



CAMPBELL UNIVERSITY

Business Graduate Programs

2021-2022 Academic Bulletin

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CAMPBELL UNIVERSITY INFORMATION

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 including the Master of Business Administration, Master of Trust and Wealth Management, and the Master of Accountancy. 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 MBA 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, Ph.D., CMA

Dean, Lundy-Fetterman School of Business

ADMINISTRATION

Campbell University

J. Bradley Creed, PhD, MDiv
President

John Roberson, EdD, MDiv
Executive Vice President

Mark L. Hammond, PhD
Provost and Vice President, Academic
Affairs

Britt Davis, DPA
Vice President, Institutional
Advancement and Senior Advisor to
the President

Dennis Bazemore, MDiv, DMin
Vice President, Student Life

Business School Graduate Programs

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

Pamela Strickland, DBA, CPA
MAcc Director

Somer Johnson, MBA, MTWM
Graduate Business Programs Director
& MBA Director

Tyler Britton, JD
MTWM Director

Sara Leak, MPH
Assistant Director of Graduate
Programs and Admissions

HISTORY OF CAMPBELL UNIVERSITY

On Jan. 5, 1887, James Archibald Campbell, a 26-year-old Baptist minister, welcomed 16 students to a small church in Buies Creek, N.C., for the first day of classes for the school he founded: Buies Creek Academy. By the end of the first term, there were 92 students. Since then, Buies Creek Academy has evolved to become Campbell Junior College (1926), Campbell College (1961), and Campbell University (1979).

Throughout all of its transformations, the university has remained true to its founding principles to address the most pressing needs of North Carolina and to educate men and women for Christian service around the world. In 1976, the College of Arts & Sciences and the Norman Adrian Wiggins School of Law were formed, followed by the Lundy-Fetterman School of Business (1983), the School of Education (1985), the College of Pharmacy & Health Sciences (1985), and the Divinity School (1996). In 2013, Campbell launched the Jerry M. Wallace School of Osteopathic Medicine, North Carolina's first new medical school in over 35 years. In August 2016, the Catherine W. Wood School of Nursing welcomed its first cohort. Simultaneously, Campbell opened its School of Engineering, which was only the second engineering school at a private university in North Carolina.

In addition to its main campus in Buies Creek, Campbell University has instructional sites in Raleigh, Camp Lejeune (Jacksonville), Fort Bragg (Fayetteville), and a vibrant online presence through Campbell Online. Today, the university enrolls approximately 6,800 students, offers more than 100-degree programs, and enrolls more North Carolinians than any other private university in the state and nation.

In over one hundred years of service, Campbell University has been served by only five presidents: James Archibald Campbell (1887 - 1934), Leslie Hartwell Campbell (1934 - 1967), Norman Adrian Wiggins (1967 - 2003), Jerry McLain Wallace (2003 - 2015), and J. Bradley Creed (2015 - present).

CAMPBELL UNIVERSITY MISSION STATEMENT

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:

1. presents a worldview informed by Christian principles and perspectives;
2. affirms that truth is revelatory and transcendent as well as empirical and rational, and that all truth finds its unity in Jesus Christ;
3. influences development of moral courage, social sensitivity, and ethical responsibility;
4. gathers a diverse community of learners;
5. delivers academic instruction in the liberal arts and sciences and professional preparation at both undergraduate and graduate levels through traditional, extended campus, and online programs;
6. transfers to students the vast body of knowledge and values accumulated over the ages;
7. encourages students to think critically and creatively;
8. fosters the development of intellectual vitality, physical wellness, and aesthetic sensibility;
9. forges a community of learning that is committed to the pursuit, discovery, and dissemination of knowledge;
10. provides students with opportunities for servant leadership and community engagement, with an emphasis on underserved communities;

11. cooperates with other educational institutions to expand learning opportunities for students;
12. offers service and other opportunities to the greater community through athletics, continuing education, and cultural enrichment programming.

HISTORY OF THE LUNDY-FETTERMAN SCHOOL OF BUSINESS

The history of Campbell Business School began in 1892, when the Buies Creek Academy offered its first business course. The Business Department was subsequently established in 1893.

The Campbell Business department launched the MBA Program in 1978. In 1983 the Lundy-Fetterman School of Business was officially established, 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 Master of Trust and Wealth Management (MTWM) was established in 2002, and in 2020, the Business School officially launched its Master of Accountancy program.

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 have the opportunity to earn both degrees simultaneously. In addition, our 4+1 MBA Program option enables students the opportunity to complete their undergraduate and MBA degrees in a five-year period.

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 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, the First Citizen's Wealth Management Center, 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.

ACCREDITATION

Southern Association of Colleges and Schools Commission on Colleges

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 (ACBSP)

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, and the Law School in Raleigh.

**THE MASTER OF
ACCOUNTANCY PROGRAM
(MACC)**

MACC PROGRAM OVERVIEW AND FORMAT

The Master of Accountancy (MAcc) program offers students a unique educational opportunity. In addition to earning the Master of Accountancy degree, graduates will have met the educational requirements to sit for the Certified Financial Planner® exam and the Certified Public Accountant exam. This combination of academic and professional credentials will serve a population of students who aspire to stand out among their peers, who favor a differentiated educational experience and who wish to significantly increase academic and professional expertise.

Offered 100% online and at Campbell's Raleigh campus in the heart of downtown Raleigh, students may complete their scheduled course work in 12 months or may elect the optional two-year program cycle, completing the degree in 24 months. Raleigh courses are taught in eight-week terms during the evenings. Each course meets one night per week from 6-10 p.m. Online courses are also taught in 8-week terms and are asynchronous to offer maximum flexibility.

