

FAMILY BUSINESS MINOR

This program is available at the following locations:

- Corvallis
- Ecampus

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 Family Business minor 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.

Minor Code: 783

Upon successful completion of the program, students will meet the following learning outcomes:

- Construct best practices for managing family business succession planning.
- Analyze critical aspects of managing family dynamics in family firms.
- Apply the fundamentals of family enterprise governance.
- Evaluate entrepreneurial opportunities for new business ventures and their potential for business success.
- Apply conceptual frameworks from management research and practice to improve individual performance, enhance group dynamics, and foster a positive internal organizational climate.
- Explain how marketers segment markets, choose customer segments to target, and use the marketing mix to position offerings.
- Apply financial management concepts and methods to make basic investment and financing decisions for a business.

Code	Title	Credits
Required Core		
BA 251	+MANAGING ORGANIZATIONS	4
or BA 252	INTRODUCTION TO ORGANIZATIONAL BEHAVIOR	
BA 260	FOUNDATIONS OF THE ENTREPRENEURIAL MINDSET	4
BA 315	ACCOUNTING FOR DECISION MAKING	4-8
or BA 211Z & BA 213Z	PRINCIPLES OF FINANCIAL ACCOUNTING and PRINCIPLES OF MANAGERIAL ACCOUNTING	
BA 365	FAMILY BUSINESS MANAGEMENT	4
BA 390	PRINCIPLES OF MARKETING	4
or BA 223	PRINCIPLES OF MARKETING	
BA 463	FAMILY ENTERPRISE GOVERNANCE	4
FIN 469	VENTURE FINANCE	4
Electives		
Select a minimum of 8 credits from the following: ¹		8
BA 458	INNOVATION AND NEW PRODUCT DEVELOPMENT	
BA 460	VENTURE MANAGEMENT	
MGMT 452	LEADERSHIP THEORY AND PRACTICE	
MGMT 453	HUMAN RESOURCES MANAGEMENT	
MGMT 455	INFLUENCE AND NEGOTIATION	

MRKT 488	PROFESSIONAL SALES
MRKT 495	RETAIL MANAGEMENT
Department approved upper-division elective in leadership, family studies, or industry-specific knowledge ²	
Total Credits	36-40

+ Core Education course. Applies to general education requirements for undergraduate students in catalog year 2025-2026 and beyond

¹ Some elective courses require a prerequisite grade of C or higher

² The department approved elective is limited to a maximum of 4 credits

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