

A photograph of a large, multi-story brick building with a modern glass entrance. The building is identified as Campbell University. The entrance features a glass atrium with a black metal frame and a glass roof. The building has multiple floors with large windows and a curved facade. The sky is blue with some light clouds.

CAMPBELL UNIVERSITY

LUNDY-FETTERMAN SCHOOL OF BUSINESS
**MASTER^{OF} BUSINESS
ADMINISTRATION**



CAMPBELL
UNIVERSITY

Leading with purpose

MBA PROGRAM FEATURES & HIGHLIGHTS

Focus areas in Financial Services and Healthcare Management will only be offered at our Raleigh campus.



Innovative Curriculum

Our MBA curriculum includes a core curriculum on trend with market needs as well as expanded elective options



Specialized Elective Focus Areas

Take any combination of elective courses offered, or take courses within one of our specific focus areas—Financial Services or Healthcare Management—to receive a more focused and industry-specific curriculum in the area that interests you most*



Experiential Learning

Small business consulting opportunities provide real-world experience dealing with the challenges you will face as a business professional



Small Class Sizes and Supportive Faculty

A survey of Campbell MBA students indicated that “faculty accessibility” and “individual attention” were the most important factors that set the Campbell Business School apart from other programs they have experienced



Rolling Admissions

A rolling admissions schedule allows you to start taking classes at any one of our six terms—August, October, January, March, May, or June



Affordable

One of the most affordable MBA programs in the region



Multiple Campuses for Flexibility

Each term, choose the campus location that works best for your busy schedule! Take classes in Raleigh, Buies Creek or online



Self-Paced Course Load

Earn your MBA in as little as one year, or work through the program more slowly to meet the demands of your schedule



Career Services

Access to jobs and individualized in-house career counseling



Study Abroad Option

Ten-day faculty-led options available around the world. Previous destinations include Chile, Spain, London, South Korea, Italy, and Portugal



Networking Opportunities

Connect with the 7K Campbell alumni located in the Research Triangle Park (RTP) area and the 12K Business School alumni overall



Certificate Programs

Certificate programs offered in conjunction with the University of Reading in England

**4+1 Students may not take online courses. See page 9 for more information on 4+1 programs.



Campbell University—Leading with Purpose

Campbell University is an institution that is leading with purpose. Founded in 1887, we are a school with a strong foundation and a deep historical commitment to professional education, and we are currently experiencing unprecedented growth. Our Medical School recently graduated its first class, and the new Engineering School seated its inaugural class in fall 2016. We are the only private university in North Carolina with graduate degree programs in Law, Pharmacy, Business, and Medicine.

Our campus footprint is expanding at both the main campus and at our downtown Raleigh campus, where we house our Law School, the MBA for Professionals Program, and the Master's in Trust and Wealth Management, as well as our suite in HQ Raleigh—the region's leading entrepreneurial co-working space. The breadth, depth, and prestige of Campbell's academic programs are experiencing significant growth and momentum. Along with the Business School, the Law School, the Medical School, and the Engineering School, Campbell has well-respected schools of Pharmacy, Divinity, and Arts & Sciences. In recent years, new programs in Physical Therapy, Physician Assistants, and Nursing have emerged, boasting impressive results. In fact, today, Campbell enrolls more North Carolinians than any other private university in the state, making us the "private university of choice" in North Carolina.

Leverage Our Location

Campbell University is located in the Research Triangle Region of North Carolina, cited as one of the best places to live, learn, and work in the United States. When you choose Campbell, you immediately become part of this expanding business community connected with incubators, global businesses, governmental organizations, a significant healthcare infrastructure, and emerging technologies across the spectrum. It would be difficult to find a more ideal setting for a dynamic MBA program. With our MBA program located in the Campbell Law School building in the heart of downtown Raleigh, Campbell Business is poised to be a fixture in the Raleigh business community and all it has to offer. At the same time, we're rooted in rural Harnett County, making Campbell the perfect spot for focused inquiry and direct impact.



Located in the heart
of the Research
Triangle Region



MBA program in
downtown Raleigh



One of the fastest-
growing areas in the
U.S., as well as one of
the best places to live,
learn, and work

MBA Program Highlights

Campbell Business has put momentum into strategic action by designing an MBA program that offers:

Market-Driven Curriculum Options

An innovative core curriculum to meet market demands with personalized elective specializations, allowing you to choose your path to meet your goals.

Ultimate Flexibility

Accelerated 8-week courses held only one night per week, a self-paced course load, and the option to choose your course location and start date.