MACC PROGRAM CURRICULUM REQUIREMENTS

The Master of Accountancy program is a 36-credit hour program. To earn the Master of Accountancy degree, candidates must satisfy the following course requirements in either the one-year or two-year program cycle.

MAcc One-Year Program Cycle

Fall I

MAcc 710: Accounting for Decision Making (3 cr.)

MAcc 620: Financial Planning Seminar (3 cr.)

Fall II

MAcc 630: Investment Analysis (3 cr.)

MAcc 720: Estate Taxation Seminar (3 cr.)

Spring I

MAcc 730: Gift & Fiduciary Income Taxation Seminar (3 cr.)

MAcc 770: Business Combinations and Other Financial Topics (3 cr.)

Spring II

MAcc 633: Advanced Income Taxation (3 cr.)

MAcc 740: Risk Management Applications (3 cr.)

Summer I

MAcc 750: Advanced Retirement Planning (3 cr.)

MAcc 780: Advanced Financial Reporting and Analysis (3 cr.)

Summer II

MAcc 760: Advanced Estate Planning Seminar (3 cr.)

MAcc 790: Taxation of Business Entities (3 cr.)

MACC PROGRAM COURSE DESCRIPTIONS

All courses are 3 credit hours. Courses have no graduate level prerequisites unless stated otherwise.

MAcc 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.

MAcc 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.

MAcc 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.

MAcc 710 Accounting for Decision Making

This course investigates the usefulness and application of management accounting concepts to solve business problems. Topics covered include planning, budgeting and forecasting, performance management, cost management, decision analysis, and professional ethics. Students will apply critical thinking skills, work in teams, and employ independent analysis of contemporary business issues using management accounting models. Case studies are utilized to develop investigative and critical thinking skills. The cases explore the influence of the global economy on accounting information, an ethical decision-making framework, innovative trends in management accounting and the limitations of accounting information.

MAcc 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.

MAcc 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.

MAcc 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.

MAcc 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.

MAcc 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.

MAcc 770 Business Combinations and Other Financial Topics

A study of accounting procedures related to business combinations and consolidated financial statements, segment reporting, SEC reporting, and accounting for corporate bankruptcy.

MAcc 780 Application of Fiduciary Principles

Students will explore current practices in corporate financial reporting, with emphasis on income determination, risk assessment, and analysis of financial statements and disclosures.

MAcc 790 Taxation of Business Entities

An examination of the federal income tax treatment associated with the formation, operation and dissolution of corporations and partnerships. Current topics in taxation will be explored, including global taxation of business entities.

**THE
MASTER OF BUSINESS
ADMINISTRATION PROGRAM
(MBA)**

MBA PROGRAM OVERVIEW AND FORMAT

The major objective of the Master of Business Administration program 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. The program is designed to accommodate the needs of students having a bachelor's degree in business, as well as students with degrees in other fields.

The Campbell MBA

The Campbell MBA program is offered in several locations - seated classes meet in Raleigh and on the Main Campus in Buies Creek, and online classes meet asynchronously. Students can choose which location to attend classes during each registration period, allowing for ultimate flexibility and convenience.

Students can also choose the pace by which they move through the curriculum. Seated/in person courses meet one night per week from 6:00pm - 10:00pm, and online courses meet asynchronously throughout the week, at your own convenience. With six 8-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. Please note, students with less than two years of work experience and/or international student status may have limitations on course location options and the number of courses they may take at once.

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 pursuing a major offered through the Lundy-Fetterman School of Business, or pursuing a Bachelor of Science 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 to meet the prerequisite coursework.

Undergraduate students may apply for 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). If a 4+1 MBA student in their 4th year drops below 12 undergraduate credit hours, they will be designated as a graduate student; tuition and financial aid will be adjusted accordingly per graduate student status. Review the impact of financial

assistance under the General Information - Campbell University section. Students in the 4+1 MBA Program will be awarded both the bachelor's degree and the master's degree simultaneously. 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 MBA Program take courses primarily at the main campus location. Under special circumstances, with permission of the Program Director, 4+1 MBA students may be permitted to take courses at the Raleigh Campus or online.

Dual Degree MBA Program

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 have the opportunity to attain both degrees simultaneously.

Students in the partner dual degree programs (JD, PharmD, MDiv, MSCR, MSPH) are permitted to take MBA classes on main campus, at the Raleigh Campus, 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) degrees 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

Through a cooperative arrangement between the Campbell University Divinity School and the Lundy-Fetterman School of Business, students may pursue the Master of Divinity (MDiv) and Master of Business Administration (MBA) degrees simultaneously. 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 Science in Clinical Research (MSCR) and Master of Business Administration (MBA) degrees simultaneously. Through careful planning, most students finish the two degrees in two 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 Science in Public Health (MSPH) and Master of Business Administration (MBA) 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 to begin MBA classes after the first semester in the PharmD program. Students will not be required to take the GMAT or GRE.

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.

MBA PROGRAM CURRICULUM REQUIREMENTS

The MBA program is a 37-credit hour program. To earn the MBA degree, candidates must satisfy the following course requirements.

Courses may be taken in any order, with the exception of MBA 700 (taken near the beginning of the program), and MBA 790 (taken following the completion of 21 or more MBA program credit hours).

Core Curriculum Courses (28 credit hours)

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

Elective Curriculum Courses (9 credit hours)

Select 3 courses from one focus area or a combination of 3 courses from multiple areas. Dual Degree students will transfer 9 credit hours from their partner degree program to satisfy this requirement, or may choose to take MBA Program electives.

