

THE CAMPBELL MBA



CAMPBELL
UNIVERSITY

Lundy-Fetterman
School of Business

Campbell MBA at a Glance



Innovative Curriculum

A core curriculum on trend with market needs and extensive elective options.



Start Dates

Start dates in August, October, January, March, April/May, and June with a rolling admission schedule.



Length

A self-paced 13 course (37 credit-hours) program completed within 12-60 months.



Elective Focus Areas

Accounting, Entrepreneurship, Financial Services, Healthcare Management, Leadership & Management, Marketing, or the Traditional MBA*.



Great Value

95% of alumni agree that the Campbell MBA is a great value. Ask about our Tuition Incentive Program or Military Discount for additional tuition savings.



Locations

Take courses in downtown Raleigh, Buies Creek, 100% Online, or any combination of these. Choose your location each term for ultimate flexibility.



Format

8-week terms with evening classes meeting one night per week from 6–10 p.m. Online classes are asynchronous.



Professional & Respected

The *Wall Street Journal* ranks Campbell University No. 7 overall & No. 5 among private universities in North Carolina.



Experiential Learning

Small business consulting and other project based learning experiences apply theory to practice in a real-world setting.



Professional Development

Earn additional resume building credentials, in addition to your MBA, to set yourself further apart.



Networking Opportunities

Connect with more than 7,000 Campbell alumni in the Research Triangle Park region



Career Services

Access to jobs and individualized in-house career counseling as a student and an alumnus.

**Not all focus areas are offered at each campus, but students are permitted to take courses at multiple campuses in order to satisfy their course preferences.*



Campbell University's Lundy-Fetterman School of Business

Leading with Purpose

Campbell University is an institution that is leading with purpose. Founded in 1887, we are a school with a strong foundation and a deep historical commitment to professional education. We are the only private university in North Carolina with graduate degree programs in Business, Medicine, Law, and Pharmacy, representing an impressive and respected university profile.

Our Campbell Graduate Program footprint is expanding at both the Main Campus and at our downtown Raleigh Campus, where we house our Law School, the MBA Program, the Master of Trust and Wealth Management program, and the Master of Accountancy program. Also located nearby is our suite at Raleigh Founded — the region's leading entrepreneurial co-working space.

It is an exciting time to be part of Campbell University.

Leverage Our Location

Campbell University is located in the Research Triangle Region of North Carolina, often cited as one of the best places to live, learn, and work in the United States. When you choose Campbell, you immediately become part of this expanding business community connected with incubators, global businesses, and governmental organizations.

With our MBA program located in the heart of downtown Raleigh, as well as available 100% Online, Campbell Business is poised to be a fixture in the Raleigh business community and beyond. At the same time, our program is rooted in our Main Campus in rural Harnett County, making Campbell the perfect spot for focused inquiry and direct impact.



Located in the heart of the Research Triangle Region



One of the fastest growing areas in the U.S.



Offered in downtown Raleigh, Buies Creek, & 100% Online

MBA Program Highlights

Campbell Business has put momentum into strategic action, with an MBA program that offers:



Market-Driven Curriculum Options

A curriculum designed to meet market demands and provide opportunities for hands-on experiences.



Ultimate Flexibility

Accelerated 8-week courses, multiple locations, and a self-paced course load.



Professional & Respected Reputation

Receive a quality education from a well-known, respected institution.



Expanding Opportunities

Numerous opportunities for personal and professional development, both in and out of the classroom.

MBA Program Features

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

Market-Driven Curriculum

Skills Focused

Our MBA program includes a core curriculum on trend with what employers are looking for in MBA graduates, with an embedded emphasis on analytics, innovation, digital marketing, communication, and ethics. These skills complement the more traditional business topics also taught in our program.

Specialized Elective Focus Areas

With specialized elective focus areas available in Accounting, Entrepreneurship, Financial Services, Healthcare Management, Leadership & Management, Marketing, or the Traditional MBA – our program allows you to focus your curriculum in the industry-specific area that interests you most.

Experiential Learning

Through a collaboration with the Small Business and Technology Development Center (SBTDC) in Raleigh, as part of the MBA 790 seminar course, students serve as consultants to local businesses, providing them the opportunity to experience the challenges faced by business professionals. Similar real-world experiences can be found in other courses throughout the program.

Ultimate Flexibility

Multiple Locations

We offer classes in Downtown Raleigh, 100% online, and on the main campus in Buies Creek. Prior to each term you may choose the campus location that works best for your busy schedule—you are never locked into one location.

