



Lundy-Fetterman
School of Business

GRADUATE PROGRAMS

2019-2020



leading with purpose

LUNDY-FETTERMAN SCHOOL OF BUSINESS

THE LUNDY-FETTERMAN SCHOOL OF BUSINESS IS A COMMUNITY OF SCHOLARS AND PROFESSIONALS WHO ARE COMMITTED TO DEVELOPING STUDENTS AS RESPONSIBLE INDIVIDUALS THROUGH AN EMPHASIS ON PROFESSIONAL EDUCATION, ENTREPRENEURIAL ATTITUDES, CHRISTIAN VALUES, AND PRACTICAL EXPERIENCES.

IN THE RAPIDLY CHANGING BUSINESS ENVIRONMENT, CAMPBELL UNIVERSITY GRADUATES KNOW WHAT IT TAKES TO BE AN ETHICAL BUSINESS LEADER.



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CAMPBELL UNIVERSITY INFORMATION

2019-2020

MESSAGE FROM THE DEAN



Thank you for taking the time to explore the Lundy- Fetterman School of Business at Campbell University. Global economics is becoming increasingly competitive - yet full of tremendous opportunities for those prepared with the necessary skills, insights, and experiences. Our mission is to prepare leaders for the global business environment by developing the whole person through relevant academics and enriching opportunities. Our ultimate aim is to develop, transform, and encourage students to lead impactful careers and lives that benefit society, their organization, and themselves.

Our small classes provide a unique learning environment for engaged, active learning while fostering a deep sense of community. Students get to know their professors personally, often developing a mentoring relationship. Our one-to-one academic advising commitment, along with the business school's dedicated career service professional, allow for individualized attention.

The unique facet of the Lundy-Fetterman Business School is that, while small enough to personalize the experience, it possesses full-fledged programs at both the undergraduate and graduate levels. At the undergraduate level, we offer the traditional majors you would find at most business schools plus innovative career-oriented majors in Healthcare Management, PGA Golf Management, and Trust and Wealth Management (widely recognized as the leading program in the country). We also offer a suite of graduate programs centered by the traditional MBA. Innovative dual-degree programs including the Doctor of Pharmacy/MBA, JD/MBA, JD/MTWM, Master of Divinity/MBA, MS in Public Health/MBA, and MS in Clinical Research/MBA provide students the business acumen to complement their career aspirations. Finally, a 4+1 option is available to motivated undergraduate students ready to take on Masters level work while finishing up their Bachelor's degree.

The individualized education and rich program offerings are further enhanced through encouragement of internships and study abroad experiences. Our Career Services Office is constantly seeking opportunities for our students to acquire real-world experience that often leads to employment offers. Our students can choose study abroad courses from the Business School or other courses from across campus. Either way, the experience is invaluable in our global economy.

Finally, we are fortunate to be connected to one of America's leading cities: Raleigh. As the heart of the Research Triangle Park (RTP), Raleigh is exploding with world-class software firms, entrepreneurs, science-based research companies, and internationally-recognized healthcare institutions, while also being the capital of North Carolina. The opportunities for meaningful collaborations, connections, and careers for our Campbell students could not be better. This is an exciting time to be in North Carolina, in the RTP region, and at the Lundy-Fetterman School of Business at Campbell University.

We appreciate you considering the Lundy-Fetterman School of Business and hope you can see yourself thriving here.

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

ADMINISTRATION OF CAMPBELL UNIVERSITY

Dr. J. Bradley Creed
President

Dr. John Roberson
Executive Assistant to the President

Dr. Britt Davis
Vice President for
Institutional Advancement and
Senior Advisor to the President

Dr. Mark Hammond
Vice President for
Academic Affairs
and Provost

Dr. Dennis Bazemore
Vice President
for Student Life

GRADUATE PROGRAMS ADMINISTRATION

Dr. Kevin O'Mara
Dean

Mrs. Somer Johnson
MBA Director

Mr. Jimmy Witherspoon
MTWM Director

Mrs. Sara Leak
Assistant Director
of Graduate Programs

*Call toll free at: 1-800-334-4111 ext. 4308
mba@campbell.edu*

HISTORY OF CAMPBELL UNIVERSITY

Campbell University was founded January 5, 1887, by James Archibald Campbell, a North Carolina preacher who believed that no student should be denied admission because of lack of funds.

Known as Buies Creek Academy, the school that began with twenty-one students grew slowly during the early years. In his book, *Campbell College - Big Miracle at Little Buies Creek (1887-1974)* p. 240, Dr. J. Winston Pearce states, "From the beginning, his [Dr. James Archibald Campbell] passion was that his school prepare young men and women for a living and for a life, not one but both. He was concerned that Christ have his way in the classroom and that he have his way in the church house, no difference..."

In 1925, the school's property was deeded to the North Carolina Baptist State Convention. In 1926, the school attained junior college status and changed its name from Buies Creek Academy to Campbell Junior College. In 1961, Campbell became a senior college. The name was changed to Campbell University on June 6, 1979.

Graduate programs began in 1977 with the Master of Education degree. The Master of Business Administration degree was added in 1978, and the Master of Science in Government was established in 1982 (although this degree is no longer offered).

The Campbell University School of Law was founded in 1976, and the Lundy-Fetterman School of Business was begun in 1983. The Schools of Pharmacy and Education were established in 1985. The Divinity School was established in 1996 and The Jerry M. Wallace School of Osteopathic Medicine opened in 2013. The School of Engineering accepted its charter class in 2016.

Campbell University has developed into a major university that enrolls over 9,000 students. Students hail from all one hundred North Carolina counties, all fifty states of the United States, and over thirty-five countries of the world. Campbell University is now the second largest private university in North Carolina and the second largest Baptist University in the world. Open to all qualified students, Campbell's student body includes persons from more than forty denominations and faiths.

In over one hundred years of service, Campbell University has been served by only five presidents:

James Archibald Campbell	<i>1887-1934</i>
Leslie Hartwell Campbell	<i>1934-1967</i>
Norman Adrian Wiggins	<i>1967-2003</i>
Jerry McLain Wallace	<i>2003-2015</i>
J. Bradley Creed	<i>2015-</i>

MISSION STATEMENT OF CAMPBELL UNIVERSITY

The mission of Campbell University is to graduate students with exemplary academic and professional skills who are prepared for purposeful lives and meaningful service. The University is informed and inspired by its Baptist heritage and three basic theological and biblical presuppositions: learning is appointed and conserved by God as essential to the fulfillment of human destiny; in Christ all things consist and find ultimate unity; and the Kingdom of God in this world is rooted and grounded in Christian community. The University embraces the conviction that there is no conflict between the life of faith and the life of inquiry.

To fulfill its mission, the University:

- I. presents a worldview informed by Christian principles and perspectives;
- II. affirms that truth is revelatory and transcendent as well as empirical and rational, and that all truth finds its unity in Jesus Christ;
- III. influences development of moral courage, social sensitivity, and ethical responsibility;
- IV. gathers a diverse community of learners;
- V. delivers academic instruction in the liberal arts and sciences and professional preparation at both undergraduate and graduate levels;
- VI. transfers to students the vast body of knowledge and values accumulated over the ages;
- VII. encourages students to think critically and creatively;
- VIII. fosters the development of intellectual vitality, physical wellness, and aesthetic sensibility;
- IX. forges a community of learning that is committed to the pursuit, discovery, and dissemination of knowledge;
- X. provides students with servant leadership opportunities;
- XI. cooperates with other educational institutions to expand learning opportunities for students;
- XII. offers service and other opportunities to the greater community through athletics, continuing education, cultural enrichment programming, and extended-campus education.

HISTORY OF THE LUNDY-FETTERMAN SCHOOL OF BUSINESS

In October 1982, the establishment of the Lundy-Fetterman School of Business was announced. The School was named for the late Burrows T. and Mabel L. Lundy, generous benefactors to the University and strong supporters of free enterprise, as well as for Lewis and Annabelle Fetterman, son-in-law and daughter of the late Mr. and Mrs. Lundy.

The Lundy-Fetterman School of Business is committed to being a leader among business schools engaging faculty, staff, and students in both hands-on learning and academic exploration as a community of Christian scholars. The School is guided by the principle that there is no conflict between the life of faith and the life of inquiry. The school takes pride in developing leaders that believe in the American free enterprise system, possess the entrepreneurial spirit and a diversity of skills, have a passion for life-long learning, and are committed to service and ethical behavior.

The School of Business provides programs of study to more than two thousand students with undergraduate and graduate programs at four different locations throughout central and eastern North Carolina. The Lundy-Fetterman School of Business's home base is a 76,000 square foot state-of-the-art building located on main campus. This two-story building features a 5,500-pound solid piece cupola, ten tiered and conventional classrooms, an auditorium, student and faculty lounges, a library, an academic computer center, a museum and exhibit hall, a board room, faculty and administrative staff offices, conference rooms, interview facilities, student work/breakout rooms, and reception areas.

The Master of Business Administration (MBA) program began in fall of 1978. The major objective of this program is to develop the student's analytical skills, critical thinking, problem solving, and decision-making capabilities and to provide the basic knowledge needed for the solution of business problems.

In order to earn the MBA degree, the student must successfully complete a 37 credit hour program in Accounting, Business Ethics, Business Law, Economics, Finance, Management, Management Science, and Marketing.

The School of Business offers dual degree programs with the Norman Adrian Wiggins School of Law, Campbell's College of Pharmacy and Health Sciences, and Campbell University's Divinity School. Students in these programs get the opportunity to earn both degrees simultaneously. In addition, our 4+1 Program option enables students the opportunity to complete their undergraduate and MBA degrees in a five year period.

The Master of Trust and Wealth Management (MTWM) was established in 2002 to enable graduate students to develop the technical, analytical, institutional, and communications skills that help them to succeed in the financial services industry. Students are expected to gain expertise in the following core areas: personal financial planning, risk management and insurance, security analysis, portfolio management, tax planning, fiduciary practice, estate and trust administration,

and estate planning. This program is oriented toward placing students into professional positions within bank trust departments, private trust companies, investment management and securities firms, and financial planning firms. The MTWM Program is registered with the Certified Financial Planner Board of Standards, Inc. Graduates of the MTWM Program are eligible to sit for the national CFP® Certification Examinations and earn the certification. [Certified Financial Planner Board of Standards, Inc. owns the marks CFP®, CERTIFIED FINANCIAL PLANNER™, and CFP (with flame logo)®, which it awards to individuals who successfully complete initial and ongoing certification requirements].

MISSION, VISION AND VALUES OF THE LUNDY-FETTERMAN SCHOOL OF BUSINESS

Our Vision:

The Lundy-Fetterman School of Business will be a premier educational innovator preparing ethical and socially responsible business leaders.

Our Mission:

The Lundy-Fetterman School of Business provides students with a comprehensive professional education that instills in them a commitment to service, lifelong learning, ethical behavior and the free enterprise system.