Collaborative Culture

Small class sizes for individualized instruction, personal development, and collaborative projects.

Expanding Opportunities

Access to in-house career services and a network of over 7,000 Campbell alumni in the Research Triangle Region.

It is an exciting time to be part of Campbell University. We invite you to learn more about our programs.

MBA PROGRAM HIGHLIGHTS

The Campbell MBA

Our MBA program has been designed for you—your career, your development, and your busy life.

The key features that set us apart from other programs are centered in four areas: an Innovative Market-Driven Curriculum, Flexibility, Collaborative Culture, and Expanding Opportunities.



Market-Driven Curriculum

Skills Focused

Our MBA program includes a core curriculum on trend with what employers are looking for in MBA graduates, with an embedded emphasis on Analytics, Innovation, Design Thinking, Six Sigma, Digital Marketing, Communication, Negotiation, and Ethics. These skills are highly sought after within the business world and complement the more traditional business topics also taught in our program.

Personal Development

Prior to beginning the MBA program, each student takes The Attentional Interpersonal Style Inventory (TAIS), a leading personal assessment tool. TAIS, which is used by Olympic teams and the Navy Seals, among others, focuses on enhancing individual performance. Students receive individualized reports with an explanation from a TAIS-certified facilitator and are able to use this tool as a guide in their own personal development throughout the program. Also, with the introduction of a new course—Communication and Critical Thinking for Ethical Decision Making—students learn to develop their communication and negotiation skills from highly trained expert instructors.

Specialized Elective Focus Areas

With specialized elective focus areas available in Financial Services, Healthcare Management, or the Traditional MBA, our program allows you to focus your MBA curriculum in the industry specific area that interests you most. Other specialized areas are planned to come on board shortly.

Flexibility

Multiple Locations

We offer classes in Raleigh, Buies Creek, and online. Prior to each term you may choose the campus location that works best for your busy schedule—you are never locked into one location.

Convenient Academic Schedule and Self-Paced Course Load

With courses that meet only one night per week for eight weeks, your path to an MBA is more convenient than ever. We offer multiple start dates throughout the year—August, October, January, March, May, and June—along with rolling admissions, making it easy to get started as soon as you are ready.

Further, students have the option to complete the MBA curriculum at their own pace. Earn your MBA in as little as one year by taking two courses each term, or work through the program more slowly, taking a course here and there, to meet the demands of your schedule.

Collaborative Culture

Small Classes Sizes and Supportive Faculty

With most classes having 15 to 20 students, you will have the opportunity to get to know your classmates and your professors, helping you build your professional network. A survey of Campbell MBA students indicated that “faculty accessibility” and “individual attention” were the most important factors that set Campbell Business School apart from other programs.

Collaborative Projects

Through a collaboration with the Small Business and Technology Development Center (SBTDC) in Raleigh, our students consult with local small businesses as part of their program—an opportunity that provides real-world experience in dealing with the challenges faced by business professionals.

MBA 700

The revised Campbell Business MBA is designed for an active engagement with the material, not just reading and responding. In MBA 700, teams of five students are introduced to this type of learning by developing the concept for a new business using one of three designated business models. The teams develop a concept, flesh it out, and present it to the assembled group in an informal yet important setting. These presentations allow students to think creatively, wrestle with business concepts, and practice presenting in a low-risk, supportive setting. It all supports building a collaborative culture through a shared common experience.

“The MBA 700 course established a strong foundation leading into the revised Campbell MBA curriculum. The format and structure creatively weaved in key tenets of the program—collaboration, personal learning, and a focus on innovation. The interactive and hands-on approach through group projects, along with the learned tools, really solidified the concepts and provided a great learning experience.”

Mike King

MBA Student and Executive Vice President,
Operations of Verdesian Life Science

Expanding Opportunities

Build Your Network

Our university-wide network of over 50,000 alumni stretches across the globe with 12,000 in the Research Triangle Park (RTP) area alone, and our Campbell Business alumni footprint in the Triangle region is 7,000 strong. Industries are taking notice of Campbell University's growing reputation and depth of talent.

Study Abroad

It is a global economy, and what better way to get in touch with it than to see it for yourself? As part of the Campbell MBA program, graduate students have the option to receive course credit by participating in 10-day faculty-led study abroad courses. Our students have traveled to:

- Italy
- England
- Spain
- Chile
- South Korea
- Portugal



"One main purpose of study abroad is to allow students to experience new cultures and new ways of doing business so that they may find within themselves new ways of approaching every aspect of their lives."

