CAMPBELL UNIVERSITY

Lundy-Fetterman School of Business

2012~2013

LUNDY-FETTERMAN

SCHOOL OF BUSINESS

The Lundy-Fetterman School of Business is a community of scholars and professionals who are committed to developing students as responsible individuals through an emphasis on professional education, entrepreneurial attitudes, Christian values, and practical experiences.

In the rapidly changing business environment, Campbell University MBA graduates know what it takes to be an ethical business leader.

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Message from the Dean

The Lundy-Fetterman School of Business is pleased to share with you information regarding programs of study for the Master of Business Administration and the Master of Trust and Wealth Management. These graduate programs are designed to provide a solid core of knowledge and understanding for those interested in the world of business and financial services. The courses are taught by qualified faculty and provide a flexible format for instruction.

The faculty, staff, and administration are committed to making your educational journey through these programs a rewarding and meaningful experience.

Ben Hawkins, Dean
Lundy-Fetterman
School of Business

Administration of Campbell University

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Dr. M. Dwaine Greene
Provost and Vice President
for
Academic Affairs

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Call toll free at: 1-800-334-4111 ext 4308

History of the Lundy-Fetterman School of Business

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

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

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

The Master of Business Administration (MBA) program began in fall of 1978. The major objective of this program is to develop the student's analytical skills, critical thinking, problem solving, and

decision-making capabilities and to provide the basic knowledge needed for the solution of business problems.

In order to earn the MBA degree, the student must successfully complete a 36 credit hour program in Accounting, Business Law and Ethics, Economics, Finance, Management, Management Science, and Marketing.

The School of Business offers joint degree programs with the Norman Adrian Wiggins Law School, Campbell's College of Pharmacy and Health Sciences, and Campbell University's Divinity School. Students in these programs get the opportunity to earn both degrees simultaneously. Our BBA/MBA (3/2 program) enables students to complete their BBA and MBA degrees in a five-year period.

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

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

Mission and Core Values

Mission

The Lundy-Fetterman School of Business is a community of scholars and professionals who are committed to developing students as responsible individuals through an emphasis on professional education, entrepreneurial attitudes, Christian values, and practical experiences. The mission of the School of Business, at both the undergraduate and graduate levels, is to engage students in a learning process that provides a comprehensive professional education, instills a passion for life-long learning, creates a commitment to service, and examines ethical behavior in the business environment. Graduates of the Lundy-Fetterman School of Business are prepared for careers in a rapidly changing business environment. They are aware of the significance of technology in business organizations, the value of a global perspective in planning, the need for an understanding of cultural diversity, and the process of continuous improvement in shaping business operations.

The Lundy-Fetterman School of Business strives to be recognized as a premier business school known for its free-enterprise-based curriculum, distinctive academic programs, practical work experiences, and values-based entrepreneurial emphasis.

Core Values

The actions and activities of the faculty and staff are based on a core set of values held in the School of Business. Seven specific belief statements form the foundation for these core values.

1. The creation of a caring family-type environment is essential to the personalized style of education provided to students.
2. An entrepreneurial free enterprise focus is important to all aspects of the academic programs.
3. Programs of study on all campuses will provide for academic excellence.
4. Practical work experiences are an important part of a holistic educational process in the School of Business.
5. An understanding of Christian values provides a solid foundation for a life-long commitment to service in business or professional environments.
6. A strong liberal arts academic foundation is a critical component of a true professional education.
7. Faculty and staff should model a passion for learning, an understanding of the global environment, and the values of integrity, mutual respect, and accountability in personal and professional relationships.

History of Campbell University

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

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

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

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

The Campbell University School of Law was founded in 1976, and the Lundy-Fetterman School of Business was begun in 1983. The Schools of Pharmacy and Education were established in 1985. The Divinity School was established in 1996.