Our Values:

- Christian Ideals: Modeling truth, integrity, love and grace and integrating these principles into our teaching, research and service.
- Supportive Community: Students, faculty, staff and alumni building lasting relationships that make a positive difference.
- Entrepreneurial Thinking: Creative, productive and innovative approaches to business and organizational life.
- Intellectual Rigor: Challenging educational activities, critical analysis, and integrative application.
- Experiential Learning: Learning that extends beyond the classroom through service, work experiences, and international educational opportunities.

ACCREDITATION

Campbell University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award Associate, Baccalaureate, Masters, Education Specialist, and Doctorate degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Campbell University. The Commission should be contacted only if there is evidence that appears to support the University's significant non-compliance with an accreditation requirement or standard. Normal inquiries about Campbell University, such as admission requirements, financial aid, educational programs, etc., should be addressed directly to the appropriate office of the University and not to the Commission's office.

Accreditation Council for Business Schools and Programs

The Lundy-Fetterman School of Business undergraduate and graduate programs are accredited by and in good standing with the Accreditation Council for Business Schools and Programs (ACBSP). ACBSP is a global organization that provides specialized accreditation for business degree programs. The ACBSP accreditation review draws from the processes instantiated by Baldrige Performance Excellence Program for continuous improvement. The Campbell Business accreditation applies to business programs offered on the main campus and at the extended campus locations at Fort Bragg, Camp Lejeune, the RTP Campus, and the Law School in Raleigh.



MASTER OF BUSINESS ADMINISTRATION PROGRAM

2019-2020

MASTER OF BUSINESS ADMINISTRATION PROGRAM

The major objective of the graduate program in business administration is to develop the student's analytical, critical, problem solving and decision-making capabilities and to provide the knowledge needed for the solution of business problems.

Graduate school differs from your undergraduate studies in several important ways:

- Graduate programs provide opportunities for students to gain advanced knowledge and skills not previously gained from a bachelor's degree.
- Success in graduate programs is much more than striving for good grades in course work.
- As a graduate student, you are expected to demonstrate initiative, ambition, enthusiasm, intellectual curiosity, and creativity.
- Coursework is only part of your program. Reading and discussing ideas outside class with peers and faculty are critical components of graduate study. You will not fully attain graduate-level expertise through assigned course work alone. Independent discovery and discussions are critical as well.
- Professors should be viewed as colleagues who expect you to perform as a fellow member of the profession. This means you are expected to keep commitments in terms of class attendance, preparation, and participation.
- As a graduate student, you should develop the ability to ask probing questions and seek answers often on your own. Graduate studies help you to learn how to address problems, not how to recite doctrine.

MBA PROGRAM FORMATS

The Master of Business Administration Program is designed to accommodate the needs of students having a bachelor's degree in business and students with degrees in other fields.

The MBA program is offered in several formats by Campbell University, allowing students to choose the program that's best for their busy schedule.

MBA for Professionals

The MBA for Professionals program is designed for the working adult who holds an undergraduate degree. This program allows students to take evening classes at our downtown Raleigh location, our Buies Creek location, and/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. Classes meet one night per week from 6:00pm – 10:00pm. With 6 eight-week terms during a calendar year (Fall I, Fall II, Spring I, Spring II, Summer I, and Summer II), students who choose a more accelerated option can complete the curriculum in as little as 12 months.

Online MBA

The Online MBA program is designed for the working adult who holds an undergraduate degree and allows students to earn their degree entirely online. Our full-time business professors teach our online courses allowing you to interact and learn from our School of Business faculty, and providing you with the same benefits as an on-campus student. Online classes are asynchronous allowing students the flexibility to choose the time that works best for the schedule to study and learn.

Online students can choose the pace by which they move through the curriculum. With 6 eight-week terms during a calendar year (Fall I, Fall II, Spring I, Spring II, Summer I, and Summer II), students who choose a more accelerated option can complete the curriculum in as little as 12 months.

Full-Time MBA

The Full-Time MBA program is ideal for students who hold an undergraduate degree, but have minimal to no work experience. Full-Time MBA students take eight-week evening classes and may attend courses at our main campus in Buies Creek, NC, or online.

Most students in the Full-Time MBA Program typically complete the degree in two academic years, however students can alter their pace through the program with permission from the MBA Program Director.

4+1 MBA Program

The Business School 4+1 MBA Program offers current Campbell undergraduate students the opportunity to earn an undergraduate and graduate degree in five years. Any student pursuing an undergraduate degree at Campbell University in any major may apply to the 4+1 MBA Program. Students must be completing their undergraduate work at the Buies Creek campus.

Students majoring in a business major (BBA) or Bachelor of Science (BS) in Sport Management meet the prerequisite coursework for the MBA. Students pursuing all other undergraduate majors will be required to complete a Business Administration minor in order to meet the prerequisite coursework.

Undergraduate students may apply for the admission to the 4+1 MBA Program during the spring semester of their junior year. Students in the 4+1 MBA Program pay undergraduate tuition and fees for the first 4 years (as a designated undergraduate student) and then pay graduate tuition for the 5th year (as a designated graduate student). Review the impact of financial assistance under the General Information – Campbell University section. Should a student decide to no longer pursue the 4+1 MBA track and graduate in 4 years, the MBA credits previously taken can be counted towards the completion of the MBA Program after a two-year probation period.

The 4+1 MBA Program features eight-week evening accelerated classes. Students in the 4+1 program are to take main campus classes or courses at the law school if approved. 4+1 MBA students are not allowed to take online MBA courses.

In addition to the regular course load, students must also fulfill a 200-hour work experience requirement prior to program completion.

Professional Dual Degree Options

The School of Business offers dual degree programs with the Norman Adrian Wiggins School of Law, College of Pharmacy & Health Sciences, and Campbell University Divinity School. Students in these programs get the opportunity to attain both degrees simultaneously.

Students in the professional dual degree programs (JD, PharmD, MDiv, MSCR, MSPH) are permitted to their MBA take classes on main campus, at the law school or online.

Students must gain admission to both programs to pursue the dual degree.

JD/MBA

Through a cooperative arrangement between the Norman Adrian Wiggins School of Law and the Lundy-Fetterman School of Business students may pursue the Juris Doctor (JD) and Master of Business Administration (MBA) degree simultaneously. Students who satisfactorily complete the first year of studies in the School of Law may, upon recommendation of the Law School, be admitted into the MBA program. Students will not be required to take the GMAT or GRE. The LSAT score will be considered in lieu of the GMAT or GRE score. Through careful planning, most students complete the requirements for these two degrees within three years.

MDiv/MBA

The dual MDiv and MBA program is offered to ministers and other interested persons who desire to complement and integrate their theological education with a foundation in business administration. A full-time student could expect to finish the two degrees in four years of study.

MSCR/MBA

Through a cooperative arrangement between the Campbell University College of Pharmacy and Health Sciences and the Lundy-Fetterman School of Business students may pursue the Master of Business Administration (MBA) and Master of Science in Clinical Research degrees simultaneously. Through careful planning, most students finish the two degrees in three years of study. Students may choose to complete the MBA fully online to accommodate the online nature of the MSCR degree.

MSPH/MBA

Through a cooperative arrangement between the Campbell University College of Pharmacy & Health Sciences and the Lundy-Fetterman School of Business students may pursue the Master of Business Administration (MBA) and Master of Science in Public Health degrees simultaneously. Through careful planning, most students finish the two degrees in two years of study.

PharmD/MBA

Through a cooperative arrangement between the Campbell University College of Pharmacy and Health Sciences and the Lundy-Fetterman School of Business students may pursue the Doctor of Pharmacy (PharmD) and Master of Business Administration (MBA) degree. Students interested in pursuing the dual degree program will complete both degrees simultaneously. Students actively enrolled in the PharmD program may, upon recommendation of the Pharmacy School, be admitted into the MBA program. Students will not be required to take the GMAT or GRE. The PCAT score will be considered in lieu of the GMAT or GRE score. Through careful planning, most students the two degrees in four years of study.

Professional Development Program

The Professional Development program allows students to take up to three MBA courses for general education or professional development purposes as non-degree seeking students. Students may also transfer their courses into the program if they choose to apply and are admitted to the MBA program.

PREFERRED ADMISSION QUALIFICATIONS FOR MBA PROGRAMS

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 point scale on all undergraduate coursework.
3. A minimal score of 450 on the Graduate Management Admission Test (GMAT) or 298 on the Graduate Record Examination (GRE).
4. Demonstration of undergraduate-level competencies in Accounting, Economics, and Statistics*.
5. *For MBA for Professionals and Online MBA Only.* Minimum of two (2) years post-baccalaureate or professional work experience.

4+1 MBA Option

1. Junior in good standing at Campbell University.
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 a combined quantitative and verbal score of 298 on the GRE.

Professional Dual Degree Programs

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 point scale on all undergraduate coursework.
3. Demonstration of undergraduate-level competencies in Accounting, Economics, and Statistics*.

Professional Development Program

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 point scale on all undergraduate coursework.
3. Minimum of two (2) years of post-baccalaureate or professional work experience.

****Demonstration of Undergraduate-Level Competencies***

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

Please note that meeting the preferred admission qualifications does not guarantee admission. Applicants' personal statements, letters of recommendations, specific course grades, and work experience will be considered in addition to GPA and test scores.

Students seeking full standing admission to any of the Campbell University MBA programs are required to have successfully completed the following undergraduate prerequisite courses at any accredited college or university.

*There are three exceptions to this policy:

Course	Credit Hours
Accounting	3
Economics	3
Statistics	3
Total	9

1. Students who complete a Campbell University BBA degree or Business Administration minor are considered to have met all of the necessary prerequisite requirements whether or not they have completed these specific courses. Campbell's BBA degree programs all cover the common professional components (CPC) related to these prerequisite courses.
2. Obtaining the equivalent credit(s) by passing a competency exam such as CLEP.
3. Students who complete and pass the relevant non-credit online prep courses offered through the Campbell Business School will be considered to have satisfied the prerequisite requirements. A score of 80% or more is passing. Students will have two opportunities to achieve this score.

Applicants who have not successfully completed the prerequisite undergraduate courses will be granted provisional admission to the MBA Program if they meet the other admission criteria. Prerequisites will need to be completed prior to taking the graduate level course equivalent. Upon successfully completing the prerequisite courses the student will be granted full admission status.

The Graduate Program office can assist students in planning their prerequisite courses and adjust their schedules accordingly. For additional information, please contact the Campbell University Graduate Program office at (910) 814-4308 or mba@campbell.edu.

APPLICATION PROCESS FOR MBA PROGRAMS

Application requirements vary based on the program format.

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

1. Complete the Online Application Form through the School of Business website. The following should be attached to the application:
 - a. Updated Resume
 - b. 1-page personal statement
 - c. Three letters of recommendation from professional persons who have been directly involved in the student's academic and/or professional work.
2. Submit official copies of transcripts from all colleges and universities previously attended
3. Request an official copy of the GMAT (7F7-OL-18) or GRE (8567) score report to be sent directly from the testing center to the School of Business Graduate Programs Office. Applicants meeting certain work experience and education requirements may be considered for a GMAT/GRE Waiver. Please contact the Graduate Program Office for more information regarding the waiver.