Convenient Academic Schedule

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

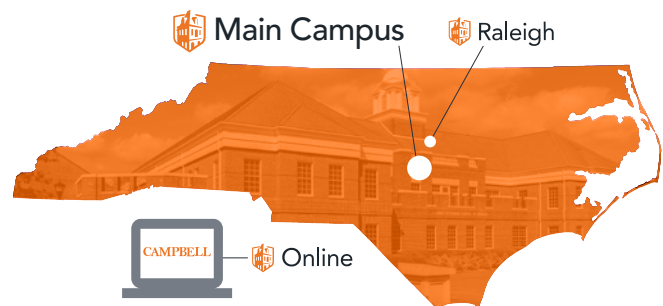
Self-Paced Course Load

Complete the program at your own pace. Earn your MBA in as little as one year by taking two courses each term, or work through the program more slowly to meet the demands of your schedule. Need a break? That's ok. Take a term off and return when you are ready, without having to reapply.

"Attend from Anywhere"

Our Attend from Anywhere pilot program launched in two courses in Spring 2021 and will roll out to other courses throughout the coming semesters.

Through this format, choose from week to week how to attend classes – either live in-person (physically in the classroom) or remote live (live-streaming into the class from a virtual feed, listening to the lecture and collaborating with your classmates remotely). This format allows you the networking and collaborating benefits of an in-person program, but the flexibility of an online program, all in one.





Professional & Respected Reputation

Nationally Recognized

The Wall Street Journal ranks Campbell University No. 7 overall & No. 5 among private universities in North Carolina.

ACBSP Accreditation

The Lundy-Fetterman School of Business undergraduate and graduate programs are accredited by the Accreditation Council for Business Schools and Programs (ACBSP). ACBSP is a global organization that provides specialized accreditation for business degree programs.

Powell Certified Online Faculty



Mabel Powell

All faculty members teaching online courses are required to complete the Mabel Powell Excellence in Online Course Development certification. This program uses the highest quality standards recognized in online education throughout the nation – Quality Matters (QM) Rubric, which has a Quality assurance system for online education, and

Online Learning Consortium (OLC) – so you know that you are always receiving quality instruction even in the online format. Visit online.campbell.edu/about/powell-training/ for more info.



The Campbell Network

With over 40 years of experience, the Campbell MBA is an established program with a strong network of alumni. The Campbell Business alumni footprint in the Triangle region is 7,000 strong. Industries are taking notice of Campbell University's growing reputation and depth of talent.

Further, in addition to the Lundy-Fetterman School of Business, Campbell University also boasts Schools of Medicine, Law, Pharmacy, Nursing, and Engineering, increasing Campbell's ever-growing profile and reputation as a quality academic institution.

7th

Overall private university
(Wall Street Journal)

5th

Private NC university
(Wall Street Journal)



Powell Certified
Online Faculty

40+

Years of
MBA
experience

7K

Regionally
located
Business
School alumni

MBA Program Features

Expanding Opportunities & Benefits

Certifications & Personal Development

At Campbell, you'll earn an MBA, and have the opportunity to earn various other resume building credentials, setting yourself apart and enhancing the overall value of your MBA. Some of these opportunities include:

- Truist Emerging Leaders Certification
- Certified Management Accountant Certification preparation
- Certified Global Business Professional Certification
- Executive Certificate of the Study of Negotiation
- Advanced Certificate of the Study of Transnational Law and Negotiation

Small Class Sizes & Supportive Faculty

With most classes having 15 to 25 students, you will have the opportunity to get to know your classmates and your professors, helping you build and cultivate your professional network. A survey of Campbell MBA alumni indicated that “faculty accessibility” and “individual attention” were among the most important factors that set Campbell Business School apart.



Career Services Office

Our Career Services Office supports Business School students and alumni specifically, allowing for customized and valuable assistance, including access to job databases through our CUHired Portal, career counseling, resume development assistance, and interview preparation.

Study Abroad

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

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



Dr. Katherine Lawrence
Associate Professor of Marketing
Lundy-Fetterman School of Business

Networking Gatherings

Interactions with classmates and alumni are one of the most beneficial qualities of an MBA program, so we strive to offer our students opportunities to do just that. Gatherings are held at a variety of venues, including Campbell sporting events, local events and venues in the Raleigh area, and professional events organized by the Business School.

Professional Associations

Campbell University's Lundy-Fetterman School Business is closely associated with the Trust Education Foundation – a leading provider of continuing education programs for the wealth management industry. Campbell MBA students have the opportunity to attend their annual Trust Advisors Forum in Pinehurst, North Carolina, on behalf of the Business School. This event attracts hundreds of professionals from around the country each year, and acts as a wonderful networking opportunity for attendees.



