



## Family Enterprise

What do the Gap, American Eagle Outfitters, Publix, Walmart, Ford, Motorola, Levi Strauss and Enterprise Rent-A-Car all have in common? All of these companies are family businesses, meaning there are two or more family members in the business who have substantial control or ownership. Family businesses are more than just the mom-and-pop grocery store in your neighborhood. They are some of the oldest, most successful and most sought-after employers in the world.

Because it's so important to consider how to combine business and family correctly, Stetson University's Family Enterprise Center has been helping students, professionals and family business owners since 1998. A campus survey revealed that 42 percent of the university's business school students and 37 percent of students across campus come from families involved in family business.

The Stetson University Family Enterprise Center is designed for you if your family owns a business (making you a member of the next generation) or if your clients will be family businesses (making you a professional advisor).

### A Distinctive Program

With almost a decade of experience, four national awards, media coverage and a host of imitators, Stetson University's Family Enterprise Center is an acknowledged leader in family business curriculum. It's the nation's first major and second-oldest minor in family business, with a board of advisors who keep the program grounded in practical, real-world experience and innovative and engaging programs.

Additionally, because families are a key part of the Family Enterprise Center's focus, students' families can be involved in their studies as both parents and business owners. This involvement may include being interviewed for coursework, attending information sessions, speaking to students or participating in seminars.

### Academics and Research

#### Facilities and Opportunities

The Family Enterprise Center hosts, twice annually, the Transitions Conference with its partner, Family Business Magazine. The conferences foster an innovative and intimate atmosphere that focuses on families willing to share their stories, connect with one another and look towards the future.

#### Preparation for graduate study

This major prepares students for graduate studies in law, business, psychology and organizational behavior.

#### Fast Facts

**Number of faculty:** 3

**Available for:** Major, Minor

**Emphasis within the major:** self-awareness, family systems, utilizing family involvement as a strategic advantage and how to consult with family enterprises

#### Popular Second Majors

Finance

Psychology

Marketing

Management

Accounting

» [Program Website](#)

*This program was the first of its kind in the nation.*

---

## Awards and Recognition

---

### Distinguished Faculty

- **Peter Begalla**, M.S., Stetson University; family enterprise, personal, professional and leadership development, managerial issues in family enterprise
- **Isabel Botero**, Ph.D., Michigan State University; family enterprise, human resources, principles of management, business communication
- **Ram Subramanian**, Ph.D., strategic management, family business, entrepreneurship, and organizational behavior

### Undergraduate awards and honors

The department gives the School of Business Foundation Merit Award for Family Business and the Successful Senior Award.

### Courses and Curriculum

» View the [Stetson University Course Catalog](#) for more information on the curriculum and courses for this academic program.

---

## Beyond the Classroom

---

### Internships

The family business internship is designed to provide students with the skills, credentials and experience to aid them in their professional development. The overall goal is to increase their marketability and feeling of self-worth.

By working in a family business that's not their own, students experience what it is like to be a non-family employee who is required to earn his or her credibility and act responsibly and professionally. They can also build their knowledge of family systems and see how other family businesses are similar to and different from their own. Businesses where students have interned include Angell & Phelps Chocolate Factory, Kermit's Key West Lime Shoppe, Merrill Lynch, Southern General and W. Jackson & Sons Construction.

---

## After Stetson

---

### Diverse Careers

Our alumni work as financial advisors, investor services advisors and data integrity analysts, among others. They work at companies that include Merrill Lynch, the New Orleans Hornets (NBA team), Armani, GenSpring Multi-Family Offices, MassMutual and Gartner.

---

## More Information



Office of Admissions  
421 North Woodland Boulevard, Unit 8378  
DeLand, Florida 32723



386-822-7100 or 800-688-0101



admissions@stetson.edu



stetson.edu/admissions