4+1 MBA Option

1. Complete the Online Application Form through the School of Business website. The following should be attached to the application:
 - a. Updated Resume
 - b. 1-page personal statement
 - c. Three letters of recommendation from professional persons who have been directly involved in the student's academic and/or professional work.
2. Request an official copy of the GMAT (7F7-OL-18) or GRE (8567) score report to be sent directly from the testing center to the School of Business Graduate Programs Office.

Professional Dual Degree Programs

1. Application and acceptance into the relevant partner school:
 - a. Juris Doctorate (JD)
 - b. Master of Divinity (MDiv)
 - c. Master of Science in Clinical Research (MSCR)
 - d. Master of Science in Public Health (MSPH)
 - e. Doctorate of Pharmacy (PharmD)
2. Complete the MBA Online Application Form through the School of Business website. The following should be attached to the application:
 - a. Updated Resume
 - b. 1-page personal statement
3. Applicant will request a copy of their partner school application be forwarded to the Graduate Programs Office at the School of Business. The School of Business will use the test scores (PCAT, LSAT, etc.), official transcripts and letters of recommendation from the student's partner school.

Professional Development Program

1. Complete the MBA Online Application Form through the School of Business website. The following should be attached to the application:
 - a. Updated Resume
 - b. 1-page personal statement
2. Request an official copy of the transcript(s) of all colleges and universities previously attended be sent directly to the School of Business Graduate Programs Office.

Additional Requirements for International Students

International students are required to provide the following information to be admitted in the MBA Program in addition to the program admission requirements:

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) or a score of 5.5 or better on the International English Language Testing System (IELTS).
 2. Certified/official copies of all transcripts, degrees, and diplomas in English and/or original evaluation of the same documents from Educational Testing Service (ETS)
 3. An affidavit of financial responsibility in order for the University to issue an I-20 Form
 4. Copy of Passport
 5. Contact the Campbell University International Admissions Office at intl@campbell.edu for additional information.
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Action on Applications

The Graduate Admissions Committee will make appropriate reviews after receiving the completed application. Applicants are notified typically within 10 business days of a completed application, whether or not admission has been granted. The institution reserves the right to refuse admission to any applicant.

Starting the MBA Program

Upon receipt of a program acceptance letter from the Graduate Program Office, contact the Assistant Director to register for orientation and classes and plan your MBA track.

MBA PROGRAM CURRICULUM REQUIREMENTS

In order to earn the Master of Business Administration degree, candidates must satisfy the following course requirements:

Core Curriculum Courses (28 credit hours)

MBA 700 – Orientation to Innovation, Design Thinking & the CU MBA	1
MBA 710 – Accounting for Decision Making	3
MBA 720 – Applied Economics for Business Leaders	3
MBA 730 – Finance and Capital Management	3
MBA 740 – Communication & Critical Thinking for Ethical Decision Making	3
MBA 750 – Organizational Culture in a Changing Environment	3
MBA 760 – Business Analytics	3
MBA 770 – Digital and Contemporary Marketing Strategies	3
MBA 780 – Global Supply Chain Management	3
MBA 790 – Strategic Management “Live Case” Seminar (prerequisite completion of 21 MBA hour credit hours)	3

Electives Courses – Select 3 Courses from one focus area or a combination* (9 credit hours)

Traditional MBA Focus Area

MBA 701 – The Innovation Imperative	3
MBA 702 – Leading with your Strengths	3
MBA 708 – Special Topics	3
MBA 741 – Legal Environment of Business	3
MBA 742 – Advanced Negotiation and Analysis	3
MBA 751 – Project Management	3
MBA 752 – Human Resource Management	3
MBA 755 – Study Abroad	3
MBA 772 – Marketing Research	3

Financial Services Focus Area

MBA 732 – Management of Financial Institutions	3
TRST 630 – Investment Analysis	3
TRST 631 – Advanced Investment Analysis	3
TRST 633 – Advanced Income Taxation	3

Healthcare Management Focus Area

MBA 731 – Healthcare Finance	3
MBA 743 – Health Law and Policy	3
MBA 754 – Healthcare Management	3
MBA 771 – Healthcare Strategy and Marketing	3

Total..... 37

**Dual Degree students will transfer 9 credit hours from their partner degree program.*

MBA COURSE DESCRIPTIONS

Core Curriculum Courses

MBA 700: Orientation to Innovation, Design Thinking & the Campbell MBA

This course is designed to provide new students in the MBA program with an orientation to the nature of today's evolving business environment as well as their graduate experience at Campbell University. Utilizing recognized assessment instruments, students will reflect on their individual strengths and begin their personal development journey. There will also be a focus on team building, design thinking, presentation skills, and leadership. (Credit Hours: 1, Prerequisites: None)

MBA 710: Accounting for Decision Making

A course dealing with the use of accounting data for purposes of managerial control and decision-making. Topics covered include budgeting, standard costing, profit planning, and emerging approaches for measuring productivity, quality, and financial performance. Includes lecture, problem sets, and case studies. (Credit Hours: 3, Prerequisites: None)

MBA 720: Applied Economics for Business Leaders

The course presents a balanced coverage of both micro- and macroeconomic concepts, theories, issues, problems, and policy alternatives pertinent to the United States in a global setting. Extensive case studies help to bridge the gap between theoretical rigor and practical "real-world" applications of political economy from managerial decision-making and policy makers' perspectives. (Credit Hours: 3, Prerequisites: None)

MBA 730: Finance and Capital Management

A study of capital budgeting, financing, dividend, and working capital decisions. Topics include fundamentals of financial markets, valuation, shareholder-wealth maximization, financial statement analysis, cost of capital, asset pricing, hedging, entrepreneurial finance, and international financial issues. Case studies will supplement lectures, and a team project involving the development of a financial analysis of an actual venture/investment is required. (Credit Hours: 3, Prerequisites: None)

MBA 740: Communication & Critical Thinking for Ethical Decision Making

This multidisciplinary course examines communication techniques and strategies, while allowing students to practice and develop effective communication skills -- particularly writing skills and presentation skills. Additional emphasis will be placed on critical reflection, problem solving, case analysis and communication of the challenges of ethical decision making, particularly in the business and organizational context. (Credit Hours: 3, Prerequisites: None)

MBA 750: Organizational Culture in a Changing Environment

Based on a solid foundation of contemporary and classic scholarship, the course addresses organizational behavior theories and concepts in the context of current and emerging workplace realities. The course addresses the challenges associated with understanding, predicting, and controlling the behavior of individuals and groups in organizations and the impact of their behavior on the organization's bottom line. (Credit Hours: 3, Prerequisites: None)

MBA 760: Business Analytics

This course examines systematic approaches and computer information systems available to assist in collecting, understanding, and utilizing the various amounts of data collected by organizations in order to assist with effective decision making. The focus of the course will be on the application and analysis of information and “big data” so crucial in business today. (Credit Hours: 3, Prerequisites: None)

MBA 770: Digital and Contemporary Marketing Strategies

A study of the changing role of marketing of goods and services through an analysis of organizational activities such as selection of the product mix, pricing, advertising and communications, marketing research, and channels of distribution. Environmental issues considered will include legal, social, ethical, cultural, ecological, and technical variables. A particular emphasis will be placed on digital and mobile marketing efforts. Case studies along with individual and group projects will supplement class lectures. (Credit Hours: 3, Prerequisites: None)

MBA 780: Global Supply Chain Management

This course focuses on management and improvement of supply chain processes and performance at a global and domestic level. Students will explore important metrics for making supply chain decisions and will learn about tools for effective and efficient supply chain management, production planning, inventory control, order fulfillment, and supply chain coordination. Students will also investigate topics such as global supply chain design, logistics, and outsourcing, several other recent supply chain innovations. (Credit Hours: 3, Prerequisites: None)

MBA 790: Strategic Management “Live Case” Seminar

A capstone course for MBA students. In this course, students will be expected to use the knowledge and skills obtained in their graduate coursework in a “live case” consulting project with a local business or organization. Working in a team setting, groups will work with their assigned clients throughout the term to assist with the development of recommendations and strategies to address specific issues experienced by their client. The course will conclude with a professional consulting project document and presentation. (Credit Hours: 3, *Prerequisites: Completion of a total of 21 credit hours of MBA courses; only Online MBA students are allowed to take the online section of this course*)

Electives***Traditional MBA Focus Area***MBA 701: Innovation Imperative

This course attempts to bring into focus why innovation and creativity are today’s buzzwords. In an era of unprecedented change, companies required sustained innovation to gain and maintain a competitive advantage within their industry. This course will explore what it takes to seize the opportunities presented by globalization, new technologies, and increasingly worldwide infrastructure, and how to get the employees of an organization to live, breathe, and believe in innovation. (Credit Hours: 3, Prerequisites: None)

MBA 702: Leading with your Strengths

This course focuses on developing personal and team leadership strategies based on your top five Gallup Strengths. Students will develop the skills to deliver both formal and informal presentations, conduct negotiations, deliver interpersonal communications, as well as obtain an in-depth understanding of his/her own strengths and how those can be helpful for becoming a trustworthy leader. (Credit Hours: 3, Prerequisite: None)

MBA 708: Special Topics

From time to time faculty members may offer courses on important unique contemporary business topics from within their areas of expertise. Specific topics, expectations, teaching methods and assessment approaches will vary by instructor. Alternatively, student may have opportunities to engage in independent research/consulting projects, some of which involve working with businesses or non-profit organizations and providing recommendations to their management. (Credit Hours: 3, Prerequisites: None)

MBA 741: Legal Environment of Business

A study of the legal environment of the firm. Emphasis is placed upon the legal system, the process by which laws are formulated and changed, and the type and forms of legal constraints imposed on firms. Consideration is also given to major legislation, court cases, and federal agency regulations which effect decisions. (Credit Hours: 3, Prerequisites: None)

MBA 742: Advanced Negotiation and Analysis

This course examines intelligence-based deception detection, analysis, crisis management and negotiation. Students will have opportunities to apply the techniques that are taught throughout the course and will come away with skills that can be immediately put to use in business and in everyday life. Class topics include ethical considerations, detection of deception, critical interviewing, and persuasion methodologies developed and utilized within the US intelligence, financial, and corporate communities. Students will learn to identify influence and persuasion techniques and distinguish ethical methods of negotiation and intelligence analysis from those that are not. (Credit Hours: 3, Prerequisites: None)

MBA 751: Project Management

This course will explore the many dilemmas faced by managers overseeing special projects and will teach students how to break down a complex project into manageable segments, while also helping them develop skills to lead a diverse project team, and learn to effectively use tools to ensure that the project meets its deliverables and is completed within budget and on schedule. (Credit Hours: 3, Prerequisites: None)