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

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

James Archibald Campbell	1887-1934
Leslie Hartwell Campbell	1934-1967
Norman Adrian Wiggins	1967-2003
Jerry McLain Wallace	2003-

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:

I. presents a worldview informed by Christian principles and perspectives;
II. affirms that truth is revelatory and transcendent as well as empirical and rational, and that all truth finds its unity in Jesus Christ;
III. influences development of moral courage, social sensitivity, and ethical responsibility;
IV. gathers a diverse community of learners;
V. delivers academic instruction in the liberal arts and sciences and professional preparation at both undergraduate and graduate levels;
VI. transfers to students the vast body of knowledge and values accumulated over the ages;
VII. encourages students to think critically and creatively;
VIII. fosters the development of intellectual vitality, physical wellness, and aesthetic sensibility;

IX. forges a community of learning that is committed to the pursuit, discovery, and dissemination of knowledge;
X. provides students with servant leadership opportunities;
XI. cooperates with other educational institutions to expand learning opportunities for students;
XII. offers service and other opportunities to the greater community through athletics, continuing education, cultural enrichment programming, and extended-campus education.

Accreditation

Campbell University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools 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.

For information regarding Campbell University accreditations, please visit www.campbell.edu/accreditation

Master of Business Administration Program 2012-2013

Graduate Program Purpose

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

Graduate study is different from undergraduate in the following respects:

1. The graduate student is expected to assume greater responsibility and to exercise more individual initiative;
2. More extensive and intensive reading is required;
3. Greater emphases are placed on research and teamwork;
4. Class participation is expected more frequently;
5. And more instruction is provided in elective areas.

The MBA program is offered in two formats by Campbell University. The first is in an evening course format. Classes meet one night a week for eight week terms. Six eight week terms meet during a calendar year. Fall I, Fall II, Spring I, Spring II, Summer I, and Summer II terms are taught on the RTP campus and Buies Creek main campus.

The second format is in a semester-long, full-time, day class structure with classes meeting for fifteen weeks. No courses are offered in this format during the summer. Students in joint degree programs such as BBA/MBA (3/2), JD/MBA, MDIV/MBA, and PharmD/MBA are admitted into the day program, as well as students with bachelor's degrees.

General Information about Campbell University MBA

Orientation

Upon admission to the MBA Program, students are required to complete the Graduate Programs Orientation. Orientation information will be provided to students upon return of the pre-registration form included with the students acceptance letter. If a student does complete orientation prior to the semester in which they wish to begin, they will be eligible to begin classes during the next semester.

Auto Registration

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

Bookstore

The University Bookstore is operated by Barnes and Noble and offers all books, supplies and apparel necessary for MBA 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 can be ordered online. The University Bookstore website is http://campbell.bncollege.com.

Career Development and Placement Office

The School of Business Office of Career Development and Placement is the resource center for graduate business students making career decisions and plans, and is conveniently located in the Lundy-Fetterman Building. Students can take advantage of the numerous services offered by the office, including Career Development and Planning, Vocational Testing and Assessment, Placement Assistance, and Resource Information. The office's professional and courteous staff has been instrumental in launching the careers of many Campbell MBA students and/or changing their career paths. Graduate business students are welcome to call the Career Adviser directly at (910) 893-1416 to receive individualized career counseling that will help sharpen their competitive edge in the job market.

Cost of Instruction

The instruction cost is $545.00 per credit hour for both campuses for the 2012-2013 school year. Students in the 3/2 program are charged undergraduate tuition and general fees all years enrolled. The University reserves the right to change the cost of instruction when this change is deemed necessary.

Joint Degree Options

The School of Business offers joint degree programs with the Norman Adrian Wiggins School of Law, College of Pharmacy & Health Sciences, and Campbell University's Divinity School. Students in these programs get the opportunity to attain both degrees simultaneously. Our BBA/MBA (3/2 program) enables students to complete BBA and MBA degrees in a five-year period. Students in the 3/2 program are required to take day time classes, however students in the joint professional programs (PharmD, JD, and MDiv) are permitted to take day or evening classes.

JD/MBA Option

Through a cooperative arrangement between the Norman Adrian Wiggins School of Law and the Lundy-Fetterman School of Business students may pursue the Juris Doctor (JD) and Master of Business Administration (MBA) degree. Students interested in pursuing the joint degree program will complete both 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. The LSAT score will be considered in lieu of the GMAT score. Through careful planning, most students complete the requirements for these joint degrees within three years.

PharmD/MBA Option

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 joint degree program will complete both degrees simultaneously. Students actively enrolled in the School of Pharmacy may, upon recommendation of the Pharmacy School, be admitted into the

MBA program. Students will not be required to take the GMAT. The PCAT score will be considered in lieu of the GMAT score. Through careful planning, most students add only an additional 9 courses to their curriculum.