Dr. Katherine Lawrence

Associate Professor of Marketing
Lundy-Fetterman School of Business



Certifications

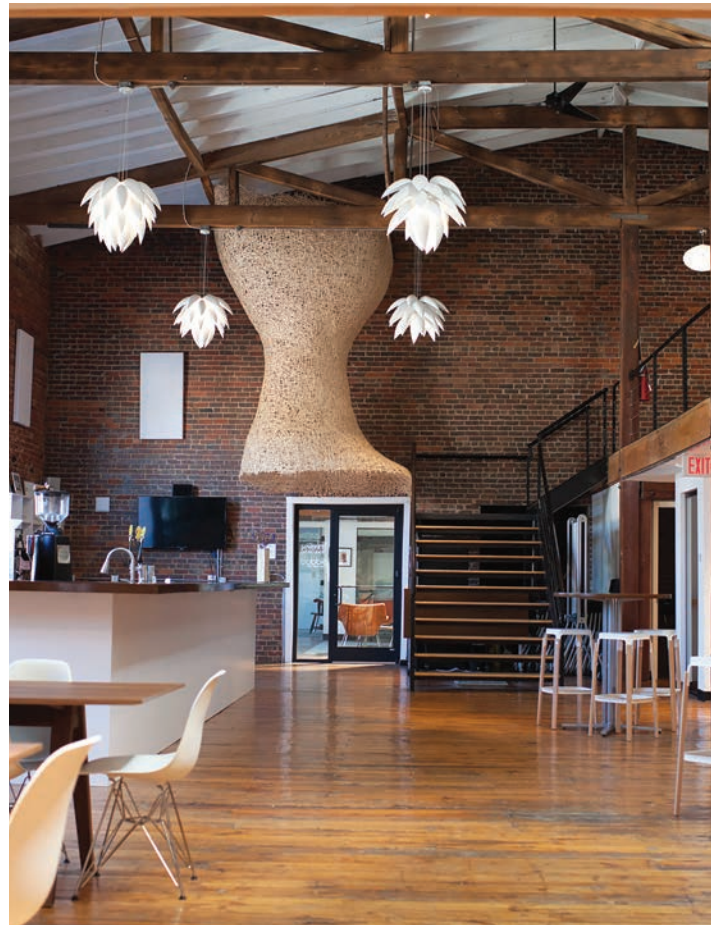
- Executive Certificate of the Study of Negotiation
- Advanced Certificate of the Study of Transnational Law
- Certified Global Business Professional (CGBP)

Career Services

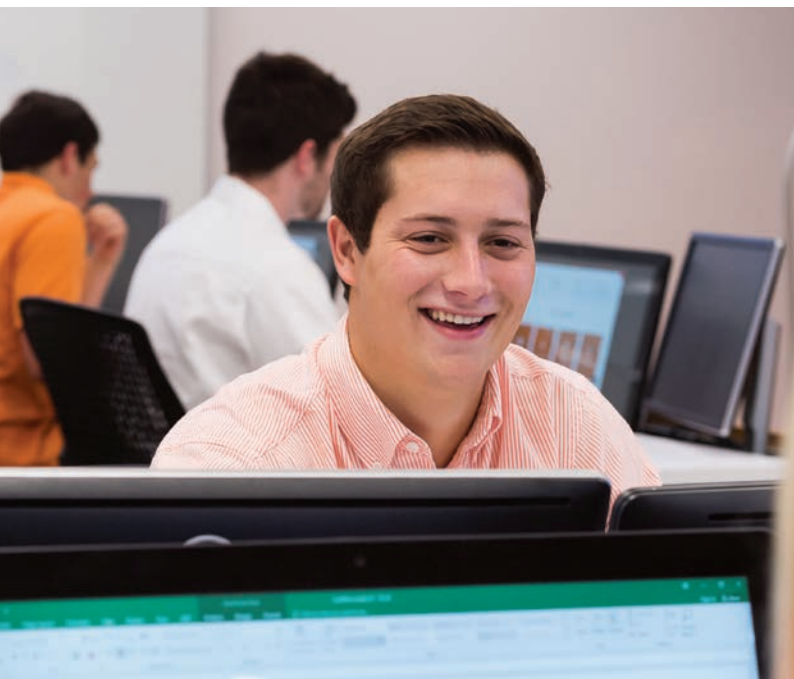
Campbell Business School will support your career development. This customized and valuable assistance includes not only access to job databases through our CUHired Portal, but also career counseling, resume development assistance, and interview preparation.