MBA 752: Human Resource Management

This course addresses the human resource function as a key strategic function in successful organizations. The course recognizes the dynamic relationship between strategy, people, technology, and the processes that drive organizations. Key topic areas include: employment law, staffing, compensation, human resource development, and performance management. The course uses readings, lectures, class discussions, and application activities. The application activities will help students apply the concepts to their workplaces. The course prepares the student to participate in strategic business decisions on a global basis. (Credit Hours: 3, Prerequisites: None)

MBA 755 - Study Abroad

An experiential learning course which provides students with an exposure to an understanding of the distinctive characteristics of global versus domestic operations in foreign settings under the supervision of an appropriate faculty member. Various functional areas of business are explored through various site visits and presentations in the selected foreign country or countries. Appropriate background readings and assignments are required, along with the preparation of a paper relating to the experience as determined by the instructor. (Credit Hours: 3, Prerequisites: None)

MBA 772: Marketing Research

This course studies the methods, techniques, and procedures of acquiring, evaluating, and interpreting information for making marketing management decisions. Individual and group projects will illustrate the practical use of the tools utilized in research methodology. While the course has no stated prerequisites, it is expected that a student enrolling in this class has basic knowledge of regression analysis and analysis of variance. (Credit Hours: 3, Prerequisites: None)

Financial Services Focus Area

TRST courses are only offered in Raleigh

MBA 732: Management of Financial Institutions

An examination of financial decision-making by commercial banks and other financial institutions operating in the financial-services sector. Topics include the roles of financial institutions; management of challenges associated with such factors as interest-rate fluctuations, market risk, credit risk, and liquidity risk; performance analysis; strategy development; asset-liability management; global aspects of managing a financial institution; hedging; and securitization. A team project involving the preparation of a strategic plan for financial institution is required. (Credit Hours: 3, Prerequisites: None)

TRST 630: Investment Analysis

A study of security analysis, with an emphasis on fundamental analysis of equities and bonds. Specific topics include market efficiency and anomalies, security valuation, asset pricing models, equity and bond fundamentals, and the use of futures and options markets. A team project involving the analysis of an actual common stock is required. (Credit Hours: 3, Prerequisites: None)

TRST 631: Advanced Investment Analysis

A study of portfolio management, with an emphasis on customizing asset allocation strategies and tactics for individual and institutional investors. Modern Portfolio Theory is introduced and applied. Topics also include bond management strategies, portfolio performance evaluation, international diversification, and the assessment of alternative investments. Team project involving the development of an investment plan and then the management of an associated investment portfolio is required. (Credit Hours: 3; Prerequisite: TRST 630)

TRST 633: Advanced Income Taxation

A study of the principles and rationale of the federal income tax laws and their impact on complex tax situations. There will be an emphasis on advanced strategies to minimize the impact of federal income taxes. (Credit Hours: 3, Prerequisites: None)

Healthcare Management Focus Area

Only offered online.

MBA 731: Healthcare Finance

An in-depth survey of the key managerial accounting principles and financial management tools with specific applications, using case methods, to the ever-changing healthcare industry and its major stakeholders including healthcare providers, insurers, policy makers, patients, and the general public. (Credit Hours: 3, Prerequisites: None)

MBA 743: Health Law and Policy

This course provides an advanced overview of a wide range of topics in the area of health policy, law and ethics. Students will become familiar with the evolution of health care policy as well as potential legal and ethical problems in various health care settings. They will also learn to differentiate between legal and ethical problems. Among the subject areas covered are licensing, professional liability, confidentiality, informed consent, professional relationships, access issues, antitrust, and bioethical issues, with particular emphasis on how these areas impact management practice. (Credit Hours: 3, Prerequisites: None)

MBA 754: Healthcare Management

The course design will enable students to gain insight and knowledge in the various areas of healthcare management necessary to be able to succeed in the healthcare industry. The course explores factors such as the external environment, the organization's culture, and processes and structure which affect the way a manager carries out his/her role. The course will also help students develop skills and knowledge in key processes such as planning, decision-making, human resource management and leading others. Finally, the course examines current and future challenges that managers face such as globalization, increasing speed of change, ethical behavior, and the changing economy. (Credit Hours: 3, Prerequisites: None)

MBA 771: Healthcare Strategy and Marketing

This course familiarizes students with strategic planning and marketing as they apply to health care organizations. During the course, students will develop practical skills in strategic management, such as internal and external environmental assessment, competitor analysis, and methods for evaluating strategic alternatives that can be used in different types of healthcare settings. The class will explore the leadership roles of governing boards, health care managers and clinicians in strategic environments. (Credit Hours: 3, Prerequisites: None)

REQUIREMENTS FOR THE GRANTING OF THE MBA DEGREE

Requirements for the granting of the MBA degree vary based on the program format.

Students in the MBA for Professionals or Online MBA Program must meet the following:

1. Admission in full standing
2. A minimum of thirty-seven credit hours in a program approved by the Director of the MBA Program
3. A minimum of thirty-one credit hours in the MBA Program must be completed at Campbell University
4. The completion of the required course of study, with at least a "B" (3.0) average, and no more than two "C" grades
5. Completion of the MBA Major Field Test ETS Exam taken in the final semester of the program
6. Completion of all requirements within a five-calendar-year period of time*
7. Completion of the Application for Graduation

Students in the Full-Time MBA Program or 4+1 MBA Program must meet the following:

1. Admission in full standing
2. A minimum of thirty-seven credit hours in a program approved by the Director of the MBA Program
3. A minimum of thirty-one credit hours in the MBA Program must be completed at Campbell University
4. The completion of the required course of study, with at least a "B" (3.0) average, and no more than two "C" grades
5. Completion of Business Administration minor (for non-business majors)
6. Minimum of 200 hours documented work experience
7. Completion of the MBA Major Field Test ETS Exam taken in the final semester of the program
8. Completion of all requirements within a five-calendar-year period of time*
9. Completion of the Application for Graduation

Students in the Dual Degree MBA Program must meet the following:

1. Admission in full standing
2. A minimum of twenty-eight credit hours in a program approved by the Director of the MBA Program
3. A minimum of nineteen credit hours in the MBA Program must be completed at Campbell University
4. The completion of the required course of study, with at least a "B" (3.0) average, and no more than two "C" grades (credit hours transferred from the partner graduate program do not count towards the MBA GPA)
5. Completion of the MBA Major Field Test ETS Exam taken in the final semester of the program

6. Completion of all requirements within a five-calendar-year period of time*
7. Completion of the Application for Graduation

*If the student cannot complete the requirements within the five-calendar-year period of time, then the student should apply to the MBA Program Director for a waiver.

Master of Business Administration Major Field Test ETS Exam

All MBA students are required to take the ETS exam. The ETS® Major Field Test is a comprehensive undergraduate and MBA outcome assessment designed to measure the critical knowledge and understanding obtained by students in a major field of study. The Major Field Test goes beyond the measurement of factual knowledge by helping to evaluate the students' ability to analyze and solve problems, understand relationships and interpret material from their major field of study.

Application for Graduation

A student must apply for granting of the MBA degree to the Registrar's Office during the semester upon which the degree is expected to be conferred. An audit will be completed of all courses and grades before a diploma is ordered. Degrees are conferred in December, May, and August. Note that although degrees may be conferred in August, there is no graduation ceremony at that time. August graduates may choose to attend graduation ceremonies the following December.

ACADEMIC STANDARDS FOR THE MBA DEGREE

Grading System

The following grading system is used in graduate courses by the Lundy-Fetterman School of Business.

- A** Excellent work of highest professional quality (4 quality points per credit hour)
- B** Good work of professional quality (3 quality points per credit hour)
- C** Passing work (2 quality points per credit hour)
- F** Failing (No quality points assigned)
- I** Incomplete. Incomplete work must be completed within the next semester or the grade becomes an F.
- W** Withdrew. May only be assigned when the student withdraws during the no-penalty period. A grade of W will not be used in computing an individual's GPA.

Good Standing

All students must maintain a 3.0 grade point average to remain in good standing. Any student whose grade point average is below a 3.0 at the end of a semester or receives an "F" grade will be placed on academic probation. There are three semesters: Fall, Spring, and Summer. A 3.0 grade point average must be obtained by the completion of the following semester in order for the student to continue in the MBA Program. Students who are on academic probation may also be subject to additional restrictions. A student who has been academically dismissed for a low grade point average is eligible to reapply for admission after a period of one year. However, he/she will become ineligible to graduate with honors.

Repeat Courses

A student who receives an "F" or whose GPA falls below the required "B" average will have the opportunity to repeat course(s). A student may have no more than two "C" grades to be granted the MBA Degree. If a student receives more than two "C" grades, they will have the opportunity to repeat course(s). If a student receives an "F" grade, the student is automatically placed on academic probation and may be subject to additional registration restrictions. A maximum of two repeats is allowed per student within the MBA curriculum (a student can repeat two courses each once, or one course twice). If after two repeat attempts, the student does not meet GPA requirements the student will be academically dismissed from the MBA Program.

For repeat courses, the last attempt will affect the final grade point average for good standing and graduation purposes. If the replacement grade is lower than the initial grade, the replacement grade will be used in determining the meeting of graduation requirements and calculating the student's grade point average. Previous hours passed, and previous quality points will not be considered, although they will remain on the student's permanent record. Students who have repeated courses will not be eligible to graduate with honors. Any quality point deficiencies resulting in below a 3.0 GPA must be eliminated within one semester or two terms for the student to continue in the graduate program.

Transfer Credit

The University will accept up to six credit hours in acceptable graduate transfer credits taken in the past five years at the time a student applies or is considered for admission to the Campbell University MBA Program. No transfer credit will be granted for graduate courses completed through another institution after a student has been accepted into the Campbell University MBA Program. Exceptions to this policy can be made by the Director of the MBA Program for instances in which a student is transferred by his/her employer to a location outside the market area of Campbell University's existing campuses.

Independent Study

Independent Study contracts are developed for classroom courses as a last resort and in the event of extenuating circumstances; e.g., course cancellation or job transfers outside the regions currently served by either of the two campuses, to accommodate students near degree completion. In all cases, the student must initiate the process and gain approval from the supervising professor, the Director of the MBA Program, the Dean of the School of Business, and the University Registrar prior to the beginning of the semester. All work for an independent study must be completed by the end of the semester in which the student enrolls for that independent study. No student may take more than one independent study per term and no more than two independent study courses in the program, unless approved by the Director of the MBA Program.

Full Course Load

Three credit hours per term or six credit hours per semester is considered full-time. Note, financial assistance may require a different number of credit hours for full-time status. Graduate business students choosing the "fast track" option may take up to 6 credit hours per term (12 credit hours per semester). Any requests to take more hours must be in writing to the MBA Director and the Dean of the Business School. Additionally, students requesting to take more hours must be at Full-Standing, have a 3.5 or higher GPA, have successfully completed at least 9 hours of coursework in the program, and have no 'C' grades on their transcript.

Course Substitutions

The Director of the MBA Program has the authority to approve subject substitutions for students who receive education benefits from the Veteran's Administration. Normally, course substitutions will be restricted to two without approval action from the North Carolina State Approving Agency.