M.DIV/MBA Option

The joint M.Div 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. The MBA incorporates up to nine (9) hours of M.Div credit into the program. A full-time student could expect to finish the two degrees in four years of study.

3/2 Option

Undergraduate students majoring in Accounting, Business Administration, Economics, Economics – Pre-Law, Healthcare Management, International Business, Marketing, PGA Golf Management, Trust and Wealth Management, and Trust and Wealth Management – Pre-Law, may apply for admission to the Day MBA Program during the Spring semester of their junior year.

Named the 3/2 Program, qualified candidates must satisfy all criteria for full-standing admission to the MBA Program with the exception of a Bachelor's degree and agree to pay the prevailing full-time undergraduate tuition and fees. By adding the fifth year to their program of study, qualified candidates will take day time classes and will be eligible to receive both BBA and MBA degrees simultaneously. Should a student decide to no longer pursue the 3/2 track and graduate in 4 years, the MBA credits previously taken will no longer be counted toward a graduate degree.

Application for Graduation

A student must apply for granting of the MBA degree to the MBA Office at least one term before the date 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. Applications received before the specified time will be processed for the desired graduation ceremony, assuming all requirements are met. Applications received after this time will be processed for the next graduation ceremony (i.e., applications received too late for the May graduation will be processed for August or December graduation and applications received too late for the December graduation will be processed for the May graduation). 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.

Equal Opportunity Policy

Campbell University is an equal educational opportunity institution, and in keeping with this policy, the University makes no distinction in the admission of students, or any of the other of its activities, on the basis of race, color, sex, creed, age, religion, national origin, or disability.

Financial Assistance

Graduate business students may be eligible for loans to cover part of their educational expenses. Students wishing to apply for financial aid may call (910) 893-1310 or send their requests to the Director of Financial Aid, P.O. Box 36, Buies Creek, NC 27506.

Graduation Exercises

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

Graduation with Honors

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

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

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

Housing

Graduate business students on the Buies Creek campus can reside on campus in any of the dormitories. The University maintains single-family homes and graduate student apartments for singles as well as married couples. In addition, graduate business students can live off-campus in privately owned rental apartments and houses within a short driving distance from the University campus. For more information concerning living arrangements, students should call the Directors of Residence Life at (910) 893-1542 and/or Rental Housing at (910) 893-1616.

Identification Cards

Student identification cards are made routinely during on-campus registration and throughout the year. ID cards are needed to take advantage of library services, to attend sporting events, and to qualify for certain Campbell University student discounts and privileges. The cost of an ID card made after the registration period is borne by the student. To arrange for his/her ID card, the student may wish to make an appointment by calling the at (910) 893-1420 during weekdays. RTP campus students do not need ID cards for class at RTP, but are welcome to visit main campus and have an ID made.

Refund Policy

Students may withdraw and receive a full refund of tuition provided the withdrawal is made prior to the beginning of the third class meeting. No refund will be made after the third class meeting.

Registration

For evening classes, students may register on certain designated days and up to the beginning of the second class meeting. After the initial registration with the MBA office, students may register online for MBA classes.

Scheduling of Classes

Unless otherwise stated, classes in the evening program meet once a week for eight weeks from 6:00 p.m. to 10:00 p.m. on a designated night for each campus.
Campbell University reserves the right to change the schedule, limit enrollment, and cancel classes with insufficient enrollment.

Student Health Services

The John A. Person Memorial Student Health Services 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 Thursday from 8:00 a.m. to 4:00 p.m. and Friday from 8:00 a.m. to 12:00 p.m. Students should call (910) 893-1560 to schedule an appointment to see the Health Services Physician.

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, voice-mail, 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 Web Site (www.campbell.edu).