HQ Raleigh (www.hqraleigh.com)

HQ Raleigh is a co-working entrepreneurial workspace and accelerator located in downtown Raleigh. The Campbell University School of Business recently secured a suite within this workspace as part of our outreach efforts to engage the Raleigh business community and its entrepreneurial network. We envision considerable collaboration with HQ Raleigh through its workshops and its start-ups tenants.



MBA PROGRAM FORMATS



Choose Your Program Format

Our MBA program fits your schedule and enables you to earn your degree as time allows. With classes offered online and on both the Buies Creek and Raleigh campuses, during the day or at night, your path to a promising future is easy to reach.

Choose from one of three convenient options:



MBA for Professionals

Our MBA for Professionals is ideal for working adults who want to enhance their professional development and earn a valuable educational credential. Our program is designed to provide an individualized experience with ultimate flexibility, and our small class sizes provide a unique learning environment for engaged active learning while fostering a deep sense of community.

Our highly flexible program allows you to take evening classes at either our downtown Raleigh or our Buies Creek location, or take classes online. Students can choose which location to attend class at the beginning of each term, allowing for ultimate flexibility

and convenience. Students can also choose the pace by which they move through the curriculum. Each course meets one night per week for eight weeks—a feature which allows those who choose a more accelerated pace to complete the program in as little as 12 months. While most of our students complete the program within 16–24 months, those who prefer to take their time have 60 months to complete the curriculum.



Full-Time MBA

Our Full-Time MBA program is ideal for students with minimal to no work experience to complete an MBA degree. Full-Time MBA students attend courses at our main campus in Buies Creek and complete the program over two academic years. Full-Time MBA students may also submit a request to take courses online or in Raleigh.

In addition to the regular course load, students must also fulfill a 200-hour work experience requirement prior to program completion. Most students use the summer between their first and second years to complete this requirement by obtaining an internship or another form of professional employment.



Online MBA

Our Online MBA allows you to earn your MBA entirely online from anywhere in the world. With courses taught by the same professors who teach our on-campus courses, you receive the same benefits as an on-campus student. Our asynchronous course environment allows you to complete your course assignments any time throughout the week, when it's most convenient for you.





| | MBA FOR PROFESSIONALS | ONLINE MBA | FULL-TIME MBA |
|--------------------------------|---|---|--|
| Ideal for | Working professionals with 2+ years of post-baccalaureate work experience | Working professionals with 2+ years of post-baccalaureate work experience | Students holding an undergraduate degree with minimal work experience |
| Location | Downtown Raleigh, Buies Creek, or online. Choose your location each term for ultimate flexibility | Fully online | Buies Creek, or with special permission of the MBA Director, in Raleigh or online |
| Format | 8-week terms with evening classes. Each course held one night per week from 6 to 10 p.m. | 8-week asynchronous courses | Mixture of semester-long day courses and 8-week evening courses |
| Length | 12–60 months | 12–60 months | Typically 2 years, but accelerated options available |
| Tuition | \$27,380* | \$27,380* | \$27,380* |
| Elective Focus Areas | Elective specializations available in the following areas: Traditional MBA, Financial Services, and Healthcare Management | Traditional MBA only | Traditional MBA only. However, students are permitted to travel to Raleigh for elective courses if desired |
| Start Dates | August, October, January, March, May, June | August, October, January, March, May, June | August or January start recommended |
| Additional Requirements | None | None | 200-hour internship or professional work experience to be completed prior to program completion |

*Tuition listed is for the 2017–2018 academic year.



First Citizens Wealth Management Center

As a result of a generous lead gift from First Citizens Bank and countless other benefactors, the First Citizens Wealth Management Center was established in August 2015. The state-of-the-art center serves as a learning lab that simulates an investment firm environment, a trading room, and a trust center. Equipped with the latest tools, technology, and data used by business leaders, commercial banks, and financial advisors around the world, the center exists to expand experiential learning and research opportunities for students, faculty, and the community.

"We strive to align our program curriculum with skills and knowledge that employers are looking for in MBA graduates, yet still allow our students to tailor their education to fit their individual interests."



Somer Johnson

Business Operations/MBA Director
Lundy-Fetterman School of Business

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CORE CURRICULUM

MBA Curriculum

The Campbell MBA is a 37-hour program consisting of 10 core curriculum courses and three elective courses of your choice.

