

BACHELOR OF BUSINESS ADMINISTRATION IN Family Enterprise Management



PROGRAM OVERVIEW »

BACHELOR OF BUSINESS ADMINISTRATION | MAJOR | MINOR

Within an increasingly complex, competitive and uncertain environment, the modern family business faces a triple requirement: competitive imperative, leadership excellence and efficient governance.

Stetson University's Family Enterprise Management program focuses on understanding these challenges, exploring how they can affect the functioning of the family owned business by learning from successful family enterprises. From understanding the family business system and key managerial issues to assessing the best incorporation strategies, the program will help you develop your own agenda for the future.

The program curriculum is designed to encourage interdisciplinary study, enabling students to graduate with double majors such as Family Enterprise and Accounting or Family Enterprise and Finance.

FACULTY »

Our distinguished and dedicated faculty place their students' success as their number one priority.

- [Areti Vogel, PhD](#), University of North Carolina, Greensboro

Family businesses generate more than 50% of global GDP and contribute to the creation of 60% of all new jobs. They are some of the oldest, most successful and most sought-after employers in the world, including household names like the GAP, Ford, Samsung and Walmart. Careers in family enterprise come in many forms, from work at family businesses, family offices or family foundations to the consulting, legal or financial firms that serve family enterprises. Whether you want to work for one of these businesses, take over your parents' business someday or set up your own family firm, the Family Enterprise Management program teaches you how to tackle the complexities of these businesses.

BEYOND *THE CLASSROOM*

We will prepare you to enter the job market, or your own family business, with a proven skill set for employment in the following areas of family enterprise management:

- Company operations
- Family foundation management
- Consulting
- Legal services
- Financial advising

Graduates of the Family Enterprise Management program flourish as managers, employees, owners and advisors to family enterprises.



Scan to apply today!

STETSON UNIVERSITY

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