2. A message is posted on a dedicated telephone line whereby anyone can call in and get the message. The numbers which

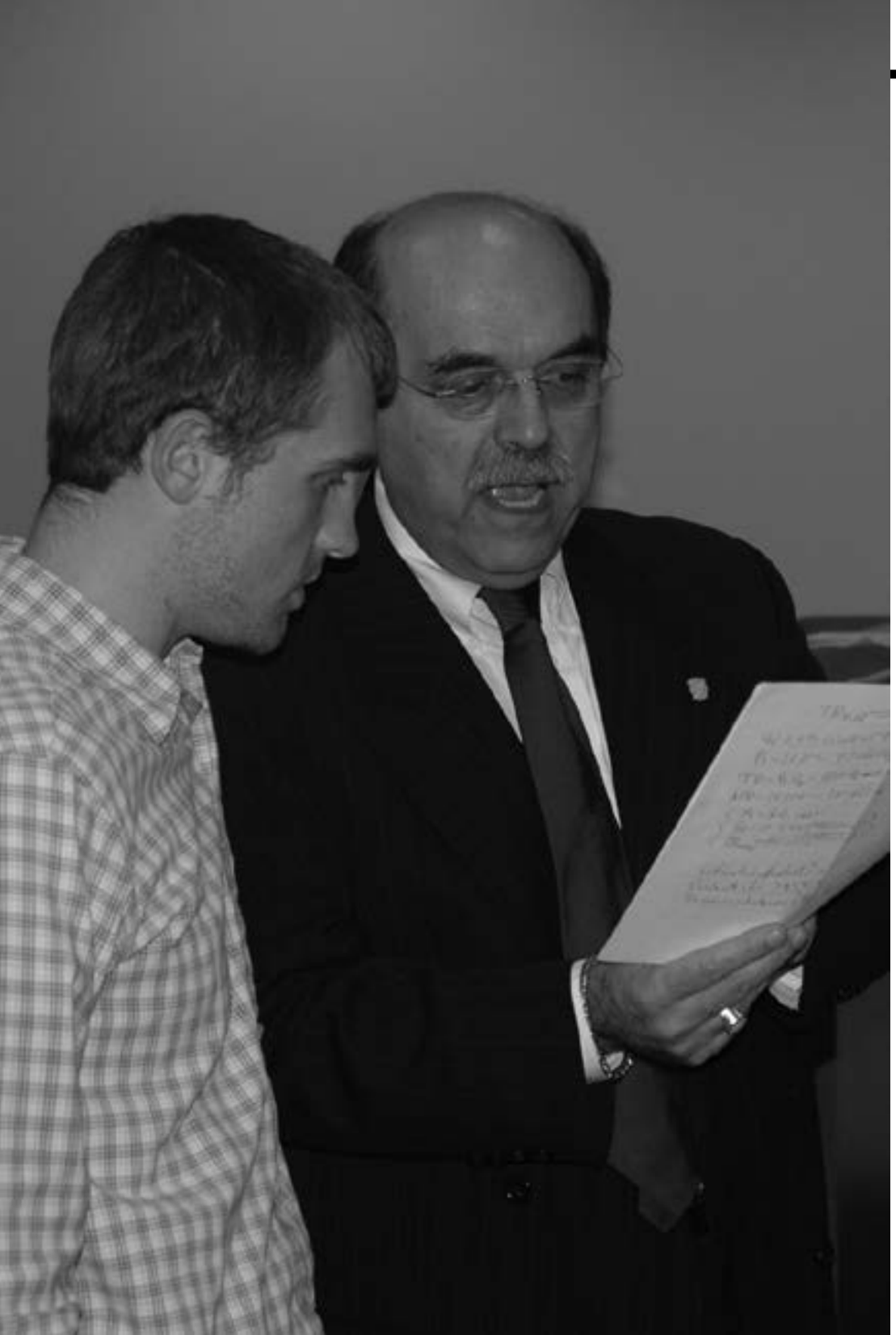
persons may call for the announcements are: on campus dial 5700; local, but not on campus, dial 910-814-5700; long distance, 1-800-760-8980.

3. 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 (9911 FM), WUKS (107.1 FM), and WPTF (680 AM) in Raleigh.

4. Television stations, WTVD-Durham Channel 11, WRAL-Raleigh Channel 5, WNCN-Raleigh Channel 17, WRDC-Raleigh/Durham (Raleigh/Durham/Fayetteville).

5. 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 RTP Center, but will be personalized for them.

6. By logging into Blackboard all Campbell students, faculty, and staff may register with Campbell's alert system. The system (provided by e2Campus) works by sending a text message to your cell phone in the event of a campus-wide emergency.



MASTER of BUSINESS ADMINSTRATION

Admission Process

Submit an application for graduate admission with a check for $65.00.

Have three professional persons who know your academic and/or professional ability submit recommendation forms.

Take the GMAT or GRE(plus TOEFL for International students) and have the score report sent to the School of Business Graduate Admissions Office.

