Bachelor of Business Administration in Family Enterprise Management

Major in Family Enterprise Management Major Requirements – 6 units

Code	Title	Units
General Education Requirements		
School of Business General Education Requirements		9
School of Business Foundation Requirements		8
Required Courses		
FENT 235	Foundations of Family Enterprises	1
FENT 350	Cross-Cultural Negotiation and Conflict Resolution	1
FENT 355	Governance and Succession Planning	1
FENT 455	Interdisciplinary Research Project in Leadership, Culture, and Family Enterprise	1
Elective Courses		
Select 2 units from the following: [1]		2
FENT 390	Special Topics in Family Enterprise	
FENT 397	Family Enterprise Internship	
ACCT 301	Federal Taxation of Individuals	
ACCT 303	Financial Accounting I	
ACCT 304	Financial Accounting II	
ACCT 402	Federal Taxation of Entities	
ACCT 421	Managerial Cost Accounting	
ACCT 424	Principles of Business Valuation	
BLAW 407	Business Law I	
BSAN 398	Databases and Big Data	
BSAN 494	Business Analysis	
ENTP 301	Creative Problem Solving	
ENTP 305	Principles of Entrepreneurship	
ENTP 307	Managing Innovation	
FINA 320	Investments	
FINA 361	Real Estate Principles	
FINA 401	Retirement Planning	
FINA 414	Corporate Financial Management	
FINA 421	Equity Fund Management	
HRMT 308	Human Resource Management	
MGMT 306	Organizational Behavior	
MKTG 440	Integrated Marketing Communications	
INTL 405	Cross-Cultural Dynamics and Management	
INTL 450	International Entrepreneurship	
SALS 230	Professional Selling and Communication	
SALS 330	Advanced Professional Selling and Communication	
SALS 410	Sales Management	
General Electives [2]		**9**
Total Units		**32**

Students must maintain a C average in major courses and a C average overall.

[1] Courses other than those listed can be approved by the Program Director and Academic Chair.
[2] In or outside School of Business.

General Education Requirements

All students in the School of Business must meet the following General Education requirements in addition to specific requirements within the major area of study. Furthermore, School of Business majors have a common set of Business Foundation courses which must be met. The specific additional requirements of the individual majors are found in the following sections.

Each student must complete at least four writing or writing enhanced (WE) courses to complete the University Writing Requirement. At least two of these courses must be from General Education. Based upon Admissions application information, students may be placed in ENGL 100; ENGL 100 will count toward the Writing requirement if completed with a minimum grade of C. A single course may not be used to meet more than one of the General Education requirements, but a single course may count toward a General Education requirement and the student's major or minor requirements, as well as count as a Writing Enhanced course in the Writing requirement.

Code	Title	Units
Foundations		
Writing Requirement		
FSEM 100	First Year Seminar	1
Junior Seminar		1
Quantitative Reasoning		1
Select one unit from the following:		
MATH 122Q	Calculus for Business Decisions	
MATH 131Q	Calculus I with Review Part 2	
MATH 141Q	Calculus I with Analytic Geometry	
Knowledge of Human Cultures and the Natural World		
Select one unit from:		1
Creative Arts (any A course, or 4 - MUSC, MUSA or MUSE credit courses)		
Modern Language (at 102 level or above)		
ECON 104S	Foundations of Economics I	1
Select three units from among the following categories:		3
Creative Arts (any A course (includes A, or MUSC, MUSA or MUSE credit courses)) [1]		
Culture and Belief (any B course)		
Individuals, Societies, and Social Systems (any S course)		
Historical Inquiry (any H course)		
Physical and Natural World (any P course)		
Modern Language (any level)		
Quantitative Reasoning (any Q course)		
Personal and Social Responsibility		

SOBA 209V	Introduction to Business Ethics	1
Total Units		**9**

Foundation Requirements

Code	Title	Units
Common Body of Knowledge		
SOBA 200	Professional Communications	1
ACCT 201	Fundamentals of Accounting	1
SOBA 201	Fundamentals of Financial Analysis	1
SOBA 202	Fundamentals of Organizations and Markets	1
SOBA 203	Fundamentals of Marketing and Technology	1
INTL 201	International Business and Culture (or equivalent) [1]	1
STAT 301Q	Business Statistics	1
MGMT 495	Strategic Management	1
Total Units		**8**

[1] The International Business and Culture requirement may be satisfied with INTL 201 or any other approved internationally-focused business course.

Experiential Learning

Experiential learning is the process of developing knowledge and skill from direct active experiences beyond a traditional classroom. Through experiential learning activities, students reflect on how the tools and techniques taught in an academic setting transfer to a real world setting and bring this understanding back to the classroom through concrete examples and meaningful conversations. Experiential learning typically involves a significant activity which offers students a chance to reflect on their curricular learning, gain an overall understanding of their future work environment and create the foundation for success after graduation. Experiential learning activities offer students rich opportunities to understand the implications and experience the consequences of their decisions, deepen their understanding of the curricular content as well as understand the role of personal values in their decision making. All undergraduate students majoring in business must **complete two significant experiential learning activities** as a requirement for graduation.

For an activity to satisfy the experiential learning requirement, it must:

1. Have scope. It must represent a significant investment of time and effort on the part of the student.
2. Demonstrate rigor. It must entail a noteworthy interaction with college-level academic thought.
3. Promote reflection. It must involve personal application by the student of classroom material.

Many courses and co-curricular activities are pre-approved as satisfying the experiential learning requirement. Students may also petition for special approval of additional activities.

Co-Curricular/Cultural Attendance Requirements

In addition to all academic requirements, students are required, for graduation, to complete 24 events. The Dean's Office provides a list of approved events each semester. Students may also view the list of co-curricular events under Calendar of Events at https://www.stetson.edu/other/calendar/.