Accounting Elective Focus Area

- MBA 711 - Business Combinations & Other Financial Topics (3 cr.)
 - MBA 735 - Advanced Income Taxation (3 cr.)
 - MAcc 780 - Advanced Financial Reporting & Analysis (3 cr.)
 - MAcc 790 - Taxation of Business Entities (3 cr.)
- *Accounting courses are offered only at the Raleigh Campus and Online*

Entrepreneurship Focus Area

- MBA 701 - The Innovation Imperative (3 cr.)
 - MBA 704 - New Product Development (3 cr.)
 - MBA 708 - Special Topics: Entrepreneurial Mindset (3 cr.)
 - MBA 741 - Legal Environment of Business (3 cr.)
- *Entrepreneurship courses are offered at a combination of campus locations*

Financial Services Focus Area*

- MBA 732 - Management of Financial Institutions (3 cr.)
- MBA 733 - Investment Analysis (3 cr.)

MBA 734 - Advanced Investment Analysis (3 cr.)
MBA 735 - Advanced Income Taxation (3 cr.)
MBA 736 - Risk Management Applications (3 cr.)
MBA 742 - Advanced Negotiation and Analysis (3 cr.)

**Financial Services courses are offered mainly at the Raleigh Campus*

Healthcare Management Focus Area*

MBA 706 - Healthcare Quality and Safety (3 cr.)
MBA 731 - Healthcare Finance (3 cr.)
MBA 743 - Health Law and Policy (3 cr.)
MBA 754 - Healthcare Management (3 cr.)
MBA 771 - Healthcare Strategy and Marketing (3 cr.)

**Healthcare Management courses are offered only online.*

Leadership & Management MBA Focus Area

MBA 702 - Leading with your Strengths (3 cr.)
MBA 703 - Coaching & Mentoring
MBA 742 - Advanced Negotiation and Analysis (3 cr.)
MBA 751 - Project Management (3 cr.)
MBA 752 - Human Resource Management (3 cr.)
MBA 755 - Study Abroad (3 cr.)

**Leadership & Management courses are offered at a combination of campus locations*

Marketing MBA Focus Area

MBA 704 - New Product Development (3 cr.)
MBA 705 - Customer Engagement (3 cr.)
MBA 708 - Special Topics: Entrepreneurial Mindset (3 cr.)
MBA 708 - Special Topics: Social Media Marketing (3 cr.)
MBA 772 - Marketing Research (3 cr.)

**Marketing courses are offered at a combination of campus locations*

Traditional MBA Focus Area

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

MBA PROGRAM COURSE DESCRIPTIONS

Courses are 3 credit hours unless stated otherwise. Courses have no graduate level prerequisites unless stated otherwise.

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)

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 require 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.

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 and interpersonal communications, conduct negotiations, and obtain an in-depth understanding of his/her own strengths and how those can be helpful for becoming a trustworthy leader.

MBA 703 Coaching & Mentoring

The course presents fundamentals of coaching and mentoring for contemporary practice. Theories, definitions, antecedents and outcomes of effective coaching and mentoring will be reviewed. A framework will be presented for starting, supporting, and improving mentoring programs.

MBA 704 New Product Development

A traditional "new products" course in which we highlight some of the interdisciplinary issues in product development, such as product planning, customer needs, setting specifications, concept testing, industrial design, and design for manufacturing.

MBA 705 Customer Engagement

This class introduces non-sales students to the concept of customer engagement and sales process. By understanding that a “sales process” has application throughout all company functions, the class will highlight preparation, understanding customer needs, and developing presentations that recognize each student’s individual strengths. The goal of the course is to develop students into strategic thinkers by enabling them to discover, understand and resolve the needs of their clients. Through the use of role play simulations, students will engage in a simulation that enables them to follow all steps of the customer engagement process: Approach, Needs Identification, Presentation Solution, Overcoming Objections, and Move the business forward. Students will also learn to adapt to communication style and cultural differences.

MBA 706 Healthcare Quality and Safety

This course will focus on problems of health care quality and safety in the U.S., both historically and at the present time. Hospitals, skilled nursing homes, mental health programs, and other types of providers will be considered. Regulatory approaches and incentives will be evaluated as to their effectiveness in changing providers’ behaviors. In addition, the course will focus on methods of evaluating and educating professionals, as well as publicizing ratings of facilities and physicians to influence patients’ choices of providers.

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.

MBA 710 Accounting for Decision Making

This course investigates the usefulness and application of management accounting concepts to solve business problems. Topics covered include planning, budgeting and forecasting, performance management, cost management, decision analysis, and professional ethics. Students will apply critical thinking skills, work in teams, and employ independent analysis of contemporary business issues using management accounting models. Case studies are utilized to develop investigative and critical thinking skills. The cases explore the influence of the global economy on accounting information, an ethical decision-making framework, innovative trends in management accounting and the limitations of accounting information.

MBA 711 Business Combinations & Other Financial Topics

A study of accounting procedures related to business combinations and consolidated financial statements, segment reporting, SEC reporting, and accounting for corporate bankruptcy.

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.

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.

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.

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.

MBA 733 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.

MBA 734 Advanced Investment Analysis

A study of portfolio management, with an emphasis on customizing asset allocation strategies for individual and institutional investors. Modern Portfolio Theory is introduced and applied. Topics also include bond management, 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. (Prerequisite: TRST 630)

MBA 735 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.

MBA 736 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.

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.

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.

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.

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.

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.

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.

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

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.

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.

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.

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.

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.

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.

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.

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. (*Prerequisites: Completion of a total of 21 credit hours of MBA courses; only students designated as Online MBA students are permitted to take the online section of this course*)

MACC 780 Advanced Financial Reporting & Analysis

Students will explore current practices in corporate financial reporting, with emphasis on income determination, risk assessment, and analysis of financial statements and disclosures.