Class Attendance

Punctual and regular class attendance is expected from all graduate business students. Students who miss more than fifteen percent of the class meetings will receive a grade of an "F" in the course unless arrangements are made with the faculty member prior to the absence.

Graduation with Honors

Students who achieve a grade point average of 3.70 will graduate cum laude; those with a grade point average of 3.80 will graduate magna cum laude; and those with a grade point average of 3.90 or better will graduate summa cum laude. Note that in the case where any student repeats a course, he or she will not qualify for graduation with honors.

All MBA courses are included in the grade point average calculations for honors purposes. The Law School, Divinity School, College of Pharmacy and transfer courses are not included in these calculations.

Adding/Dropping Courses

Students are allowed to add and drop courses throughout the term and semester. The drop/ add policy for semester long courses follows the undergraduate course policy (see undergraduate bulletin). Below is the withdrawal calendar for 8-week courses:

Week 1 - Add/Drop

Week 2 - Drop

Week 3 - Withdraw

Week 4 - Withdraw

Week 5 - Withdraw

Week 6 - Grade = F

Week 7 - Grade = F

Week 8 - Grade = F

Withdrawals

Drop-Add

Deadlines are published each session for dropping and adding courses. A course may be added during the first week of a regular session. A course may be dropped without a grade for a period of two weeks. Students will not be allowed to drop or add courses without permission.

Withdrawal from a Course

Students withdrawing from any course before the published withdrawal deadline will receive a grade of "W".

Students will not be allowed to withdraw from a course without permission. Students who do not properly withdraw from a course, by published date of withdrawal will be assigned a grade of "F."

Medical Withdrawals

Medical withdrawals may be granted at any point within the session, only for those instances where an incapacitating injury or illness prevents the student from completing the session. Contemporaneous or other appropriate medical documentation from a physician who administered care at the time of the illness or injury that clearly establishes the student's inability to complete the term as a result of that illness or injury must be submitted along with a written request for medical withdrawal. All medical withdrawals must be approved by the Dean. Approved medical withdrawals will result in students receiving grades of "W" in all courses for that session.

Deployment Withdrawals

Deployment withdrawals (to include domestic and international deployment) may be granted at any point within the session. The service member being deployed must present orders along with the request to withdraw. All deployment withdrawals must be approved by the Dean. Approved deployment withdrawals will result in students receiving grades of "W" in all courses for that session.

Withdrawal from the University

Withdrawal from the University should only be considered after a careful and thorough evaluation of the academic, financial, and personal impacts arising from such an action. In all cases, students should first meet with the Director of the MBA Program or Assistant Director for Graduate Programs to discuss withdrawal from the University. Failure to withdraw by the published withdrawal deadline will result in the issuance of a grade of "F" in every course, which will adversely affect student's grade point average.

Refund Policy

Students may withdraw and receive a full refund of tuition provided the withdrawal is made by the fifth business day of the course term. No refund will be made after the fifth business day of the course term. If the course is a 16-week course, the refund policy follows the main university's undergraduate course refund policy. A withdrawal form should be completed and submitted to the Graduate Program Office.

The Eight-Year Academic Forgiveness Policy

The Campbell University MBA Program has an academic forgiveness policy for which eligible candidates may apply. To be eligible, a candidate's course credits must be at least eight years old. Under the terms of the eight-year forgiveness policy, failing grades will not be charged against a student's grade point average.

Guest Students

Students in good standing in other graduate schools may enroll for graduate study at Campbell University, provided they have written permission of the Dean of the Graduate School where they attend and the Director of the MBA Program at Campbell University. An Application for Admission should also be submitted to the Graduate Admissions Office.

In addition, students who have completed an MBA degree from an accredited institution may enroll for graduate study at Campbell University provided they have written permission from the Director of Campbell's MBA Program.

Readmission

Any student who interrupts his/her graduate program by not registering for course work during any semester or two terms of the regular academic year without notifying the Graduate Programs Office must apply for readmission by completing the online application form, and submitting other application materials if requested, before he/she can resume graduate studies*. All applications for readmission should be presented to the School of Business Graduate Admissions Office at least ten business days prior to the beginning of the term in which a student wishes to resume graduate work.

**If arrangements are made with the Assistant Director of Graduate Programs prior to the interruption of studies, this may not be required.*

GENERAL INFORMATION – MBA PROGRAM

Advisement

Upon admission to the MBA Program, students will send in a pre-registration form into the Graduate Programs Office to confirm their seat in the MBA Program. Students will receive a proposed academic plan to assist with sequencing their program courses. Students are allowed to have a flexible schedule, but must notify the Assistant Director of Graduate Programs to verify the student is progressing towards degree completion. Students will be registered for classes each semester by the Assistant Director of Graduate Program.

Registration

The Assistant Director of Graduate Programs will provide registration information after students submit their pre-registration form confirming their seat in the MBA Program. In subsequent terms, students will submit a registration form requesting courses for the semester. The Assistant Director of Graduate Programs will review student academic files to confirm registration. Students must notify the Director or the Assistant Director of their intention to not register for courses during a term or to drop out of the program.

Scheduling of Classes

Unless otherwise stated, evening classes meet once a week for eight weeks from 6:00 p.m. to 10:00 p.m. on a designated night for each campus. See the MBA website for a complete schedule.

Campbell University reserves the right to change the schedule, limit enrollment, and cancel classes with insufficient enrollment.



MASTER OF TRUST & WEALTH MANAGEMENT

2019-2020

MASTER OF TRUST AND WEALTH MANAGEMENT PROGRAM

The Master of Trust and Wealth Management (MTWM) Program was established in 2002 to enable graduate students to develop the technical, analytical, institutional, and communication skills that will help them to succeed in the financial services industry. Students are expected to gain expertise in the following core areas: personal financial planning, risk management and insurance, security analysis, portfolio management, tax planning, fiduciary practice, estate and trust administration, and estate planning. The program is oriented toward placing students into professional positions within bank trust departments, private banking departments, investment management and securities firms, and financial planning firms. The MTWM Program is offered exclusively at the Norman Adrian Wiggins School of Law in Raleigh, NC. Students may complete their scheduled classwork in twelve months or may elect the optional two-year program cycle, completing the classwork in twenty-four months.

Students targeted for the MTWM Program include:

- College-degreed trust or private bankers without a formal educational background in the subject.
- Adults with at least an undergraduate degree seeking a career change to trust management, financial planning, investment planning, wealth management, or private banking.
- Business administration graduates interested in developing a specialization in a finance-related discipline.
- Liberal arts graduates interested in studies combining legal studies and finance.

The MTWM Program is a part of the Lundy-Fetterman School of Business. Campbell University's undergraduate and graduate degree programs in Trust and Wealth Management are the oldest and most highly recognized programs of their kind in the United States. The undergraduate program, established in 1968, was the brainchild of the dean of trust education in this country, Mr. Gilbert T. Stephenson, and Dr. Norman A. Wiggins, former President of Campbell University and a leading authority on trust education. Graduates of Campbell's Trust and Wealth Management programs are recognized nationwide for having the hands-on training, people skills, and technical expertise to take their place as leaders in the financial services industry.

The American Bankers Association offers the Certified Trust and Financial Adviser (CTFA) designation to trust personnel meeting certain experience and educational requirements. Trust officers wishing to receive the CTFA designation must pass a relevant examination. Students graduating from the MTWM Program are eligible to sit for the CTFA examination upon completion of the work experience requirement.

The MTWM Program is registered with the Certified Financial Planner Board of Standards, Inc. Graduates of the MTWM Program are eligible to sit for the national CFP® Certification Examinations and earn the certification. [Certified Financial Planner Board of Standards, Inc. owns

the marks CFP®, CERTIFIED FINANCIAL PLANNER™, and CFP (with flame logo)®, which it awards to individuals who successfully complete initial and ongoing certification requirements]

The Trust Education Foundation, Inc. was established in 1968 to ensure that the Trust and Wealth Management Program at Campbell University keeps pace with the growing needs of the industry. Senior managers representing most of the nation's leading trust institutions maintain seats on the Board of Directors and provide input regarding curriculum, industry developments and consequences for professional education to Campbell's faculty and administrators.

PREFERRED ADMISSION QUALIFICATIONS FOR THE MTWM PROGRAM

Applicants to the MTWM program should meet the following admissions qualifications:

- 1. A bachelor’s degree from an accredited institution of higher education
- 2. A minimum grade point average of 3.0 on a 4.0 scale on all undergraduate coursework
- 3. Demonstration of undergraduate-level competencies in Accounting, Corporate Finance, and Economics*
- 4. A minimal score of 450 on the Graduate Management Admissions Test (GMAT), 298 on the Graduate Record Examination (GRE) or comparable score on the LSAT.
- 5. Minimum of two (2) years of post-baccalaureate or professional work experience.

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

Please note that meeting the preferred admission qualifications does not guarantee admission. Applicants’ personal statements, letters of recommendations, specific course grades, and work experience will be considered in addition to GPA and test scores.

*** *Demonstration of Undergraduate-Level Competencies***

Students seeking full standing admission to the Campbell University MTWM program are required to have successfully completed the following undergraduate prerequisite courses at any accredited college or university.

Course	Credit Hours
Accounting	3
Corporate Finance	3
Economics	3
Total	9

*There are two exceptions to this policy:

- 1. Students who complete a Campbell University BBA degree are considered to have met all of the necessary prerequisite requirements whether or not they have completed these specific courses. Campbell’s BBA degree programs all cover the common professional components (CPC) related to these prerequisite courses.
- 2. Students who complete and pass the relevant non-credit online prep courses offered through the Campbell Business School will be considered to have satisfied the

prerequisite requirements. A score of 80% or more is passing. Students will have two opportunities to achieve this score.

Applicants who have not successfully completed the prerequisite undergraduate courses will be granted provisional admission to the MTWM Program if they meet the other admission criteria. These students will have until the conclusion of Fall II to successfully complete the prerequisite undergraduate courses. Upon successfully completing the prerequisite courses the student will be granted full admission status. If a student does not successfully complete the prerequisite undergraduate courses by the conclusion of Fall II, they will not be allowed to continue in the MTWM Program and must apply for readmission in a subsequent year.

The Graduate Program office can assist students in planning their prerequisite courses and adjust their schedules accordingly. For additional information please contact the Campbell University Graduate Program office at (910) 814-4308 or mba@campbell.

APPLICATION PROCESS FOR THE MTWM PROGRAM

To be considered for admission to the MTWM Program, a candidate should complete the following:

1. Complete the Online Application Form through the School of Business website. The following should be attached to the application:
 - a. Updated Resume
 - b. 1-page personal statement
 - c. Three letters of recommendation from professional persons who have been directly involved in the student's academic and/or professional work.*
2. Submit official copies of transcripts from all colleges and universities previously attended.*
3. Request an official copy of the GMAT (7F7-0L-18) or GRE (8567) score report to be sent directly from the testing center to the School of Business Graduate Programs Office. Applicants meeting certain work experience and education requirements may be considered for a GMAT/GRE Waiver. Please contact the Graduate Program Office for more information regarding the waiver.

