



CAMPBELL
UNIVERSITY

Lundy-Fetterman
School of Business

4+1 MBA PROGRAM



OFFICE OF GRADUATE ADMISSIONS LUNDY-FETTERMAN SCHOOL OF BUSINESS

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THE CAMPBELL 4+1 MBA PROGRAM

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

REASONS TO OBTAIN AN MBA

A Master of Business Administration is a powerful degree. A Graduate Management Admissions Council study of MBA graduates found that:

86%

EARNING POTENTIAL

of graduates say earning their MBA increased their earnings potential

87%

CAREER ADVANCEMENT

of graduates say earning their MBA accelerated their career advancement

89%

PROMOTION

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

NOT MAJORING IN BUSINESS? THAT'S OKAY!

47%

STUDIED BUSINESS

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

53%

STUDIED SCIENCE & HUMANITIES

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

THE FORMAT

The program consists of 8-week terms (half semester). Each MBA course 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. Students are not permitted to take MBA courses online unless a part of an elective focus area.

FALL 4TH YEAR

Full Semester

Undergraduate Course 3 hrs
Undergraduate Course 3 hrs
Undergraduate Course 3 hrs
Undergraduate Course 3 hrs

Fall I

MBA 700 Course 1 hr
MBA Course 3 hrs

Fall II

MBA Course 3 hrs

SPRING 4TH YEAR

Full Semester

Undergraduate Course 3 hrs
Undergraduate Course 3 hrs
Undergraduate Course 3 hrs
Undergraduate Course 3 hrs

Spring I

MBA Course 3 hrs

Spring II

MBA Course 3 hrs

FALL 5TH YEAR

Full Semester

Undergraduate Course 3 hrs
Undergraduate Course 3 hrs
(if needed)

Fall I

MBA Course 3 hrs
MBA Course 3 hrs

Fall II

MBA Course 3 hrs
MBA Course 3 hrs

SPRING 5TH YEAR

Full Semester

Undergraduate Course 3 hrs
Undergraduate Course 3 hrs
(if needed)

Spring I

MBA Course 3 hrs
MBA Course 3 hrs

Spring II

MBA Course 3 hrs
MBA Course 3 hrs

THE PROCESS

Students apply for the program during the spring semester of their junior year (or summer as a rising senior). Upon acceptance students 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 (degrees are awarded simultaneously).

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/academics scholarships can be maintained during the 4th year as long as undergraduate classification is maintained.

Students are charged the graduate tuition rate during the 5th year under graduate student classification (less than 12 undergraduate credit hours) instead of full undergraduate tuition rate.

Undergraduate scholarships and loans are not awarded under graduate student classification. Graduate loans are available. The School of Business does not offer graduate level scholarships.

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

TUITION & FEE RATES

2022-2023 Academic Year

Undergraduate (12-18.5 credit hours pre semester)	\$18,325
Undergraduate (per credit hour/less than 12 hours or overload more than 18.5 hours)	\$740
MBA (per credit hour)	\$810
Graduate Student Fee (per semester)	\$375

THE ADMISSIONS PROCESS

Preferred Qualifications

- Current Campbell undergraduate student (Main Campus only)
- Junior status (or rising senior) in good standing
- Minimum GPA of 3.0 on a 4.0 scale for all undergraduate work
- Scores from either the Graduate Management Admission Test (GMAT) or the Graduate Record Examination (GRE) General Test. Applicants in the Business Fellows Program or Campbell University Honors Program may be considered for a GMAT/GRE waiver.
- For non- business majors: completion of prerequisite courses in a Business Administration minor. The minor coursework does not need to be completed before applying to the program.

Application Process

1. Submit

- Online application
- Current Resume
- Essay
 - 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 experience best illustrates your ability to meet the rigors of our graduate program?
- Two recommendations (collected in the online application)
 - Business majors should select at least one business school faculty member

2. Schedule and study for GMAT or GRE

3. Take GMAT or GRE and submit scores

Deadlines

Applications are evaluated as they are completed. Admission decisions are typically made within 10 business days once all application materials are received. Applicants who apply by the Preferred Application Deadline may request a waiver for the application fee (\$48) by emailing mba@campbell.edu. The email should include a screenshot of the “Submit Application” tab showing the application is complete and ready for submission.

