

# Bachelor of Business Administration in Family Enterprise Management

Code	Title	Units
<b>General Education Requirements</b>		
School of Business General Education Requirements		9
School of Business Foundation Requirements		10
<b>Required Courses</b>		
FENT 235	Foundations of Family Enterprises	1
FENT 350	Managerial Issues in Family Enterprise	1
FENT 355	Legal and Fiscal Foundations for Family Enterprises	1
FENT 455	Designing your Roadmap to Family Enterprise Management	1
<b>Elective Courses</b>		
Select 2 units from the following: <sup>1</sup>		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	
MGMT 306	Organizational Behavior	
MGMT 308	Human Resource Management	
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	
<b>General Electives</b> <sup>2</sup>		<b>7</b>
Total Units		32

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

<sup>1</sup> Courses other than those listed can be approved by the Program Director and Academic Chair.

<sup>2</sup> 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.

Code	Title	Units
<b>Foundations</b>		
Writing Requirement		
FSEM 100	First Year Seminar	1
Junior Seminar		
Quantitative Reasoning		
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	
<b>Knowledge of Human Cultures and the Natural World</b>		
Select one unit from:		
Creative Arts (any A course) <sup>1</sup>		
Modern Language (at 102 level or above - any L course)		
ECON 103S	Essentials of Economics I	1
Select three units from among the following categories:		
Creative Arts (any A course (includes A, or MUSC, MUSA or MUSE credit courses)) <sup>1</sup>		
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		
<b>Personal and Social Responsibility</b>		
SOBA 209V	Introduction to Business Ethics	1
Total Units		9

<sup>1</sup> Course(s) must equal one unit.

## Foundation Requirements

Code	Title	Units
<b>Common Body of Knowledge</b>		
ECON 103S	Essentials of Economics I	1
SOBA 205	Professional Communications	1
SOBA 209V	Introduction to Business Ethics	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) <sup>1</sup>	1
STAT 301Q	Business Statistics	1
MGMT 495	Strategic Management	1
Total Units		10

- <sup>1</sup> 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.

Students who entered the University prior to the Fall 2017 semester will be exempt from the Experiential Learning Requirement.

## 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 [www.stetson.edu](http://www.stetson.edu) (<http://www.stetson.edu>).