MACC 790 Taxation of Business Entities

An examination of the federal income tax treatment associated with the formation, operation and dissolution of corporations and partnerships. Current topics in taxation will be explored, including global taxation of business entity issues will be explored.

**THE MASTER OF
TRUST & WEALTH
MANAGEMENT PROGRAM
(MTWM)**

MTWM PROGRAM OVERVIEW AND FORMAT

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 Campbell's Raleigh campus in the heart of downtown Raleigh. Students may complete their scheduled course work in 12 months or may elect the optional two-year program cycle, completing the degree in 24 months. Courses are taught in eight-week terms during the evenings. Each course meets one night per week from 6:00p.m. -10:00p.m.

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.

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, and 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 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*

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 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.

**Certified Financial Planner Board of Standards, Inc. owns the marks CFP®, CERTIFIED FINANCIAL PLANNERTM, and CFP (with flame logo) ®, which it awards to individuals who successfully complete initial and ongoing certification requirements.*

MTWM PROGRAM CURRICULUM REQUIREMENTS

The Master of Trust and Wealth Management program is a 39-credit hour program. To earn the MTWM degree, candidates must satisfy the following course requirements in either the one-year or 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.

MTWM One-Year Program Cycle

Fall I

TRST 710: Application of Fiduciary Principles (3 cr.)

TRST 620: Financial Planning Seminar (3 cr.)

Fall II

TRST 630: Investment Analysis (3 cr.)

TRST 720: Estate Taxation Seminar (3 cr.)

Spring I

TRST 730: Gift & Fiduciary Income Taxation Seminar (3 cr.)

TRST 631: Advanced Investment Analysis (3 cr.)

Spring II

TRST 633: Advanced Income Taxation (3 cr.)

TRST 740: Risk Management Applications (3 cr.)

Summer I

TRST 745: Wealth Management Sales (3 cr.)

TRST 750: Advanced Retirement Planning (3 cr.)

TRST 780: Legal/Regulatory Issues (3 cr.)

Summer II

TRST 760: Advanced Estate Planning Seminar (3 cr.)

TRST 770: Advanced Wealth Transfer Seminar (3 cr.)

MTWM Two-Year Program Cycle

YEAR ONE (18 credit hours)

Fall I

TRST 710: Application of Fiduciary Principles (3 cr.)

TRST 620: Financial Planning Seminar (3 cr.)

Fall II

TRST 630: Investment Analysis (3 cr.)

Spring I

TRST 631: Advanced Investment Analysis (3 cr.)

Spring II

TRST 740: Risk Management Applications (3 cr.)

Summer I

TRST 750: Advanced Retirement Planning (3 cr.)

Summer II

No classes

YEAR TWO (21 credit hours)

Fall I

No classes

Fall II

TRST 720: Estate Taxation Seminar (3 cr.)

Spring I

TRST 730: Gift and Fiduciary Income Taxation Seminar (3 cr.)

Spring II

TRST 633: Advanced Income Taxation (3 cr.)

Summer I

TRST 745: Wealth Management Sales (3 cr.)

TRST 780: Legal/Regulatory Issues (3 cr.)

Summer II

TRST 760: Advanced Estate Planning Seminar (3 cr.)

TRST 770: Advanced Wealth Transfer Seminar (3 cr.)

MTWM PROGRAM COURSE DESCRIPTIONS

All courses are 3 credit hours. Courses have no graduate level prerequisites unless stated otherwise.

TRST 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.

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. Team project involving the analysis of an actual common stock is required.

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. (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 students may be waived from this course by transferring an approved LAW course in taxation (LAW 713 Personal Income Tax, or LAW 714 Income Tax)

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 may be waived from this course by transferring an approved LAW course in Wills and Trusts (LAW 660).

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.

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.

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.

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.

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.

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.

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.

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.

**GRADUATE PROGRAMS
ADMISSIONS PROCEDURES
&
ACADEMIC REQUIREMENTS**

GRADUATE PROGRAMS PREFERRED

ADMISSION QUALIFICATIONS

Preferred admission qualifications vary based on the program and the specific program format. Applicants whose GPA or test scores fall below the preferred criteria may still be considered on a case-by-case basis.

Master of Accountancy

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. A minimum 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), or a minimal score of 150 on the LSAT.
4. Twenty-one (21) hours of undergraduate accounting courses comprised of the following: six (6) hours of intermediate accounting and three (3) hours each of taxation, business law, audit, cost, and statistics. This requirement must be met by completing and passing undergraduate courses in each of the subject areas. Such courses may be completed at any accredited college or university.
5. Demonstration of undergraduate-level competencies in Economics and Corporate Finance.*

The Campbell MBA

1. A bachelor's degree from an accredited institution of higher education.
2. A minimum grade point average of 2.8 on a 4.0 scale on all undergraduate coursework.
3. A 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. 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 Option

1. A current junior (rising senior) 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 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.*

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

Master of Trust and Wealth Management

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. 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), or minimal score of 150 on the LSAT.
4. Demonstration of undergraduate-level competencies in Accounting, Corporate Finance, and Economics.*

Professional Development Program

1. Bachelor's degree from an accredited institution of higher education.
2. A minimum grade point average of 2.8 on a 4.0 scale on all undergraduate coursework.
3. Minimum of two (2) years of 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.

***Demonstration of Undergraduate-Level Competencies**

Students seeking full standing admission to any of the School of Business Graduate Programs are required to have successfully completed the undergraduate prerequisite requirements listed for the degree for which they are applying. Applicants that have not met these requirements may still be admitted under a provisional acceptance, and are permitted to begin taking courses, but must complete the prerequisite requirements by the deadlines stated in the program admission acceptance letter.

