The best way to predict your future is to create it. That's the thinking behind Saint Joseph's family business and entrepreneurship (FBE) major where students learn the skills to launch their own business, contribute to an entrepreneurial venture or assume responsibilities in a family business. It is estimated that family businesses generate about half of the gross domestic product and half of the total wages paid. About 90 percent of all U.S. businesses are family owned or controlled; family businesses and entrepreneurs play an integral role in building our nation and keeping it strong.

Through this major, students learn how to assess risks associated with business management, make responsible decisions and recognize opportunities within and outside their own businesses. The curriculum is structured to expose students to family business and entrepreneurship on three levels. The first level (firm) teaches students about financial planning, managing organizational change and overcoming family conflict and related issues. The second level (industry) teaches students about the value of innovation, resource allocation and how to gain a competitive advantage. The final level (societal) encourages students to view their business in the context of a greater world and gain an understanding of societal trends and challenges. FBE students will leave the program with the tools to act strategically in managing a family firm, launching a new venture (commercial or social), or better prepared to move up the ranks of the corporate world.

**LEARN MORE ABOUT THE FAMILY BUSINESS AND ENTREPRENEURSHIP (FBE) MAJOR:**
- Visit the FBE website: [http://www.sju.edu/int/academics/hsb/fbe/index.html](http://www.sju.edu/int/academics/hsb/fbe/index.html)
- Visit the Haub School of Business Leahy Advising Center, located in Mandeville 289
- Contact the Management Department to schedule a meeting with a faculty member by calling 610-660-1630
- Speak with current students in the major
- Schedule an appointment with the Career Development Center by calling 610-660-3100

**WHAT CAN I DO WITH A MAJOR IN FAMILY BUSINESS AND ENTREPRENEURSHIP?**
Whatever you put your mind to! You can learn much more at [www.onetonline.org](http://www.onetonline.org). Specific job duties for small business owners and entrepreneurs vary according to industry, business category and size. In general, small business owners are responsible for the overall direction and everyday operation of the business.

**Sales** are an important part of a small business, and entrepreneurs must be excellent sales people to be successful. Whether they are involved in direct selling or not, there is a great deal of sales skill needed to pitch a business plan to a bank, investors, partners and staff, and then to sell potential customers on the business’s products or services.

Entrepreneurs are **planners**: a business plan is usually the first task when launching a small business, followed by marketing plans, production plans, sales forecasts and budgeting plans. Daily job duties might include reviewing sales reports and financials and comparing them to the goals set out in the plans. Owners can then direct activities of sales or production people to better meet the objectives.
Hiring, training and mentoring staff is another responsibility for the small business owner. They are required to know the federal and state laws and regulations concerning employees, and to file Social Security and wage reports for each staff person. Some entrepreneurs hire accountants or human resource consultants to handle these activities. Others personally manage all the accounting, taxes and required reporting duties for their business.

**HOW CAN I ENGAGE MY INTEREST IN FAMILY BUSINESS AND ENTREPRENEURSHIP OUTSIDE THE CLASSROOM?**
There are so many opportunities to get involved at Saint Joseph’s University – and to develop experience in your major while doing so! Here are just a few:

- Delta Sigma Pi
- Entrepreneurship Society
- Cooperative Education Program
- Internship Program

**OUTCOMES – A CLOSER LOOK AT SJU GRADUATES WITH DEGREES IN MANAGEMENT:**
The general major in management, graduates of which serve as the basis for the outcomes data below, has recently been replaced by new major offerings in business administration; leadership, ethics & organizational sustainability; family business & entrepreneurship and managing human capital. As depicted in the chart below, the majority of new graduates have started their careers in the financial services and insurance fields. Many others have selected a variety of industries. (Data from Saint Joseph’s University Career Development Center’s Post-Graduation Survey, 2008 – 2012.)

