



CAMPBELL UNIVERSITY

Lundy-Fetterman
School of Business

4+1 MBA Program

Save time, tuition and obtain your undergraduate degree and MBA in just five years



business.campbell.edu

The 4+1 MBA Program

The Business School 4+1 MBA Program offers current Campbell undergraduate students on main campus the opportunity to earn an undergraduate and graduate degree in only five years.

The Format

The program consists of half semester (8-week) evening classes. Each class meets one night per week on the Main Campus. Students are permitted to take MBA courses at the Raleigh Campus if they choose to do so, however, they are responsible for their own transportation to and from that location.

The Process

Students apply for the program during the spring semester of their junior year and upon acceptance begin taking a combination of undergraduate and graduate level courses during the fall and spring of their senior year (fourth year). Courses continue into the fifth year of study and upon graduation students earn an undergraduate degree in their intended major, as well as a Master of Business Administration.

Students not pursuing an undergraduate degree in Business will be required to pursue a minor in Business Administration in order to meet the prerequisites of the graduate business level courses.

Time & Tuition Saving Benefits

During the 4th year of study, when students are still classified as undergraduates (i.e. taking at least 12 credit hours of undergraduate level coursework per semester), students are charged the standard 12-18 credit hour undergraduate rate. This means that the cost of the graduate level courses is included in the lump sum cost of undergraduate tuition that you are already paying, saving one year of time and tuition! In addition, undergraduate merit based/academic scholarships can be maintained during the 4th year as long as undergraduate classification is maintained.

Students are charged the graduate tuition rate during 5th year instead of the full undergraduate tuition rate.

By developing educational credentials that make you stand out favorably in the job market, the 4+1 MBA Program helps you jump start your career!

The MBA Curriculum

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

Core Curriculum (28 credit hours)

MBA 700: Leadership & Professional Development

MBA 710: Accounting for Decision Making

MBA 720: Applied Economics for Business Leaders

MBA 730: Finance and Capital Management

MBA 740: Communication & Critical Thinking for Ethical Decision Making

MBA 750: Organizational Culture in a Changing Environment

MBA 760: Business Analytics

MBA 770: Digital and Contemporary Marketing Strategies

MBA 780: Global Supply Chain Management

MBA 790: Strategic Management "Live Case" Seminar

Elective Curriculum

- Choose 3 courses for a total of 9 credit hours within any of our elective focus areas to satisfy your elective requirements.
- Elective focus areas are available in Accounting, Entrepreneurship, Financial Services, Healthcare Management, Leadership & Management, or Marketing, allowing you to focus your curriculum in the industry-specific area that interests you the most. The Traditional MBA option is available for those who wish to take a combination of courses from different focus areas.
- 4+1 MBA students may take elective courses at any of our three locations (Main Campus, Raleigh, and Online), so you always have access to the courses that interest you the most.

The Admissions Process

Preferred Qualifications

- Current Campbell Undergraduate student (Main Campus only)
- Junior status in good standing
- Minimum GPA of 3.0 on 4.0 scale for all undergraduate work
- Scores from the GMAT or GRE exam
- For Non-Business Majors: Completion of prerequisite courses in a Business Administration minor. The minor coursework does not need to be complete before applying to the program.

Application & Admission Process

Upon reaching junior status students should:

1. Submit

- ☐ Online application
- ☐ Resume
- ☐ Essay
- ☐ Two recommendations

2. Schedule and study for the GMAT or GRE

3. Take the GMAT or GRE test and submit scores

Applications are evaluated as they are completed.

Applications are accepted until the start date of the semester for which you are applying.* Admission decisions are typically made within 10 business days once all application materials are received.

*Students are strongly encouraged to complete the application process by July 1 (prior to the start of their senior year) for Fall admission or November 1 (during their senior year) for Spring admission. Students applying by the preferred deadline for each semester (April 15 for Fall and November 1 for Spring) can request an application fee waiver by emailing mba@campbell.edu prior to submitting their application.

Contact Information

Office of Graduate Admissions

mba@campbell.edu
(910) 814-4308

Reasons to obtain a Campbell MBA

A Master of Business Administration is a powerful degree.

A Graduate Management Admissions Council study of MBA graduates found that:

86%

of graduates say earning their MBA increased their earnings potential

87%

of graduates say earning their MBA accelerated their career advancement

89%

of graduates say earning their MBA helped them get promoted faster than expected

A survey of Campbell MBA Program alumni found that:

97%

are satisfied with their MBA experience

95%

agree that the Campbell MBA program is a quality academic experience

95%

agree at the Campbell MBA program is a great value

94%

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

***Not majoring in Business?
That's Okay!***

47%

of MBA applicants across the country studied business prior to obtaining their MBA

53%

studied a variety fields from engineering and science to humanities and law



CAMPBELL
UNIVERSITY

Leading with purpose