Students may satisfy the prerequisite requirements by:

- a. Completing and passing a three-credit undergraduate course in each of the subject areas. Such courses may be completed at any accredited college or university;
- b. Obtaining the equivalent credit(s) by passing a competency exam such as CLEP, or;

- c. Completing and passing the relevant non-credit, self-paced online prep course offered through the Campbell Business School. A score of 80% or more is passing. Students will have three opportunities to achieve this score.
- d. **For 4+1 MBA Program Non-Business Majors and Non-Sport Management Majors Only:** Completion of the Business Administration minor

Students who complete a Campbell University BBA degree are considered to have met all of the necessary prerequisite course requirements for the MBA program whether or not they have completed the specific courses listed. Campbell's BBA degree programs cover the common professional components related to these prerequisite courses.

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.

GRADUATE PROGRAMS APPLICATION PROCESS

A completed Graduate Programs application includes the following application materials. 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 admission has been granted. The institution reserves the right to refuse admission to any applicant.

1. Online Application Form

The application collects personal information, contact information, education, and employment experience, etc. There is a \$48 application processing fee, but no university application fee.

2. Current Resume

Resume should reflect the years of experience in each position held.

3. Essay

Essay should be approximately one to two pages in length and should address the following question:

Describe how personal experiences have shaped your academic and career goals and highlight how our graduate program will advance them. What experiences best illustrate your ability to meet the rigors of our graduate program?

4. Recommendations

Recommendations will be collected through the Online Application. Applicants will enter the first and last name along with email address for each recommender. Recommenders will receive a link via email to provide their recommendation. Recommendations should be from professional persons who have been directly involved in the student's academic and/or professional work.

- Applicants to the Campbell MBA, MTWM, and MAcc Programs: Submit one (1) letter.
- Applicants to the 4+1 MBA Program: Submit two (2) letters.
- Professional Development Program: Recommendations are not required.

5. Official copies of transcripts from all colleges and universities attended

Campbell University students and alumni do not need to request Campbell University transcripts for their application, since staff has access to student records.

6. Official GMAT (7F7-0L-18) or GRE (8567) score report

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.

Additional Application Requirements for Dual Degree Program Applicants

- Application and acceptance into the relevant partner school:
 - Juris Doctorate (JD)
 - Master of Divinity (MDiv)
 - Master of Science in Clinical Research (MSCR)
 - Master of Science in Public Health (MSPH)
 - Doctor of Pharmacy (PharmD)
- Applicant should 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 to satisfy those requirements of the Graduate Program application.

Additional Application Requirements for International Students

- 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).
- Certified/official copies of all transcripts, degrees, and diplomas in English and/or original evaluation of the same documents from Educational Testing Service (ETS) or World Education Services (WES).
- Proof of financial support showing the cost amount for the student. The cost for each student is calculated for one year (include one year of study, living costs \$10,000, and other expenses \$7,000).
- Copy of Passport/Visa
- Reside in North Carolina during studies

International applications will be evaluated by the Business School Graduate Programs Admission Committee and the International Admissions Office. This will take longer than the typical 10 business days. Once approved for clearance, an official acceptance letter is sent. Once address is confirmed, the I-20 is mailed to the physical address (international shipping times may vary). The tracking number is sent to the applicant. After receipt of I-20, receipt of student visa will depend on processing time of your embassy. Please contact the Campbell University International Admissions Office at intl@campbell.edu for additional information.

Professional Development Program

A completed application for the Professional Development Program includes only the Online Application Form, Current Resume, Essay, and Transcripts.

Guest Students

Students in good standing in other graduate schools may enroll for graduate study at Campbell University's Lundy-Fetterman School of Business, provided they have written permission of the Dean of the Graduate School where they attend and the director of the respective graduate program at Campbell University. An Application for Admission to the Professional Development Program should also be submitted to the Graduate Admissions Office, containing all applications materials required for that respective 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.*

For MTWM and MAcc Program: One consideration for denying immediate readmission is the student not being able to take courses in the proper sequence as laid out in the curriculum.

REQUIREMENTS FOR GRANTING THE GRADUATE DEGREE

Requirements for the granting of the graduate degree vary based on the program.

Students in the MACC Program must meet the following requirements:

1. Admission in full standing
2. Completion of the thirty-six (36) credit hour MAcc curriculum
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 five-calendar years.
If the student cannot complete the requirements within five-calendar years, then the student should apply to the MAcc Program Director for a waiver.
5. Completion of the Application for Graduation
A student must apply for granting of the applicable graduate 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.

Students in the Campbell MBA Program, 4+1 MBA Program, and MBA Dual Degree Programs must meet the following requirements:

1. Admission in full standing
2. Completion of the required number of credit hours associated with the respective MBA program format:
 - The Campbell MBA and 4+1 MBA Program: 37 credit hours
 - MBA Dual Degree Programs: 28 credit hours, plus nine (9) credit hours from the partner dual degree program
3. A minimum number of credit hours in the program must be completed at Campbell University, unless otherwise approved by the MBA Director:
 - The Campbell MBA and 4+1 MBA Program: 31 credit hours
 - Dual Degree MBA Programs: 19 credit hours