Core Curriculum

The updated core curriculum consists of 10 courses for a total of 28 credit hours.

| | |
|----------------|---|
| MBA 700 | Orientation to Innovation, Design Thinking & the CU MBA (1 credit hr) |
| MBA 710 | Accounting for Decision-Making |
| MBA 720 | Applied Economics for Business Leaders |
| MBA 730 | Finance & Capital Management |
| MBA 740 | Communication & Critical Thinking for Ethical Decision-Making |
| MBA 750 | Organizational Culture in a Changing Environment |
| MBA 760 | Business Analytics |
| MBA 770 | Digital & Contemporary Marketing Strategies |
| MBA 780 | Global Supply Chain Management |
| MBA 790 | Strategic Management "Live Case" Seminar |



Elective Courses

Elective courses may be focused on a Traditional MBA, Financial Services, or Healthcare Management. Choose three courses for a total of nine credit hours.

Traditional MBA

| | |
|----------------|---------------------------------|
| MBA 741 | Legal Environment of Business |
| MBA 742 | Advanced Negotiation & Analysis |
| MBA 751 | Project Management |
| MBA 752 | Human Resources Management |
| MBA 772 | Marketing Research |
| MBA 755 | Study Abroad |
| MBA 708 | Special Topics |

Any course from the Financial Services focus

Any course from the Healthcare Management focus

Financial Services Focus Area

| | |
|-----------------|--------------------------------------|
| MBA 732 | Management of Financial Institutions |
| TRST 620 | Investment Analysis |
| TRST 633 | Advanced Income Taxation |
| TRST 740 | Risk Management Applications |

Healthcare Management Focus Area

| | |
|----------------|------------------------------------|
| MBA 731 | Healthcare Finance |
| MBA 743 | Health Law & Policy |
| MBA 753 | Healthcare Organization & Delivery |
| MBA 754 | Healthcare Management |
| MBA 771 | Healthcare Strategy & Marketing |



EARN TWO DEGREES

Dual Degree Programs

The 4+1 Program

The 4+1 Program puts you at a distinct competitive advantage by allowing you to earn both an undergraduate and graduate degree in just five years. By saving one year of time and tuition, and by developing educational credentials that make you stand out favorably in the job market, the 4+1 option helps you stay ahead. This program is offered as a:

- BBA/MBA Option
- BS in Sports Management/MBA Option

Professional Dual Degree Programs

Organizations in both profit and nonprofit sectors have discovered that job recruits with specialized industry knowledge and business acumen provide a momentous lift to their operations. That is why Campbell offers a suite of professional dual degree programs centered on the MBA. These innovative dual degree programs include:

- Doctor of Pharmacy/MBA
- Juris Doctor/MBA
- Master of Divinity/MBA
- Master of Science in Clinical Research/MBA
- Master of Science in Public Health/MBA



Dual Degree Programs at a Glance

| | 4+1 PROGRAM | PROFESSIONAL DUAL DEGREE PROGRAMS |
|--------------------------------|---|---|
| Ideal for | Current Campbell undergraduate students seeking to graduate with an undergraduate and graduate degree | Campbell University students pursuing a graduate degree in another field and seeking to attain two degrees simultaneously |
| Location | Buies Creek Only | Downtown Raleigh, Buies Creek, or online. Choose your location each term for ultimate flexibility |
| Format | Full-Time MBA format (see page 4) | Varies based on the dual degree being pursued |
| Length | Typically 2 years | Varies based on the dual degree being pursued |
| Tuition | Undergraduate tuition rate during the 4th year for all courses. In the 5th year students pay the MBA tuition rate for graduate-level courses | MBA tuition rate for MBA coursework. For courses part of the partner degree curriculum, students pay the tuition rate associated with that degree |
| Elective Focus Areas | Traditional MBA only. However, students are permitted to travel to Raleigh if other elective courses are desired in the Healthcare Management or Financial Services focus areas | Most dual degree students transfer in courses from their partner degree to satisfy their MBA electives in order to receive maximum time and tuition-saving benefits |
| Start Dates | August or January start recommended | August, October, January, March, May, and June |
| Additional Requirements | 200-hour internship or professional work experience to be completed prior to program completion | None |



"We are committed to developing a program in downtown Raleigh with the feel and opportunities of a full-time program, yet offered in a part-time setting. That is a rare niche."

Kevin O'Mara, CMA, Ph.D.
Dean
Campbell University
Lundy-Fetterman School of Business





ADMISSION QUALIFICATIONS



Preferred Admission Qualifications

Preferred admission qualifications vary based on the program format.