Semester

Fall

Spring

Preferred Deadline

April 15

November 1

Final Deadline

July 1

December 1

GRADUATE ENTRANCE EXAM

The Graduate Management Admissions Test (GMAT) and the Graduate Record Examination (GRE) General Test are exams used by graduate schools to evaluate an applicant's preparedness for graduate school. They showcase skills key to graduate school and are a proven predictor of student's ability to succeed in graduate school. Performing well on one of these exams shows your commitment and motivation to the 4+1 MBA Program.

Applicants have the choice to pick which exam they wish to take and only need to submit official scores from one of the exams. There is no preference for which exam applicants take.

Students in the Campbell University Honors Program or Lundy-Fetterman School of Business Truist Business Fellows Program may apply for a graduate entrance exam waiver.

GMAT

Test Sections
Verbal Reasoning
Quantitative Reasoning
Analytical Writing
Integrated Reasoning

Time
3 hours 7 minutes

Cost
\$200[^]

Testing Location
Testing center or online

Scoring
6-51 verbal
6-51 quantitative
0-6 writing
200-800 total

**Preferred Minimum
Total Score****
450

GRE

Test Sections
Verbal Reasoning
Quantitative Reasoning
Analytical Writing

Time
3 hours 45 minutes

Cost
\$205

Testing Location
Testing center or online

Scoring
130-170 verbal
130-170 quantitative
0-6 writing

**Preferred Minimum
Total Score****
298

[^]GMAT costs \$200 total if students use the \$150 undergraduate option and \$50 fee for official score report. The regular cost of the GMAT is \$275.

******The School of Business prefers the following minimum total scores. Minimum total scores only include the Verbal & Quantitative sections (writing nor integrated reasoning is calculated in the total score)

STUDY TIPS

1

6-8 WEEKS PREP

Most test takers report a minimum of six to eight-week study timeline.

2

LEARN ABOUT THE EXAM

Review the exam format, types of questions, timing, etc.

3

CREATE A STUDY PLAN

Review and study one section of the test at time.

4

TAKE PRACTICE TESTS

Take a practice test 2-3 weeks before your scheduled test date. Set up a quiet location with your computer, scratch paper (white board), and timer for each section to mimic the same testing conditions as the real test.

5

SCHEDULE THE EXAM

Don't forget to schedule the exam. Test dates and times may fill up!

WEBSITES

GMAT

GRE General Test

MBA CURRICULUM

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

CORE CURRICULUM

MBA 700 - Orientation to Innovation, Design Thinking & the CU MBA

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 FOCUS AREAS

Students choose 3 courses for a total of 9 credit hours to complete their elective curriculum.

Our program offers specialized elective focus areas in Accounting, Entrepreneurship, Financial Services, Healthcare Management, Leadership & Management, or Marketing. The focus areas are for people who might be interested in focusing their elective curriculum in a more specialized area. Students pick three of the courses available in the focus area to complete the elective curriculum.

For students that would like to take a variety of courses from different focus areas, they can complete the Traditional MBA elective option.

Traditional MBA

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

FOCUS AREAS

Accounting

MBA 711 - Business Combinations and Other Financial Topics

MBA 735 - Advanced Income Taxation

MACC 780 - Advanced Financial Reporting & Analysis

MACC 790 - Taxation of Business Entities

Entrepreneurship

MBA 701 - The Innovation Imperative

MBA 704 - New Product Development

MBA 708 - Entrepreneurial Mindset

MBA 741 - Legal Environment of Business

Financial Services

MBA 732 - Management of Financial Institutions

MBA 733 - Investment Analysis

MBA 734 - Advanced Investment Analysis

MBA 735 - Advanced Income Taxation

MBA 736 - Risk Management Applications

MBA 742 - Advanced Negotiation and Analysis

Healthcare Management

MBA 706 - Healthcare Quality and Safety

MBA 731 - Healthcare Finance

MBA 743 - Health Law and Policy

MBA 754 - Healthcare Management

MBA 771 - Healthcare Strategy and Marketing

FOCUS AREAS

Leadership & Management

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

Marketing

MBA 704 - New Product Development
MBA 705 - The Art of Customer Engagement
MBA 708 - Entrepreneurial Mindset
MBA 708 - Social Media Marketing
MBA 772 - Marketing Research

BUSINESS ADMINISTRATION MINOR REQUIREMENTS

A minor in Business Administration is required for non-business majors to meet the prerequisites of the graduate business level courses.

ACCT 215 - Financial Accounting
BADM 221 - Business Law or BADM 222 - Business Law
MKTG 310 - Principles of Marketing
FIN 310 - Corporate Finance
MGMT 320 - Principles of Management
ECON 201 - Microeconomics or ECON 202 - Macroeconomics