MBA Program Features



Raleigh Founded Co-working Space

Raleigh Founded is a co-working entrepreneurial workspace and accelerator located in downtown Raleigh. The Campbell University School of Business maintains a suite within this workspace as part of our outreach efforts to engage the Raleigh business community and its entrepreneurial network and, as such, we have considerable collaboration with Raleigh Founded through its workshops and its start-ups tenants.

"Through the community of innovators at Raleigh Founded, students accelerate their career trajectory by working alongside some of the fastest growing companies in the region."



Scott Kelly
Entrepreneurship Coordinator
Lundy-Fetterman School of Business





LOCAL LEADER MARTIN

CURRENCIES			
	Rate	Change	
EUR-USD	1.0831	▼ 0.0003	
GBP-USD	1.5212	▲ 0.0014	
USD-JPY	133.4800	▲ 0.3300	
AUD-USD	0.7160	▲ 0.0002	
CNY-USD	0.3771	▲ 0.0071	
USD-HKD	1.4230	▲ 0.0000	
USD-CAD	1.3303	▼ 0.0000	

BONDS			
	Rate	Change	
3-MONTH T-BILL	0.1870	▼ 0.0100	
6-MONTH T-BILL	0.2880	▼ 0.0070	
1-YR T-NOTE	0.4880	▲ 0.0100	
3-YR T-NOTE	55.7422	▼ 0.0025	
5-YR T-NOTE	55.4880	▼ 0.2100	
10-YR T-NOTE	55.4844	▼ 0.3525	

First Citizens Wealth Management Center

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



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

Somer Johnson
MBA/Business Operations Director
Lundy-Fetterman School of Business

Curriculum

The Campbell MBA is a 37-credit hour program, consisting of 10 core curriculum courses and 3 elective courses of your choice.

Core Curriculum

1. Orientation to Innovation, Design Thinking & the CU MBA (1 credit hr)
2. Accounting for Decision-Making
3. Applied Economics for Business Leaders
4. Finance & Capital Management
5. Communication & Critical Thinking for Ethical Decision-Making
6. Organizational Culture in a Changing Environment
7. Business Analytics
8. Digital & Contemporary Marketing Strategies
9. Global Supply Chain Management
10. Strategic Management “Live Case” Seminar



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

*Mike King,
Campbell MBA 2019
Vice President, Operations
Atticus, LLC*

Elective Curriculum

Elective courses may be focused in Accounting, Entrepreneurship, Financial Services, Healthcare Management, Leadership & Management, Marketing, or the Traditional MBA.

Choose 3 courses for a total of 9 credit hours.

1. Accounting

- Advanced Income Taxation
- Business Combinations & Other Financial Topics
- Advanced Financial Reporting & Analysis
- Taxation of Business Entities

2. Entrepreneurship

- Innovation Imperative
- Entrepreneurial Mindset
- New Product Development
- Legal Environment of Business

3. Financial Services

- Management of Financial Institutions
- Investment Analysis
- Advanced Investment Analysis
- Advanced Income Taxation
- Advanced Negotiation and Analysis
- Risk Management

4. Healthcare Management

- Healthcare Finance
- Health Law and Policy
- Healthcare Management
- Healthcare Strategy and Marketing
- Healthcare Quality and Safety

5. Leadership & Management

- Leading with your Strengths
- Coaching & Mentoring
- Advanced Negotiation and Analysis
- Project Management
- Human Resource Management
- Study Abroad

6. Marketing

- Customer Engagement
- New Product Development
- Entrepreneurial Mindset
- Marketing Research

7. Traditional MBA

- Choose a combination of three courses from any of our Elective Focus Areas with this a-la-carte style Elective Curriculum option.

Dual Degree MBA Programs

Through the Business School's Dual Degree MBA Programs, you have the opportunity to earn two degrees simultaneously, developing educational credentials that make you stand out favorably in the job market.

4+1 MBA Program

The 4+1 MBA Program offers current Campbell University main campus undergraduate students the opportunity to pursue an undergraduate and graduate degree simultaneously, earning two degrees in only five years, and saving one year of time and tuition.

