

Family Enterprise Management

The Family Enterprise Management major is designed with two types of students in mind. The first type are students who are eager to proactively manage the opportunities relative to their family's existing business, their career, and the family wealth. The second type is the student interested in becoming a business adviser who realizes that the vast majority of his/her clients will be family businesses (often, this student considers a dual major in family enterprise and a second area of business).

Given the leadership development focus of the Family Enterprise major, the primary objective is to provide students with opportunities intended to develop their academic and professional competence as well as their character. Given the unique nature of the Family Enterprise major, talking with the director before declaring the major is strongly recommended.

More information can be found online at <https://www.stetson.edu/other/academics/undergraduate/family-enterprise-management.php>.

Learning Outcomes

Student learning outcomes describe what students know, understand and are able to do as a result of completing a degree program. The learning outcomes for this program are:

1. Describe and use different family enterprise theories to explain the uniqueness of family enterprises, and the challenges and opportunities they face
2. Identify systems, structures, processes, and practices that influence the performance and sustainability/ continuity of family enterprises
3. Demonstrate skills and knowledge needed to identify, evaluate, and select courses of action to make effective managerial, ownership, and family decisions in family enterprises
4. Identify and develop strategies to successfully manage the overlap and conflicting nature of business, ownership, and family goals to enhance the continuity of the family enterprise
5. Apply management and leadership practices to effectively handle opportunities and challenges of family enterprises
6. Apply effective communication and leadership skills related to the management and sustainability of family enterprises

Majors

Major in Family Enterprise Management

- Bachelor of Business Administration in Family Enterprise Management (<https://catalog.stetson.edu/undergraduate/business-administration/family-enterprise/family-enterprise-bba/>)

Minors

Minor in Family Enterprise Management - 4 Units

Code	Title	Units
Required Courses		
FENT 235	Foundations of Family Enterprises	1
FENT 455	Interdisciplinary Research Project in Leadership, Culture, and Family Enterprise	1
Elective Courses		
Select two of the following:		2
FENT 350	Cross-Cultural Negotiation and Conflict Resolution	
FENT 355	Governance and Succession Planning	
FENT 397	Family Enterprise Internship ¹	
Total Units		4

¹ Students must intern with a family-owned enterprise (besides their own), or with a firm that consults specifically to family-owned enterprises.

Advising Course Plans

Advising Course Plans

- Family Enterprise Management Major (<https://catalog.stetson.edu/undergraduate/business-administration/family-enterprise/family-enterprise-plan/>)

Faculty

Subramanian, Ram
Professor of Leadership, 2015
 B.S., University of Madras, India
 M.S., Sam Houston State University
 Ph.D., University of North Texas
 A.C.A.

Vogel, Areti
Visiting Assistant Professor of Management
 B.B.A., Stetson University
 M.B.A., IFA Paris
 J.D., Stetson University College of Law
 Ph.D., University of North Carolina Greensboro

Courses

FENT 190. Special Topics in Family Enterprise. 1 Unit.

FENT 235. Foundations of Family Enterprises. 1 Unit.

The purpose of this course is to introduce students to family enterprises, the most prevalent form of organization around the world. Throughout the class students will develop a general understanding family enterprises, how they are unique, and the different challenges that they face to remain family owned. The emphasis of the course is on the development of a set of tools, vocabulary, knowledge, and skills needed to understand the world of family enterprises, and the challenges inherent in managing, owning, and advising these types of organization. Writing enhanced course.

FENT 285. Independent Study. 0.5 or 1 Units.

FENT 290. Special Topics in Family Enterprise. 1 Unit.

FENT 297. Family Enterprise Internship. 0.5 Units.

A structured work and observation experience with a family-owned enterprise (or a business that works with a family-owned enterprise). Specific guidelines must be followed by students seeking to arrange an internship for academic credit. Students must work 100 hours during the semester at the internship site. Enrollment in an internship course requires students to attend an orientation prior to beginning work at their internship site. For more information regarding internship orientations, please contact Career & Professional Development at career@stetson.edu or 386-822-7315.

FENT 350. Cross-Cultural Negotiation and Conflict Resolution. 1 Unit.

This course affords students practical knowledge related to negotiation and conflict resolution. The course focuses on the steps involved in negotiation, cross-cultural communication issues, and persuasion tactics. Students will also participate in mock negotiations and strategies associated with conflict resolution. Prerequisite: FENT 235 or Director approval.

FENT 355. Governance and Succession Planning. 1 Unit.

This course provides a fundamental understanding of ownership, stewardship, and succession planning, the goal being preparation of both future leaders as well as business consultants in these areas. Students will also explore legal resources available to support organizations in these areas. Topics include strategic planning, estate planning (e.g., prenuptial agreements and trusts), transfer, and related tax issues. Prerequisite: FENT 235 or instructor approval.

FENT 360. Case Studies in Family Business. 1 Unit.

Focusing on a family business context, and utilizing seminal theoretical frameworks in order to 'make sense' of complex and diverse real-life situations, the class is organized around the case study method. Working individually and in teams, participants gain strong analysis, recommendation and presentation abilities. Students who excel in this class are poised to compete at the University of Vermont's annual Global Family Case Competition.

FENT 385. Independent Study. 0.5 or 1 Units.

FENT 390. Special Topics in Family Enterprise. 1 Unit.

FENT 395. Teaching Apprenticeship. 0.5 Units.

Pass/Fail only.

FENT 397. Family Enterprise Internship. 0.5 or 1 Units.

A structured work and observation experience with a family-owned enterprise (or a business that works with a family-owned enterprise). Specific guidelines must be followed by students seeking to arrange an internship for academic credit. Students must work 200 hours during the semester at the internship site. Prerequisites: FENT 235; Junior Standing; Major in School of Business Administration: Permission of Instructor. Enrollment in an internship course requires students to attend an orientation prior to beginning work at their internship site. For more information regarding internship orientations, please contact Career & Professional Development at career@stetson.edu or 386-822-7315.

FENT 455. Interdisciplinary Research Project in Leadership, Culture, and Family Enterprise. 1 Unit.

This course is a culmination of all the disciplines underscoring family enterprise. It integrates the student's experience and learning in the family, business, and ownership systems. Students will gain a broader and integrated understanding of the family, business, and ownership systems by applying the information learned through their coursework in family enterprise. By the end of the course, students have created a research project that supports their role in the market. Prerequisites: FENT 235, FENT 355 and FENT 397, or instructor approval.

FENT 485. Independent Study. 0.5 or 1 Units.

FENT 490. Special Topics in Family Enterprise. 1 Unit.