

FAMILY BUSINESS OPTION

This option is offered within the following major(s):

- Business Administration - College of Business (<http://catalog.oregonstate.edu/college-departments/business/business-administration-ba-bs-hba-hbs>)

Family businesses are the dominant form of economic organization within the state of Oregon and the Pacific Northwest. It is vital to understand the dynamics within a family business to arm family members and non-family consultants and executives with the knowledge they need to help the family firm succeed.

The curriculum of the Family Business option is intended to prepare students for leadership positions within a family firm. With a focus on entrepreneurship, it offers students the opportunity to develop their entrepreneurial talents while providing a solid foundation on the risks and challenges facing a family firm, including finances, legal issues, marketing and succession planning. The curriculum will prepare future family business leaders to balance the well-being of the business, the family, and individuals, as they address the challenges and opportunities which inevitably arise, day to day and during succession.

Option Code: 786

The Family Business option requires a total of 24 credits beyond the undergraduate business core.

Code	Title	Hours
BA 365	FAMILY BUSINESS MANAGEMENT	4
BA 460	VENTURE MANAGEMENT	4
BA 463	FAMILY ENTERPRISE GOVERNANCE	4
MGMT 453	HUMAN RESOURCES MANAGEMENT	4
Select two courses from the following:		8
BA 458	INNOVATION AND NEW PRODUCT DEVELOPMENT	
BA 464	NEW VENTURE FINANCING	
MGMT 455	INFLUENCE AND NEGOTIATION	
MRKT 488	PERSONAL SELLING	
MRKT 495	RETAIL MANAGEMENT	
Total Hours		24

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