Graduate Dual Degree MBA Programs

Job recruits with specialized industry knowledge and business acumen provide a momentous lift to their operations. That is why Campbell offers a suite of professional dual degree programs centered on the MBA, including:

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



Dual Degree Programs at a Glance

	4+1 Program	Professional Dual Degree Programs
Ideal for	Current Campbell main campus undergraduate students seeking to graduate with an undergraduate and graduate degree	Campbell University students pursuing a graduate degree in another field and seeking to attain two degrees simultaneously
Location	Buies Creek Only	Downtown Raleigh, Buies Creek, or online. Choose your location each term for ultimate flexibility
Format	8-week terms with evening classes meeting one night per week from 6 to 10 p.m.	Varies based on the dual degree being pursued
Length	Typically 2 years	Varies based on the dual degree being pursued
Tuition	Undergraduate tuition rate during the 4th year for all courses. In the 5th year students pay the MBA tuition rate for graduate-level courses	MBA tuition rate for MBA coursework. For courses part of the partner degree curriculum, students pay the tuition rate associated with that degree
Elective Focus Areas	Accounting, Entrepreneurship, Financial Services, Healthcare Management, Leadership & Management, Marketing, or the Traditional MBA.	Most dual degree students transfer in courses from their partner degree to satisfy their MBA electives to receive maximum time and tuition-saving benefits
Start Dates	August or January start recommended	August, October, January, March, April/May, and June

Raleigh Campus



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

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



Campbell MBA Alumni Survey

97%

are satisfied with their
MBA experience

95%

Alumni agree that
the Campbell MBA
program is a quality
academic experience

95%

Alumni agree that
the Campbell
MBA program is
a great value

94%

believe their
Campbell MBA
impacted their ability
to apply business
theory to practice

Admissions

Preferred admission qualifications vary based on the program and the specific program format.



The Campbell MBA

1. A bachelor's degree from an accredited institution of higher education.
2. A minimum GPA of 2.8 on a 4.0 scale on all undergraduate coursework.
3. A minimal score of 450 on the Graduate Management Admissions Test (GMAT), or a combined quantitative and verbal score of 298 or higher on the Graduate Record Examination (GRE).
4. Demonstration of undergraduate-level competencies in Accounting, Economics, and Statistics.
5. Two (2) years post-baccalaureate or professional work experience. Applicants with less than two years of work experience will still be considered, but if admitted may be limited in the number of courses taken each term.

4+1 MBA Program

1. A current junior (rising senior) in good standing at Campbell University's Buies Creek campus.
2. A minimum GPA of 3.0 on a 4.0 scale on all undergraduate coursework.
3. A minimal score of 450 on the Graduate Management Admissions Test (GMAT), or a combined quantitative and verbal score of 298 or better on the Graduate Record Examination (GRE).
4. For Non-Business Majors and Non-Sport Management Majors Only: Completion of the Business Administration minor as demonstration of undergraduate level competencies in Business.

Dual Degree MBA Programs

1. Application and acceptance into the relevant partner program.
2. A bachelor's degree from an accredited institution of higher education.
3. A minimum GPA of 2.8 on a 4.0 scale on all undergraduate coursework.
4. Demonstration of undergraduate-level competencies in Accounting, Economics, and Statistics.



Application Process

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

To start on your path to a purposeful future with a Campbell MBA, submit the following application materials:

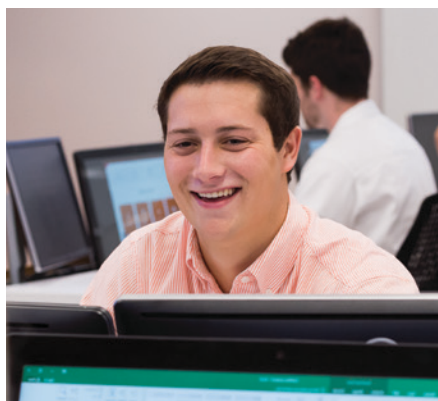
1. Online Application Form
2. Current Resume
3. Personal Statement
4. Official Transcripts from all colleges and universities attended
5. GMAT or GRE scores
6. Professional Letters of Recommendation
 - **Campbell MBA**
1 letter of recommendation
 - **4+1 MBA**
2 letters of recommendation (one from a Campbell University faculty member).
 - **Dual Degree MBA**
Letters of recommendation from the partner program application will be used for your MBA application

Additional Application Requirements for Dual Degree Program Applicants

- A copy of the partner school application. Test scores (PCAT, LSAT, etc.), official transcripts, and letters of recommendation from that application will be used to satisfy those requirements for the MBA application

Additional Requirements for International Students

- Evidence of English Proficiency (TOEFL, IELTS), Proof of Financial Support, and Copy of Passport/Visa





CAMPBELL
UNIVERSITY

Lundy-Fetterman
School of Business

Locations

Main Campus/Buies Creek

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

Downtown Raleigh Campus/Law School

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

Visit

business.campbell.edu

Email

mba@campbell.edu

Call

(910) 814-4308

 [campbellbusinessschool](https://www.facebook.com/campbellbusinessschool)

 [@campbell_business](https://www.instagram.com/campbell_business)