MBA for Professionals, Online MBA, and Full-Time MBA

1. A bachelor's degree from an accredited institution of higher education.
2. A minimum grade point average of 2.8 on a 4.0 scale on all undergraduate coursework.
3. A minimum score of 450 on the GMAT or 298 on the GRE. Applicants meeting certain work experience and education requirements may be considered for a GMAT/GRE Waiver.
4. Demonstration of undergraduate-level competencies in Accounting, Economics, and Statistics before taking courses requiring background in these areas.
5. For MBA for Professionals and Online MBA only: Minimum of two (2) years post-baccalaureate or professional work experience.

4+1 Option—BBA/MBA and BS/MBA

1. Junior in good standing at the Campbell Business School or the Bachelor of Science Sports Management Program.
2. A minimum grade point average of 3.0 on a 4.0 scale on all undergraduate coursework.
3. A minimum score of 450 on the GMAT or 298 on the GRE.

Professional Dual Degree Option

1. Application and acceptance into the relevant partner program.
2. A minimum grade point average of 2.8 on a 4.0 scale on all undergraduate coursework.
3. A minimum score of 450 on the GMAT or a combined quantitative and verbal score of 298 on the GRE. LSAT and PCAT scores are also accepted.

Additional Requirements for International Students

1. Proof of a score of 550 Paper-based total (61 Computer-based total) or better on the Test of English as a Foreign Language (TOEFL).

Applicants with GPA or test scores below the preferred criteria may still be considered on a case-by-case basis.



APPLICATION PROCESS

Apply Now

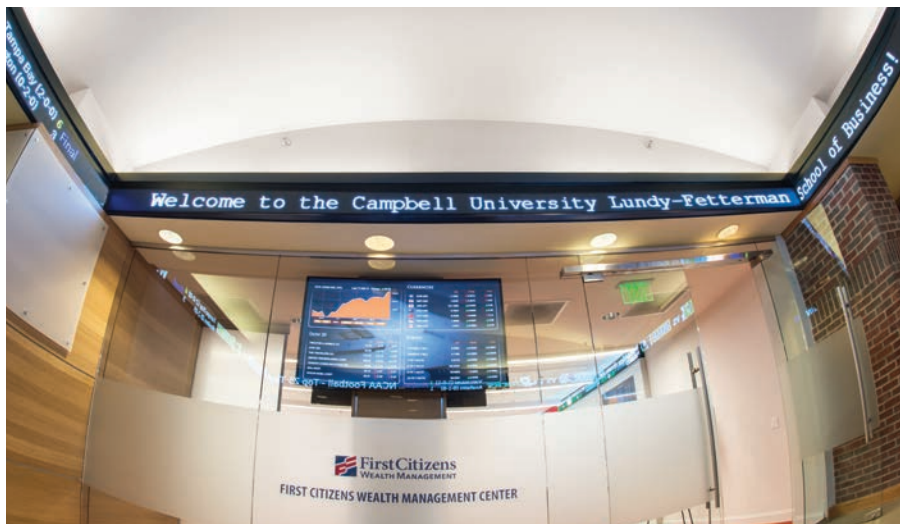
Applications are accepted and reviewed on a rolling basis with start terms in August, October, January, March, May, and June.

To start on your path to a purposeful future with a Campbell MBA:

1. Complete the Online Application Form.
2. Attach a current resume to the Online Application Form.
3. Attach a Personal Statement to the Online Application Form.

Personal statements should be approximately one page in length and should address the following question: How will an MBA help you address your strengths and weaknesses in order to achieve your personal and career goals?

4. Submit official copies of transcripts from all colleges and universities attended.
5. Take the GMAT or GRE and have score report sent to the School of Business Graduate Admissions Office.
6. Submit three (3) Professional Letters of Recommendation (collected through the online application).



CAMPBELL UNIVERSITY

STAY CONNECTED

We are willing to help and want to make your application process and transition to Campbell as smooth as possible. For more information on our programs:

VISIT

business.campbell.edu

EMAIL

mba@campbell.edu

CALL

910.814.4308

OUR LOCATIONS

Main Campus/Buies Creek

Lundy-Fetterman School of Business
165 Dr. McKoy Rd.
Buies Creek, North Carolina 27506

Downtown Raleigh Campus/Law School

Norman Adrian Wiggins School of Law
225 Hillsborough St.
Raleigh, North Carolina 27603

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