*Applicants applying to the Dual Degree Juris Doctorate (JD)/MTWM Program will request a copy of their Law School application be forwarded to the Graduate Programs Office at the School of Business. The School of Business will use the LSAT scores, official transcripts and letters of recommendation from the Law School application to complete the MTWM application.

Additional Requirements for International Students

International students are required to provide the following information to be admitted in the MBA Program in addition to the program admission requirements:

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) or a score of 5.5 or better on the International English Language Testing System (IELTS).
2. Certified/official copies of all transcripts, degrees, and diplomas in English and/or original evaluation of the same documents from Educational Testing Service (ETS)
3. An affidavit of financial responsibility in order for the University to issue an I-20 Form
4. Copy of Passport
5. Contact the Campbell University International Admissions Office at intl@campbell.edu for additional information.

Action on Applications

The Graduate Admissions Committee will make appropriate reviews after receiving the completed application. Applicants are notified, within 10 business days, whether or not admission has been granted. The institution reserves the right to refuse admission to any applicant.

Starting the MTWM Program

Upon receipt of a program acceptance letter from the Graduate Program Office, contact the Assistant Director to register for classes and plan your MTWM track.

MTWM PROGRAM CURRICULUM REQUIREMENTS

In order to earn the Master of Trust and Wealth Management degree, candidates must satisfy the following course requirements in either the one-year or two-year program cycle below:

MTWM ONE-YEAR PROGRAM

Fall I

TRST 710 – Application of Fiduciary Principles (Monday Evenings)	3
TRST 620 – Financial Planning Seminar (Wednesday Evenings)	3

Fall II

TRST 630 – Investment Analysis (Monday Evenings)	3
TRST 720 – Estate Taxation Seminar (Wednesday Evenings)	3

Spring I

TRST 730 – Gift and Fiduciary Income Taxation Seminar (Monday Evenings)	3
TRST 631 – Advanced Investment Analysis (Wednesday Evenings)	3

Spring II

TRST 633 – Advanced Income Taxation (Monday Evenings)	3
TRST 740 – Risk Management Applications (Wednesday Evenings)	3

Summer I

TRST 745 – Wealth Management Sales (Monday Evenings)	3
TRST 750 – Advanced Retirement Planning (Wednesday Evenings)	3
TRST 780 – Legal/Regulatory Issues (Tuesday Evenings)	3

Summer II

TRST 760 - Advanced Estate Planning Seminar (Monday Evenings)	3
TRST 770 - Advanced Wealth Transfer Seminar (Wednesday Evenings)	3

Total	39
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MTWM TWO-YEAR PROGRAM**YEAR ONE****Fall I**

TRST 710 – Application of Fiduciary Principles (Monday Evenings).....	3
TRST 620 – Financial Planning Seminar (Wednesday Evenings).....	3

Fall II

TRST 630 – Investment Analysis (Monday Evenings)	3
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Spring I

TRST 631 – Advanced Investment Analysis (Wednesday Evenings)	3
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Spring II

TRST 740 – Risk Management Applications (Wednesday Evenings)	3
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Summer I

TRST 750 – Advanced Retirement Planning (Wednesday Evenings).....	3
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Summer II*No classes*

Total Hours Year One	18
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YEAR TWO**Fall I***No classes***Fall II**

TRST 720 – Estate Taxation Seminar (Wednesday Evenings).....	3
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Spring I

TRST 730 – Gift and Fiduciary Income Taxation Seminar (Wednesday Evenings).....	3
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Spring II

TRST 633 – Advanced Income Taxation (Monday Evenings).....	3
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Summer I

TRST 745 – Wealth Management Sales (Monday Evenings)	3
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TRST 780 – Legal/Regulatory Issues (Tuesday Evenings).....	3
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Summer II

TRST 760 - Advanced Estate Planning Seminar (Monday).....	3
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TRST 770 - Advanced Wealth Transfer Seminar (Wednesday Evenings)	3
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Total Hours Year Two	21
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MTWM COURSE DESCRIPTIONS

TRUST 620 Financial Planning Seminar

An integrative analysis of the financial planning process, including risk and investment management, as well as tax, retirement, and estate planning. Special focus on cutting-edge planning techniques for individuals, culminating in a detailed research project. (Credit Hours: 3)

TRUST 630 Investment Analysis

A study of security analysis, with an emphasis on fundamental analysis of equities and bonds. Specific topics include market efficiency and anomalies, security valuation, asset pricing models, equity and bond fundamentals, and the use of futures and options markets. Team project involving the analysis of an actual common stock is required. (Credit Hours: 3)

TRUST 631 Advanced Investment Analysis

A study of portfolio management, with an emphasis on customizing asset allocation strategies and tactics for individual and institutional investors. Modern Portfolio Theory is introduced and applied. Topics also include bond management strategies, portfolio performance evaluation, international diversification, and the assessment of alternative investments. Team project involving the development of an investment plan and then the management of an associated investment portfolio is required. (Credit Hours: 3; Prerequisite: TRST 630)

TRST 633 Advanced Income Taxation*

A study of the principles and rationale of the federal income tax laws and their impact on complex tax situations. There will be an emphasis on advanced strategies to minimize the impact of federal income taxes. *JD/MTWM may be waived from this course by transferring an approved LAW course. (Credit Hours: 3)

TRST 710 Application of Fiduciary Principles*

A comprehensive study of the duties and liabilities of a trustee with special focus on current trends by the judiciary to adapt to the current environment. The remedies to those harmed by fiduciary breaches will be presented in case study format. *JD/MTWM students do not need to take this course. (Credit Hours: 3)

TRST 720 Estate Taxation Seminar

A study of the principles and rationale of federal estate tax law as it continues to evolve in the 21st century. Emphasis on cutting-edge techniques to minimize the impact of the law, while maintaining flexibility to deal with future anticipated changes in the law. (Credit Hours: 3)

TRST 730 Gift and Fiduciary Income Taxation Seminar

A study of the principles and rationale of federal gift, generation-skipping, and fiduciary income tax laws and their impact on the wealth-transfer process. A focus on cutting-edge techniques to minimize the laws' impact on efficient wealth-transfer strategies will be presented in case study format. (Credit Hours: 3)

TRST 740 Risk Management Applications

A comprehensive analysis of the risk management process and its impact on the individual, business, and the economy in the 21st century. Case studies on current trends in risk management will be presented in class. (Credit Hours: 3)

TRST 745 Wealth Management Sales

A study of effective sales strategies in the current Wealth Management environment. The interdisciplinary approach reviews current product and service offerings across the wealth management spectrum and addresses the sales techniques appropriate for each product and service. The study includes sales cycle dynamics and managing the referral network and prospect pipeline. (Credit Hours: 3)

TRST 750 Advanced Retirement Planning

An advanced analysis of E.R.I.S.A. and its impact on various types of retirement plan offerings. A detailed focus on current trends and employer-liability issues will be emphasized using current real-life scenarios as case studies. (Credit Hours: 3)

TRST 760 Advanced Estate Planning Seminar

An advanced inter-disciplinary study of the use, conservation, and efficient transfer of wealth. Areas of emphasis include the law of property, wills, trusts, insurance, and taxation. Group case problems require analysis of complex scenarios and development of an appropriate estate plan. (Credit Hours: 3)

TRST 770 Advanced Wealth Transfer Seminar

An advanced examination of the appropriate techniques to facilitate wealth transfer through estate and trust administration. Complex case problems examine the risks of fiduciary administration as well as techniques required to fulfill legal requirements of probate proceedings. (Credit Hours: 3)

TRST 780 Legal/Regulatory Issues

A comprehensive analysis of the legal and regulatory environment facing the Wealth Management industry. Compliance considerations include; Regulation 9; Sarbanes/Oxley; OFAC; the Privacy Act; and other due diligence issues. Legal and Regulatory matters include the Uniform Trust Code, the Prudent Investor Act, the Uniform Principal and Income Act and their implications for fiduciary administration. (Credit Hours: 3)

Requirements for the Granting of the MTWM Degree

In order to be granted the MTWM degree, a student in the MTWM program, must meet the following:

1. Admission in full standing
 2. A minimum of thirty-nine credit hours in a program approved by the Director of the MTWM Program
 3. The completion of the required course of study, with at least a "B" (3.0) average, and no more than two "C" grades
 4. Completion of all requirements within a five-calendar year period of time
 5. Completion of the Application for Graduation*
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Application for Graduation

A student must apply for granting of the MTWM degree to the Registrar's Office during the semester upon which the degree is expected to be conferred. An audit will be completed of all courses and grades before a diploma is ordered. Degrees are conferred in December, May, and August. Note that although degrees may be conferred in August, there is no graduation ceremony at that time. August graduates may choose to attend graduation ceremonies the following December.

ACADEMIC STANDARDS FOR THE MTWM DEGREE

Grading System

The following grading system is used in graduate courses by the Lundy-Fetterman School of Business.

- A** Excellent work of highest professional quality (4 quality points per credit hour)
- B** Good work of professional quality (3 quality points per credit hour)
- C** Passing work (2 quality points per credit hour)
- F** Failing (No quality points assigned)
- I** Incomplete. Incomplete work must be completed within the next semester or the grade becomes an F.
- W** Withdrew. May only be assigned when the student withdraws during the no-penalty period. A grade of W will not be used in computing an individual's GPA.

Good Standing

All students must maintain a 3.0 grade point average to remain in good standing. Any student whose grade point average is below a 3.0 at the end of a semester or receives an "F" grade will be placed on academic probation. There are three semesters: Fall, Spring, and Summer. A 3.0 grade point average must be obtained by the completion of the following semester or 12 credit hours in order for the student to continue in the MTWM Program. A provisionally admitted student whose grade point average is below a 3.0 at the end of the initial 12 credit hour period will be academically dismissed from the program. Students who are on academic probation may also be subject to additional restrictions. A student who has been academically dismissed for a low grade point average is eligible to reapply for admission after a period of one year. However, he/she will become ineligible to graduate with honors.

Repeat Courses

A student who receives an "F" or whose GPA falls below the required "B" average will have the opportunity to repeat the course(s). A student may have no more than two "C" grades to be granted the MTWM Degree. If a student receives more than two "C" grades they will have the opportunity to repeat course(s). For repeat courses, the last attempt will affect the final grade point average for good standing and graduation purposes. If the replacement grade is lower than the initial grade, the replacement grade will be used in determining the meeting of graduation requirements and calculating the student's grade point average.

Previous hours passed, and previous quality points will not be considered, although they will remain on the student's permanent record. Students who have repeated courses will be ineligible to graduate with honors. Any quality point deficiencies resulting in below a 3.0 GPA must be eliminated within one semester or two terms for the student to continue in the graduate program.

Transfer Credit

*Transfer from the Norman Adrian Wiggins School of Law to the Lundy-Fetterman School of Business (six semester hours are credited).**

*TRST 710 – Application of Fiduciary Principles is waived for Law School students.