4. The completion of the required course of study, with at least a "B" (3.0) average, and no more than two "C" grades.
 - o For MBA Dual Degree Programs: Credit hours transferred from the partner graduate program do not count towards the MBA GPA.
 - o For students transferring credit from another college or university: Credit hours transferred from other colleges and/or universities do not count towards the MBA GPA.
5. Completion of the MBA ETS Major Field Test
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. Students will complete the test during their last semester of their MBA courses.
6. Completion of all requirements within five-calendar years
If the student cannot complete the requirements within five-calendar-years, then the student should apply to the MBA Program Director for a waiver.
7. Completion of the Application for Graduation
A student must apply for granting of the applicable graduate 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.
8. **For 4+1 MBA Non-Business Majors Only:** Completion of Business Administration minor

Students in the MTWM Program and MTWM Dual Degree Programs must meet the following requirements:

1. Admission in full standing
2. Completion of the required number of credit hours associated with the respective MTWM program format
 - o MTWM Program: 39 credit hours
 - o JD/MTWM Dual Degree: 33 credit hours, plus six (6) credit hours from the JD program (LAW 660 Wills & Trusts; LAW 713 Personal Income Tax or LAW 714 Income Tax)

- 3.** The completion of the required course of study, with at least a "B" (3.0) average, and no more than two "C" grades
 - For JD/MTWM Dual Degree Program: Credit hours transferred from the JD program do not count towards the MTWM GPA.
- 4.** Completion of all requirements within five-calendar years.
If the student cannot complete the requirements within five-calendar years, then the student should apply to the MTWM Program Director for a waiver.
- 5.** Completion of the Application for Graduation
A student must apply for granting of the applicable graduate 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 GRADUATE DEGREES

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 timeframe designated by the professor, 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 and Academic Probation

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 term, or who receives an "F" grade, or who has more than two "C" grades, will be placed on academic probation.

A student will remain on academic probation until a 3.0 grade point average is achieved, any "F" grades are replaced with a passing grade by retaking the course, and any "C" grades in excess of two are replaced with a grade of a "B" or better by retaking the course.

Students who are on academic probation may be subject to restrictions related to registration and course location.

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.

For MACC and MTWM Programs Only: Students must maintain continuous enrollment each term to remain in good standing. Students are required to complete the program in proper sequence of courses.

Repeat Courses

A student who receives an "F", or whose GPA falls below the required "B" average, or who receives more than two "C" grades, will have the opportunity to repeat course(s).

A maximum of two repeats is permitted per student (a student can repeat two courses each once, or one course twice). If after two repeat attempts, the student does not meet the requirements for the granting of the graduate degree, the student will be academically dismissed from the Graduate 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.

Transfer Credit

Subject to approval by the respective program director, the University may 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 Business School Graduate Program. No transfer credit will be granted for graduate courses completed through another institution after a student has been accepted into the graduate program. Exceptions to this policy can be made by the program director 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.

For JD/MTWM Dual Degree students:

1. LAW 600 Wills & Trusts may be transferred from the JD curriculum to satisfy credit for TRST 710 Application of Fiduciary Principles
2. LAW 713 Personal Income Tax, or LAW 714 Income Tax, may be transferred from the JD curriculum to satisfy credit for TRST 633 Advanced Income Taxation.

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, to accommodate students near degree completion. In all cases, the student must initiate the process and gain approval from the supervising professor, the program Director, 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 respective 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 one year 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 Director of the respective graduate program 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 respective graduate 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 20 percent of the class meetings will receive a grade of an "F" in the course unless arrangements are made with the faculty prior to the absence.

Individual professors have the prerogative of imposing a more restrictive policy consistent with the following exceptions:

- Absence due to serious illness, injury, or death in the student's immediate family.
- Authorized representation of the College or University.
- Absence due to military duties as documented by official military orders

In the above cases, a student may be permitted to make up work missed. It is the student's responsibility, whenever possible, to notify their instructors in advance that he or she will be absent.

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 courses are included in the grade point average calculations for honors purposes, except transfer courses and, for dual degree students, the courses associated with the partner school dual degree programs (Law, Divinity, Pharmacy, CPHS, etc.).

The Eight Year Academic Forgiveness Policy

The Lundy Fetterman School of Business Office of Graduate Programs 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. Students will have to complete the degree requirements of the most recent catalog year of reapplication.

GENERAL INFORMATION

SCHOOL OF BUSINESS GRADUATE PROGRAMS

ADVISEMENT AND REGISTRATION

Information for Newly Accepted Graduate Program Students

Upon acceptance into any of our School of Business Graduate Programs, students will receive an acceptance package with information on important next steps, including how to accept our offer of admission, network account login information, orientation, etc. Students are encouraged to familiarize themselves with this information. These next steps can also be found online at : <https://business.campbell.edu/graduate-programs/graduate-admissions/info-for-accepted-graduate-students/>.

MAcc Program

Upon admission to the MAcc Program, students will submit an enrollment form to the Graduate Programs office to confirm their seat in the MAcc Program. Students will be registered automatically for classes each semester by the Assistant Director of Graduate Programs based on the cycle they selected at the onset of the program; one-year or two-year, unless they notify the Director or the Assistant Director of their intention to drop out of the program.

Students are required to complete the program in the proper sequence of courses. Changes to a student's course registration must be emailed to the Assistant Director of Graduate Programs. Please see the section on Adding/Dropping & Course Withdrawals for deadlines and policies. Conferences to discuss academic schedules may be arranged in person, via phone, video meeting, or e-mail.

MBA Program, 4+1 MBA Program, and MBA Dual Degree Programs

Upon admission to the MBA Program, students will submit an enrollment form to the Graduate Programs Office to confirm their seat in the program. Each semester students will submit a registration form requesting courses for the semester, sent to them by the Assistant Director of Graduate Programs. The Assistant Director of Graduate Programs will review student academic files and upon approval and will register students for requested courses. A confirmation of registration will be sent to the student via email.