*Other industries include: Education; Government; Healthcare/Medicine/Biotech; Human & Community Service; Law; Not-for-Profit; Pharmaceuticals; Real Estate/Construction; Transportation/Shipping/Logistics*

Here is a sampling of positions our graduates have accepted:

- Accountant
- Analyst
- Assistant Manager
- Associate
- Assurance Associate
- Audit Associate
- Auditor
- Consultant
- Corporate Accountant
- Credit Analyst
- Financial Advisor
- Financial Management Officer
- Fund Accountant
- Hedge Fund Analyst
- Junior Accountant
- Lieutenant
- Outsourcing Manager
- Project Accountant
- Property & Casualty Accountant
- Realtor
- Revenue Field Auditor Trainee
- Royalties Administrator
- Staff Accountant
- Systems & Process Assurance Associate
- Systems Analyst
- Tax Analyst
- Tax Associate
Organizations that have hired our graduates include:

Amper, Politziner & Mattia  Deloitte  PENN Capital Management
ARAMARK  U.S. Department of Revenue  The Pew Charitable Trusts
Asher & Company, Ltd.  Drucker & Scaccetti, PC  Philadelphia Insurance Companies
Bloomberg  Ernst & Young  Philadelphia Union League
Briggs, Bunting & Dougherty LLP  Fishbein & Company, PC  PricewaterhouseCoopers
Brinker, Simpson & Co., LLC  Grant Thornton LLP  SEI Investments
Cadient Group  KPMG  Simon & Schuster, Inc.
CBIZ  Kreischer Miller  The Siegfried Group, LLP
Central Intelligence Agency  LECG  United States Marine Corps
Citigroup  Novak Francella LLP  Wawa, Inc.
Credit Suisse  ParenteBeard  Weichert Realtors

Some of the graduate schools in which our students have continued their education, in programs including Business and Law:

George Mason University  San Diego State University  University of Notre Dame
LaSalle University  State University of New York  Villanova University
Rutgers University  Temple University


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<th># of Respondents</th>
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<th>Average Bonus</th>
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**FULL NAME**
1000 Overbrook Avenue, Philadelphia PA 19131
610-111-1111 • firstlastname@email.com

**EDUCATION**
Saint Joseph’s University, Erivan K. Haub School of Business, Philadelphia, PA
Bachelor of Science in Business Administration, May 2014
Major: Family Business and Entrepreneurship

**EXPERIENCE**
John’s Landscaping, LLC, Ocean City, NJ
Owner, 2010 – present
- Founded and maintain landscaping business currently turning $40,000 per year profit with 15% annual rate of growth over past two years
- Provide comprehensive landscaping services to 100 customers, 80% of whom are repeat
- Recruit, screen, hire, train and manage crew of seven, resulting in strong communication and organizational skills
- Developed and maintain company website and marketing collateral, as well as social media presence

College Works Painting, Philadelphia, PA
Branch Manager, 2012 – present
- Exceeded revenues of $25,000 in one summer season through excellent communication and customer service skills
- Designed and implemented a marketing plan to obtain leads and schedule estimates, resulting in promotion to branch manager after one season
- Manage crew of five painters, assisting with their selection and training

**LEADERSHIP AND SERVICE EXPERIENCE**
Entrepreneurship Society, Saint Joseph’s University
Secretary, September 2012 – Present
- Serve as an executive board member of the club. Organize all society meetings. Assist with an average of 6 annual society-sponsored events

Simpson House, Philadelphia, PA
Volunteer, September 2012 – Present
- Interact with elderly residents in group and individual formats on a weekly basis to provide companionship

**COMPUTER SKILLS**
Skilled in Microsoft applications including Microsoft Word, Excel, PowerPoint and Outlook

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**FURTHER ASSISTANCE WITH YOUR MAJOR AND CAREER OPTIONS:**
The Career Development Center can help you with the process of choosing a major and exploring your career options. For assistance, please call 610-660-3100 to schedule an appointment to meet with a Career Counselor.