*TRST 633 – Advanced Income Taxation may be waived for Law School students by transferring an approved LAW course.

Full Course Load

Six credit hours is full time status during any regular term. Note, financial assistance may require a different number of credit hours for full-time status. Students must maintain continuous enrollment each term in order to remain in good standing. Students are required to complete the program in proper sequence of courses.

Course Substitutions

The Director of the MTWM Program has the authority to approve subject substitutions for students who receive education benefits from the Veteran's Administration. Normally, course substitutions will be restricted to two without approval action from the North Carolina State Approving Agency.

Class Attendance

Punctual and regular class attendance is expected from all graduate business students. Students who miss more than fifteen percent of the class meetings will receive a grade of an "F" in the course unless arrangements are made with the faculty member prior to the absence.

Graduation with Honors

Students who qualify for Master of Trust and Wealth Management honors must maintain a grade point average at Campbell equal to the minimum stated grade point average requirement for that honor.

Students who achieve a grade point average of 3.70 will be graduated cum laude; those with a grade point average of 3.80 will be graduated magna cum laude; and those with a grade point average of 3.90 will be graduated summa cum laude. Note that in the case where any student repeats a course, he or she will not qualify for graduation with honors.

All MTWM courses are included in the grade point average calculations for honors purposes. Law School and transfer courses are not included in these calculations.

Adding/Dropping Courses

Students are allowed to add and drop courses throughout the term and semester. The drop/add policy for semester long courses follows the undergraduate course policy (see undergraduate bulletin). Below is the withdrawal calendar for 8-week courses:

Week 1 - Add/Drop

Week 2 - Drop

Week 3 - Withdraw

Week 4 - Withdraw

Week 5 - Withdraw

Week 6 - Grade = F

Week 7 - Grade = F

Week 8 - Grade = F

Withdrawals

Drop-Add

Deadlines are published each session for dropping and adding courses. A course may be added during the first week of a regular session. A course may be dropped without a grade for a period of two weeks. Students will not be allowed to drop or add courses without permission.

Withdrawal from a Course

Students withdrawing from any course before the published withdrawal deadline will receive a grade of "W".

Students will not be allowed to withdraw from a course without permission. Students who do not properly withdraw from a course, by published date of withdrawal will be assigned a grade of "F."

Medical Withdrawals

Medical withdrawals may be granted at any point within the session, only for those instances where an incapacitating injury or illness prevents the student from completing the session. Contemporaneous or other appropriate medical documentation from a physician (i.e. medical doctor) who administered care at the time of the illness or injury that clearly establishes the student's inability to complete the term as a result of that illness or injury must be submitted along with a written request for medical withdrawal. All medical withdrawals must be approved by the Dean. Approved medical withdrawals will result in students receiving grades of "W" in all courses for that session.

Deployment Withdrawals

Deployment withdrawals (to include domestic and international deployment) may be granted at any point within the session. The service member being deployed must present orders along with the request to withdraw. All deployment withdrawals must be approved by the Dean. Approved deployment withdrawals will result in students receiving grades of "W" in all courses for that session.

Withdrawal from the University

Withdrawal from the University should only be considered after a careful and thorough evaluation of the academic, financial, and personal impacts arising from such an action. In all cases, students should first meet with the Director of the MTWM Program or Assistant Director of Graduate Programs to discuss withdrawal from the University. Failure to withdraw by the published withdrawal deadline will result in the issuance of a grade of "F" in every course, which will adversely affect student's grade point average.

Refund Policy

Students may withdraw and receive a full refund of tuition provided the withdrawal is made by the fifth business day of the course term. No refund will be made after the fifth business day of the course term. If the course is a 16-week course, the refund policy follows the main university's undergraduate course refund policy. A withdrawal form should be completed and submitted to the Graduate Program Office.

The Eight-Year Academic Forgiveness Policy

The Campbell University MTWM Program has an academic forgiveness policy for which eligible candidates may apply. To be eligible, a candidate's course credits must be at least eight years old. Under the terms of eight-year forgiveness policy, failing grades will not be charged against a student's grade point average.

Readmission

Any student who interrupts his/her graduate program by not registering for course work during any term of the regular academic year without notifying the Graduate Program Office must apply for readmission before he/she can resume graduate studies. All applications for readmission should be presented to the School of Business Graduate Admissions Office at least 10 business days prior to the beginning of the term in which a student wishes to resume graduate work. One consideration for denying immediate readmission is the student not being able to take the MTWM courses in the proper sequence as laid out in the MTWM curriculum.

GENERAL INFORMATION — MTWM PROGRAM

Advisement

Upon admission to the MTWM Program, students will send in a pre-registration form into the Graduate office to confirm their seat in the MTWM Program. Students will be registered for classes each semester by the Assistant Director of Graduate Program based on the cycle they are in; one-year or two-year.

Six credit hours is full time status during any regular semester. Students must maintain continuous enrollment each term in order to remain in good standing. Students are required to complete the program in the proper sequence of courses. Conferences to discuss classes may be arranged in person, on the telephone, and/or via e-mail.

Optional Two-Year Program Cycle

Students have the option when they begin the program to select the two-year program cycle. In selecting either the traditional one-year or optional two-year program cycle, the student must take all courses in the proper sequence as detailed in this catalog.

Registration

Students admitted to the MTWM Program must pre-register for the initial classes offered in the Fall I Term by submitting the pre-registration form. In subsequent terms, students will be registered automatically by the Assistant Director of Graduate Programs unless they notify the Director or the Assistant Director of their intention to drop out of the program. Students are strongly encouraged to pre-register for classes.

Scheduling of Classes

Unless otherwise stated, classes meet once a week for eight weeks from 6:00 p.m. to 10:00 p.m. on Monday and Wednesday nights.

Campbell University reserves the right to change the schedule, limit enrollment, and cancel classes with insufficient enrollment.



GENERAL INFORMATION — CAMPBELL UNIVERSITY 2019-2020

Auto Registration & Parking

Students who attend day classes on the main campus must register their automobiles. All automobiles must be registered with the campus security office during registration for classes. A decal designating the specific parking area is issued for each automobile. Please contact the Parking Office at (910) 893-1550 or (910) 893-1375 directly.

Students attending evening courses on Main Campus do not need to register their automobiles. Parking is available in the Lundy-Fetterman lot directly outside the building.

Students attending courses at the Law School campus do not need to register their automobiles. Parking is available on a first come basis at the Law School on the street level parking lot located by the main entrance of the building. Street parking is available along neighboring streets or in the Municipal Deck on Morgan St.

Billing Procedure

The Business Office will bill graduate students by term (unless the student is in the 4th year of the 4+1 MBA program and billing will follow undergraduate billing). Payment for a term will be due within 5 business days of the start of a term. Students will not be able to register for the next term until bills have been paid. Bills will be sent via CU email accounts from the Business office. Please contact the Business Office to inquire about bills and payment status (910) 893-1245.

Bookstore

The University Bookstore is operated by Barnes and Noble and offers all books, supplies and sportswear necessary for students. Master Card, Visa, cash, and checks are accepted. The main campus Bookstore is located in Britt Hall. Please call (910) 893-1450 for operating hours. Books may also be purchased online through the bookstore at <http://campbell.bncollege.com>.

Campus Location

Lundy-Fetterman School of Business is located at 165 Dr. McKoy Rd, Buies Creek, NC 27506.

The Norman Adrian Wiggins School of Law is located at 225 Hillsborough, Raleigh, NC 27603.

For campus maps visit <https://www.campbell.edu/maps/>.

Career Services and Professional Development Center

The Office of Career Services and Professional Development in the School of Business serves as a unique resource center for graduate students. Dedicated to serving Business students exclusively, the team of experienced professionals provides students with numerous services including resume reviews, LinkedIn training sessions, networking events, mock interviews, and more. The

University job board, CUHired!, offers on-line resources and job listings where students can pursue internships or find their dream job.

Feel free to contact the Career Center to make your appointment for individualized career counseling at (910)893-1416. This team has provided a balanced system of support for all students enrolled in Campbell Business, and has launched many careers of its graduates. Gain that competitive edge needed in today's market by contacting our team today!

Equal Employment Opportunity/Affirmative Action Policy

Campbell University is an Equal Employment Opportunity/Affirmative Action Employer. For more information go to www.campbell.edu/employment.

Financial Assistance

Graduate business students may be eligible for loans to cover part of their educational expenses. Students in the 4+1 MBA Program are eligible for undergraduate loans while designated as an undergraduate student in the fourth year. During the fifth year, 4+1 MBA students are designated as graduate students. Students wishing to apply for or needing more information on financial aid, please contact the Financial Aid Office at (910) 893-1310 or financialaid@campbell.edu; or send requests to the Director of Financial Aid, P.O. Box 36, Buies Creek, NC 27506. The School of Business does not offer scholarships for graduate students.

Graduation Exercises

Campbell University holds graduation exercises twice a year, in May and in December. However, degrees are conferred in December, May, and August. Graduates are encouraged to participate in all graduation exercises.

Housing

Several housing rental options are available within close proximity to the campus. If you need assistance, please contact the Graduate Programs office.

Identification Cards

Student identification cards are made routinely during on-campus registration and throughout the year. ID cards are needed to take advantage of library services, to attend sporting events, and to qualify for certain Campbell University student discounts and privileges. ID cards are also needed to access the classroom area at the law school. The cost of an ID card made after the registration period is borne by the student. ID cards can be made at the Wallace Student Center on main campus. Key cards for accessing the law school will be provided to students at their first class meeting.

Inclement Weather Policy

Campbell University's policy is to remain in operation during periods of inclement weather. If such extreme and emergency situations occur so as to compromise that practice, the University will work through those situations as they develop. With safety as the primary concern, the administration will make every effort to be reasonable and responsible in its decisions.

Multiple methods of communication help ensure timely delivery of information at all levels, so

telephone, voicemail, and e-mail should be utilized to the appropriate extent. Broad communication from the University is carried forth per the manner outlined below.

When a decision has been made that adverse weather conditions will affect classes at the Campbell University Buies Creek campus, the Public Information Office uses the following system to get the information to the public:

1. Computing Services is informed to post the announcement on the Campbell University website (www.campbell.edu). A message is posted on a dedicated telephone line whereby anyone can call in and get the message. The numbers which persons may call for the announcements are: on campus dial 5700; local, but not on campus, dial 910-814-5700; long distance, 1-800-760-8980.
2. Radio stations in the vicinity will be notified, WCKB-Dunn (780 AM), Fayetteville Radio Stations WAZZ (1490 AM), WKML (95.7 FM), WFLB (96.5 FM), WZFX (99.1 FM), WUKS (107.1 FM), and WPTF (680 AM) in Raleigh.
3. Television stations, WTVD-Durham Channel 11, WRAL-Raleigh Channel 5, WNCN-Raleigh Channel 17, WRDC-Raleigh/Durham (Raleigh/Durham/Fayetteville).
4. EXTENDED CAMPUS announcements will be coordinated through the Office of the Vice President of Marketing and Planning (Phone number—910-893-1224). The above will apply for adverse weather that affects classes at the Law School, but will be personalized for them.