Upon acceptance into the program, students will receive a proposed academic plan to assist with sequencing their program courses. Changes to a student course registration must be emailed to the Assistant Director of Graduate Programs. Please see the section on Adding/Dropping & Course Withdrawal for deadlines and policies. Conferences to discuss academic schedules may be arranged in person, via phone, video meeting, or email.

Students are permitted to have a flexible schedule but must notify the Assistant Director of Graduate Programs to verify the student is progressing towards degree

completion. 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. Any student who interrupts his/her MBA program by not registering for courses during any semester or two terms of a regular academic year without notifying the Graduate Programs Office must apply for readmission by completing the online application form, and submitting other applications materials if requested, before they can resume graduate studies.

MTWM Program and MTWM Dual Degree Program

Upon admission to the MTWM Program, students will submit an enrollment form to the Graduate Programs office to confirm their seat in the MTWM Program. In subsequent terms, students will be registered automatically for classes each semester by the Assistant Director of Graduate Programs based on the cycle they selected at the onset of the program; one-year or two-year, unless they notify the Director or the Assistant Director of their intention to drop out of the program.

Students are required to complete the program in the proper sequence of courses. Changes to a student's course registration must be emailed to the Assistant Director of Graduate Programs. Please see the section on Adding/Dropping & Course Withdrawals for deadlines and policies. Conferences to discuss academic schedules may be arranged in person, via phone, video meeting, or e-mail.

ADDING/DROPPING & COURSE WITHDRAWALS

Students are permitted to add, drop, and withdraw from courses throughout the term and semester. Below is the withdrawal calendar for 8-week courses.

Week 1 - Add/Drop (receive a full refund)

Week 2 - Drop (no refund)

Week 3 - Withdraw

Week 4 - Withdraw

Week 5 - Withdraw

Week 6 - Grade = F

Week 7 - Grade = F

Week 8 - Grade = F

Add-Drop

Deadlines for adding and dropping courses are listed in the section titled "Graduate Programs 2021 - 2022 Academic Calendar" of this bulletin.

A course may be added during the first week of a regular term. A course may be dropped without a grade for a period of two weeks. Students will not be permitted to add or drop courses without permission. Students must email the Assistant Director of Graduate Programs by 5:00p.m. of the deadline to add or drop.

Course Withdrawals

Deadlines for withdrawing from courses are listed in the section titled "Graduate Programs 2021 - 2022 Academic Calendar" of this bulletin.

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

Students will not be permitted 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." Students must email the Assistant Director of Graduate Programs by 5:00p.m. of the deadline to withdraw.

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 respective graduate program 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. A withdrawal form should be completed and submitted to the Graduate Program Office.

Refund Policy

Deadlines for receiving a course refund are listed in the section titled "Graduate Programs 2021 - 2022 Academic Calendar" of this bulletin.

Students may drop a course 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. Students must email the Assistant Director of Graduate Programs by 5:00pm of the deadline to drop a course and receive the full tuition refund.

GRADUATE PROGRAMS 2021 - 2022 ACADEMIC CALENDAR

Campbell University reserves the right to change the schedule, limit enrollment, and cancel classes with insufficient enrollment. If changes are made to the academic calendar, the Office of Graduate Programs will alert students via email as soon as possible.

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

Fall 2021

FALL I Start Date	August 23, 2021
Fall I Last Day to ADD a Course & Fall I Last Day to DROP a Course <u>for a Refund</u>	August 27, 2021
Fall I Last Day to DROP a Course w/o a Grade (no refund)	September 3, 2021
Fall I Last Day to Withdraw from a Course with a "W"	September 24, 2021
Fall I End Date	October 15, 2021
FALL II Start Date	October 18, 2021
Fall II Last Day to ADD a Course & Fall II Last Day to DROP a Course <u>for a Refund</u>	October 22, 2021
Fall II Last Day to DROP a Course w/o a Grade (no refund)	October 29, 2021
Fall II Last Day to Withdraw from a Course with a "W"	November 19, 2021
Fall II End Date	December 10, 2021
Graduation	December 18, 2021

Spring 2022

SPRING I Start Date	January 10, 2022
Spring I Last Day to ADD a Course & Spring I Last Day to DROP a Course <u>for a Refund</u>	January 14, 2022
Spring I Last Day to DROP a Course w/o a Grade (no refund)	January 21, 2022
Spring I Last Day to Withdraw from a Course with a "W"	February 11, 2022
Spring I End Date	March 4, 2022
SPRING II Start Date	March 7, 2022
Spring II Last Day to ADD a Course & Spring II Last Day to DROP a Course <u>for a Refund</u>	March 11, 2022
Spring II Last Day to DROP a Course w/o a Grade (no refund)	March 18, 2022
Spring II Last Day to Withdraw from a Course with a "W"	April 8, 2022
Spring II End Date	April 29, 2022
Graduation	May 14, 2022

Summer 2022

SUMMER I Start Date	May 2, 2022
Summer I Last Day to ADD a Course &	
Summer I Last Day to DROP a Course <u>for a Refund</u>	May 6, 2022
Summer I Last Day to DROP a Course w/o a Grade (no refund)	May 13, 2022
Summer I Last Day to Withdraw from a Course with a "W"	June 3, 2022
Summer I End Date	June 24, 2022
SUMMER II Start Date	June 27, 2022
Summer II Last Day to ADD a Course &	
Summer II Last Day to DROP a Course <u>for a Refund</u>	July 1, 2022
Summer II Last Day to DROP a Course w/o a Grade (no refund)	July 8, 2022
Summer II Last Day to Withdraw from a Course with a "W"	July 29, 2022
Summer II End Date	August 19, 2022
Degrees Conferred	August 31, 2022

GRADUATE BUSINESS STUDENT RIGHTS & RESPONSIBILITIES

**Applicable to both degree seeking
and non-degree seeking students**

ACADEMIC CONDUCT AND PROFESSIONALISM

Academic Conduct Policy

The Mission Statement of Campbell University “is to graduate students with exemplary academic and professional skills who are prepared for purposeful lives and meaningful service.” Consistent with this mission, the University expects students to exhibit moral courage and ethical responsibility. The University Code of Honor states that members of the University community should be “honest in all behavior.” That is, each student (1) should have an unwavering commitment to doing the best he/she can with his/her own intellectual resources, (2) should be truthful in all matters, (3) should maintain appropriate confidentiality when representing the University, and (4) should encourage academic integrity among all fellow members of the University community.

