and appreciate the MBA talent

~ 80% of MBAs would consider as an option for their future a job in an Italian firm, being it either global (29%) or a SME (48%)

“Does the presence of family-members within the mgmt team of a SME influences its opportunities of hiring and developing MBAs?”



“Does the fact that a Company is owned by a family influence the quality of the processes of human resources mgmt and career paths?”



No clear evidences found in terms of how organizational processes are affected within family businesses, whereas the majority of interviewees (53%) thinks that a family ownerships negatively influences the ability of hiring and developing MBA profiles

Main takehomes

- 1 MBA students are (still) more likely to look for traditional jobs abroad within Major Multinational Companies (74%)
- 2 In Italy, things are different: students are more inclined to being hired in domestic firms (56%), both within big companies and SMEs
- 3 Visibility, importance of the role, together with planned career paths are the key drivers (90%) for MBAs looking for a new job
- 4 44% of interviewees thinks that the Italian market actively looks for and appreciates MBAs profiles; on the other side, 33% thinks that Italian companies do not need MBAs
- 5 Approximately 80% of interviewees is considering a job within an Italian Company, being it a big and international one (29%), or a SME (48%)
- 6 No clear evidences were found in terms of how organizational processes are affected within family businesses, whereas the majority of interviewees (53%) thinks that a family ownerships negatively influences the ability of hiring and developing MBA profiles

A better interaction between MBA environment and Family Business and an effort on the Company side to exploit MBA potential could generate a win-win situation

Thank you!



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