Student Health Services

The Campbell University Health Center provides health care for the graduate business students on the main campus, including diagnosis and treatment of illnesses and injuries, either directly in the facility or through referrals to the appropriate health care providers in the region. Health Services operating hours are: Monday through Friday from 8:30 a.m. to noon and 1:00 p.m. to 4:30 p.m. Students should call (910) 893-1562 to schedule an appointment to see the Health Services Physician.

Counseling Services

The Department of Behavioral Health at the School of Osteopathic Medicine provides free, confidential brief counseling to Campbell University graduate business students at the Health Sciences Campus (Levine Hall—primary location), Buies Creek campus (Health Center), Raleigh Campus (Fridays only, Campbell Law School), and online through Web-X. Appointments are available Monday through Friday from 9 a.m. – 6 p.m.. Students should email CUSOMBH@campbell.edu or call (910) 893-7295 for an appointment with a counselor; please specify location desired. Note that student concerns and/or treatment needs beyond the scope of Behavioral Health Clinical Services will be referred to community providers to be seen at students' expense. If you are having thoughts of harming yourself or someone else, please call the Suicide Prevention Hotline available 24/7 at 1-800-273-8255 or go to your nearest emergency room.

GRADUATE PROGRAMS ACADEMIC CALENDAR 2019-2020

Fall 2019

Fall Full Day Semester Start Date*	August 21, 2019
Fall I Start Date	August 19, 2019
Fall I End Date	October 11, 2019
Fall II Start Date	October 14, 2019
Fall II End Date	December 6, 2019
Fall Day Semester End Date	December 1, 2019
Graduation	December 14, 2019

Spring 2020

Spring Full Day Semester Start Date*	January 8, 2020
Spring I Start Date	January 6, 2020
Spring I End Date	February 28, 2020
Spring II Start Date	March 2, 2020
Spring II End Date	April 24, 2020
Spring Day Semester End Date	April 29, 2020
Graduation	May 9, 2020

Summer 2020

Summer I Start Date	April 27, 2020
Summer I End Date	June 19, 2020
Summer II Start Date	June 22, 2020
Summer II End Date	August 14, 2020
Graduation Certification Day	August 31, 2020

Unless otherwise noted, evening term classes meet once a week for eight (8) weeks
from 6:00 p.m. until 10:00 p.m.

MBA Buies Creek classes meet on Monday and Wednesday evenings.

MBA Raleigh Classes meet on Tuesday and Thursday evenings.

MTWM Raleigh classes meet on Monday and Wednesday evenings.

*Full Day Semester courses follow the undergraduate calendar.

ACADEMIC POLICIES & PROCEDURES

2019-2020

GRADUATE BUSINESS STUDENT RIGHTS AND RESPONSIBILITIES

Statement of Graduate Business Student Rights

(Applicable to degree and non-degree students)

Students enrolled in graduate programs in the Lundy-Fetterman School of Business retain those rights common to all U.S. citizens under federal and state constitutions, and through pertinent laws. These rights include, but are not limited to the following: privacy, equal opportunity, nondiscrimination, and freedoms of speech, assembly, and association. Examples of the application of these rights in the University setting include the student's right to organize and join associations to promote their common interests; the right to engage in discussions to exchange thoughts and opinions; and the right to speak, write, or publish on any subject in accordance with established law.

1. The right to participate in University sponsored services and activities without discrimination or harassment based on the student's race, creed, color, national origin, age, sex, or other classification that deprives the person of consideration as an individual.
2. The right to accurate and plainly stated information, including that relating to the maintenance of acceptable academic standing, graduation requirements, and behavior expectations.
3. The right to be evaluated in the classroom solely on the basis of academic achievement and fulfillment of educational requirements with freedom of expression protected and respected.
4. The right of protection from the maintenance by the University of records reflecting the student's beliefs of his/her political activity and associations except for counseling records, health records, and records of disciplinary proceedings; and the right of protection from release to persons outside the University community of such records, as well as academic and disciplinary records without the express written consent of the student or a court order.
5. The right to petition for change in either academic or nonacademic regulations, procedures, or practices.
6. The right to fair and impartial treatment and due process in any action which can reasonably be expected to affect the student's status with the University, brought or taken by the University or any of its constituent parts or agencies.
7. The right to use University facilities in accordance with the guidelines established for the use of those facilities.

Statement of Graduate Business Student Responsibilities

(Applicable to degree and non-degree students)

Students enrolled in the graduate programs in the Lundy-Fetterman School of Business have the following responsibilities:

1. To assume the primary responsibility for directing and monitoring their educational program. This includes seeking out information, advice, and experiences needed to meet personal educational goals. Although professors, advisers, and staff members are expected to provide guidance, the student is normally expected to take the initiative in seeking out such information and assistance.
2. To become familiar with the content of the official bulletin that describes their contract with the University and specifically the School of Business. They must also attend to the manual(s), memoranda, and forms pertinent to the MBA and/or MTWM Program. They should seek out ways to remedy any personal or academic deficiencies and weaknesses. In addition, they should take the initiative in setting up conferences for academic program and career planning. It is strongly recommended that students maintain their own records that, to the degree possible, duplicate the files maintained in the MBA/MTWM Office.
3. To be aware of the rules and regulations concerning the use of University computing, library, and other facilities, as set out in published material.
4. To meet deadlines for work to be submitted.
5. To submit original work for assessment without plagiarizing or cheating.
6. To contribute to the development of University programs and policies by participating in consultative and deliberative processes in a responsible and ethical manner.
7. To be aware of the University's commitment to equal opportunity and to demonstrate tolerance and respect for all members of the University community.
8. To respect the right of faculty members to express views and opinions.
9. To respect the working environment of others in all areas of the University.

Statement of Disciplinary Offenses

(Applicable to degree and non-degree students)

The following offenses are considered to be inappropriate actions for graduate business students and are subject to disciplinary actions including warning, suspension, and dismissal:

1. Interference, coercion or disruption, which impedes, impairs or disrupts the University's mission, processes or functions, or interferes with the rights of others during University classes and activities.
2. Abusive, drunken, violent or excessively noisy behavior or expression upon any University offices, classrooms, or activities.
3. Indecent or obscene behavior or the distribution of obscene materials on University property.
4. The threat or commission of physical violence against self or other persons present on University property.
5. The commission of acts which constitute a violation of local, state or federal law on University property.
6. Unauthorized entry or use of University facilities, or any violation of University rules regarding the use of University property.
7. Failure to comply with directions of University officials acting in the performance of their duties.
8. The threat or commission of physical violence against any University employee for the purpose of influencing the employee's official actions.

9. Falsifying, altering or forging any official University records or documents, employing official University documents or records for purposes of misrepresentation, or causing any official University documents or records to be falsified by means of any misrepresentations.
10. Knowingly passing a worthless check or money order to the University or to a member of the University community acting in an official capacity.
11. Possessing a deadly weapon on University property without authorization.
12. Defacing, disfiguring, damaging or destroying public or private property on University property.
13. Lifting, taking or acquiring possession of, without permission, any academic material (tests, information, research papers, notes, books, periodicals, etc.) from a member of the University community.
14. Giving false testimony or other evidence at any official hearing of the University or giving false information to any faculty or staff members acting in the performance of their duties.
15. Bribing any University employee.
16. Harassing anyone present on University property.
17. Unauthorized access to or misuse of University computers, computing programs or services.
18. Plagiarizing or cheating on course work.

Statement of Sanctions

(Applicable to degree and non-degree students)

The following sanctions may be imposed on a graduate business student who commits an offense subject to disciplinary action:

Failure of Course:

In a case of plagiarizing or cheating, the instructor may choose to submit a grade of "F" for the course. Alternative penalties may be imposed by the instructor for this offense if determined to be appropriate.

Warning:

The Dean of the School of Business may notify the student that continuation or repetition of specified conduct may be cause for other disciplinary action. A warning cannot be appealed.

Suspension:

The Dean of the School of Business may force withdrawal from the University for a specified period of time, including exclusion from classes, termination of student status and all related privileges and activities, and exclusion from the campus. If a student, while on suspension, violates any of the terms set forth in the notice of suspension, the student shall be subject to further discipline in the form of dismissal.

Dismissal:

The Dean of the School of Business may exclude participation in the program and terminate student status for an indefinite period. The condition of consideration for readmission will be specified at the time of dismissal. The student may be readmitted to the University only with the specified

approval by the Dean of the School of Business upon the recommendation of the Program Director. Where an offense is a violation of federal, state, or local laws, the responsibility for handling the offense and the offender is transferred to the civil authorities. In cases resulting in conviction by the court, the Program Director may find it necessary to suspend the graduate student pending the final disposition of the appeal, if any. Any time after the conclusion of the case in the civil court, the student may request, in writing, from the Program Director a clarification of his/her status prior to the filing of an application for reinstatement.

In the case of suspension, students may choose to appeal the action taken by the Program Director. The appeal must be in writing, filed within 10 days of the suspension, and forwarded to the Dean of the School of Business. The Dean of the School of Business may accept or reject the decision rendered by the Program Director concerning the student's application for reinstatement. In either case, the Dean's ruling is final and binding.

The Appeal Process

(Applicable to degree and non-degree students)

Any graduate business student who wishes to appeal an action regarding academic issues including final course grades must share his/her academic concern first with the instructor who teaches the course. If the issue is not resolved in a mutually satisfactory fashion, then the student must submit within 30 days after the conclusion of the semester/term a written request for action to the Program Director. The Program Director will request a written response from the faculty member involved and may conduct a hearing regarding the issue. A written decision will be provided to the student within 10 working days of the initial request.

The student may appeal in writing the decision of the Program Director to the Dean of the School of Business within 10 working days of the Director's response. The Dean will receive all information and may conduct a hearing. The Dean's ruling will be made within 10 working days and is final, thereby bringing the appeal process to an end.

DISCLAIMER

This bulletin is intended as a guideline for students and should not be construed as an offer to contract or as a contract between Campbell University, Incorporated, and any student or a warranty of any entitlements, programs, regulations, or benefits set forth herein. Campbell University, Incorporated, its agents, officers, and employees may rescind or modify any benefit, program, regulation or entitlement set forth herein at any time, for any reason, with or without notice. This bulletin supersedes all previous editions. Please refer to our websites listed below for the most up-to-date curriculum and tuition information.

Graduate Program Website:

[http://business.campbell.edu/
graduate-programs](http://business.campbell.edu/graduate-programs)

Graduate Program Email:

mba@campbell.edu

Mailing Address:

Campbell University
Lundy-Fetterman School of Business
Graduate Programs
PO Box 218
Buies Creek, NC 27506

Graduate Office Phone:

910-814-4308



CAMPBELL
UNIVERSITY

Lundy-Fetterman
School of Business

leading with purpose

Lundy-Fetterman School of Business
Graduate Programs

PO BOX 218
Buies Creek, NC 27506
1-800-334-4111 ext 4308

www.campbell.edu/business