All students are subject to the academic integrity and behavioral expectations of the University. By virtue of their enrollment, students agree to abide by the rules and guidelines that govern the university community.

Expectation of Professionalism

Professionalism implies a respect and courtesy for others in our educational setting. We expect our Business School Graduate Students to maintain the highest standards of professionalism in the classroom, in the university community, and in related public settings. All that you do and say, and the way you present yourself, either elevates or diminishes your professional image in the eyes of others. It is up to you to demonstrate respect and contribute to a School of Business experience that is positive and productive for all.

Expectations of professionalism in the classroom setting include refraining from:

- Making or answering phone calls or texting in class
- Using your computer for activities that are not class related
- Excessive side conversations in class
- Distracting/disrupting faculty, presenters, or fellow students
- Overly unprofessional attire
- Walking in and out of classroom
- Failing to respond to a question/not actively participating in a class discussion
- Sleeping in class
- Leaving litter in the classroom
- Any acts of rudeness, impolite behavior, or incivility

GRADE APPEALS

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 course 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.

STATEMENT OF GRADUATE BUSINESS STUDENT RIGHTS

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 based on 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

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 School of Business Graduate Programs bulletin. They must also attend to the manual(s), memoranda, and forms pertinent to the MACC, MBA and/or MTWM Programs. 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 School of Business Office of Graduate Programs.
- 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

The following offenses are 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

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, 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.

GENERAL INFORMATION

CAMPBELL UNIVERSITY

ACCOMMODATIONS AND MODIFICATIONS

Students with documented disabilities who desire modifications or accommodations must contact the Director of Disability Services in the Office of Student Success located in the University's Student Services building (located between Carter Gym and the Wallace Student Center). No accommodations will be made without approval through the University's process.

Contact

Laura Rich

Director of Disability Services ADA/504 Compliance Officer

227 Main Street

Buies Creek, NC 27506 richl@campbell.edu

910-814-4364

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.
GRADUATE PROGRAMS
- 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 Raleigh Campus/Law School but will be personalized for them.

TITLE IX POLICIES & PROCEDURES

Campbell University is committed to equality of educational opportunity. Campbell University does not permit discrimination or harassment in our programs and activities on the basis of race, color, sex, sexual orientation, gender identity, age, ethnicity or national origin, religion, disability, genetic information, protected veteran status and any other characteristic protected by law, except where appropriate and authorized by law.

The university maintains an Equal Opportunity/Affirmative Action program for its recruitment, employment, promotion, compensation, grants of leave, and benefits of employees. For more information go to: <https://www.campbell.edu/employment/>

Current and detailed Title IX policies and procedures can be found in Campbell University's Student Handbook (<https://www.campbell.edu/students/student-handbook/>).

ON CAMPUS SERVICES & RESOURCES

Lundy-Fetterman School of Business is located at 165 Dr. McKoy Rd, Buies Creek, NC 27506. The Raleigh Campus is located at 225 Hillsborough, Raleigh, NC 27603.

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

Auto Registration & Parking

Students who attend classes on the main campus must register their automobiles. All automobiles must be registered with the campus security office during registration for classes. Student parking is available in the Lundy-Fetterman lot directly outside the building. A decal designating the specific parking area is issued for each automobile. For more information on registration and parking, please visit the Campus Safety website: <https://www.campbell.edu/campus-safety/parking> or contact the Parking Administration Office directly at 910-893-1550.

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

Campus 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>.

Career Services & Professional Development Center

The Office of Career Services & Professional Development in the School of Business serves as a unique resource center for graduate students. Dedicated to serving Business students exclusively, our experienced professionals provide 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.

Please contact the Career Center to make your appointment for individualized career counseling at 910-893-1416, or visit the Career Services website at <https://business.campbell.edu/career-services/>.

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 the new student onboarding process 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 also provide students enrolled in Raleigh courses with access to the Raleigh Campus. The cost of an ID card made after the registration period is borne by the student. Students who would like to receive a card may send a request to the Assistant Director of Graduate Programs.

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.

FINANCE AND BILLING PROCEDURES

Financial Assistance

Graduate business students may be eligible for loans to cover part of their educational expenses. The School of Business does not offer graduate level scholarships.

Students in the 4+1 MBA Program may maintain undergraduate merit based/academic scholarships during the 4th year and are eligible for undergraduate loans while designated as an undergraduate student in the fourth year (must maintain 12 undergraduate credit hours). During the fifth year, 4+1 MBA students are designated as graduate students and therefore eligible for graduate student loans.

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.

Billing Procedure

The Business Office will bill graduate students by term (unless the student is in the 4th year/undergraduate status of the 4+1 MBA program, in which case 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 Bursar's Office. To inquire about bills and payment status please contact the CU Bursar's Office at 910-893-1245, or visit the Bursar's Office website: <https://www.campbell.edu/bursars-office/>.