Fulfill undergraduate pre-requisite requirements and have all official college transcripts mailed directly to the School of Business Graduate Programs Office from the College or University.

Receive notification of the status of your application from the School of Business.

The Program

Upon written approval into the program from the Graduate Programs Office, contact the Assistant Director to register for classes.

Attend Orientation session and plan your MBA track.

Complete all program requirements within a period of five years. The catalog in effect when you are accepted describes your program requirements.

Graduation

Prior to the final semester, apply for graduation (Campbell's formal graduation exercises are held twice a year, in May and December).

Purchase your graduation regalia

Participate in the graduation ceremony; pick up your diploma

Instructional Programs

A. General Prerequisites and Requirements

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

Candidates with undergraduate degrees in business administration should allow two full years for completion of the requirements; candidates who did not major in business administration should allow three full years. However, many students graduate in as little as one calendar year.

B. Undergraduate-Level Course Requirements*

Effective Fall 2007, students seeking full standing admission to the Campbell University MBA program are required to have successfully completed the following undergraduate prerequisite courses.

Undergraduate prerequisites:

Course	Semester Hours
Accounting	3
Economics	3
Computer Science	3
International Business	3
Statistics	3
Management	3
Marketing	3
Total	21

*There are two exceptions to this policy:

1. Students who complete a Campbell University BBA degree are considered to have met all of the necessary prerequisite requirements whether or not they have completed these specific courses. Campbell's BBA degree programs all cover the common professional components (CPC) related to these prerequisite courses.
2. Students who successfully complete Campbell University's BADM 510 – Business Foundations course will also be considered to have met all of the necessary prerequisite requirements. This 9 credit course addresses the CPC requirements in an advanced, accelerated format.

For additional information please contact the Campbell University MBA office at 910-814-4308 or mba@campbell.edu.

Graduate-Level Course Requirements for Evening MBA Program

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

Course	Semester Hours
Required Courses:	
BADM 710 – Accounting for Decision Making	3
BADM 724 – Economics for Managers	3
BADM 730 – Financial Management	3
BADM 732 - Management of Financial Institutions	3
BADM 740 – Legal Environment of Business	3
BADM 742 – Business Ethics	3
BADM 750 – Organizational Behavior	3
BADM 752 - Human Resource Management	
BADM 758 – Strategic Management	3
BADM 760 – Contemporary Management Science Techniques	3
BADM 770 – Marketing Management	3
BADM 772 - Marketing Research	3
Total	36

Admission Requirements for the MBA degree

Admission Process for the Evening MBA Program

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

1. Application should be sent to the School of Business Graduate Programs Office with a $65.00 application fee. The application fee is nonrefundable.

2. Reference forms should be distributed to three professional persons who have been directly involved in the student's academic and/or professional work. These should be mailed directly to the School of Business Graduate Admissions Office by the recommending persons.

3. The applicant must request that an official copy of the GMAT or GRE score report be sent directly from the testing center to Campbell University.

4. The applicant must request that an official copy of the transcript(s) of all colleges and universities previously attended be mailed directly from those schools to the School of Business Graduate Programs Office.

After appropriate reviews have been made in the Graduate Admissions Office and the MBA Office, the student will be notified of his/her status by the Graduate Admissions Committee.

Admission Status for Evening MBA Program

Applicants to the Evening MBA must meet the following admission requirements:

1. A bachelor's degree from an accredited institution of higher education
2. A minimum grade point average of 2.80 on a 4.00 point scale on all undergraduate work
3. The required 21 hours of prerequisite business courses
4. A minimal score of 450 on the Graduate Management Admission Test (GMAT) or equivalent on the Graduate Record Examination (GRE)
5. A GMAT or GRE Writing Score of 3.5 or higher
6. Minimum of two (2) years post-baccalaureate or professional work experience.

**If a student does not meet all full-standing requirements, conditional admission may be considered upon appeal to admissions committee.*

Admission Process for the Day MBA Program

To apply to the Day MBA Program, a candidate must complete the following:

1. Application should be sent to the School of Business Graduate Admissions Office with a $65.00 application fee. The application fee is nonrefundable.

2. Reference forms should be distributed to three professors who have been directly involved in the student's academic work. These should be mailed directly to the School of Business Graduate Admissions Office by the recommending professors.

3. The applicant must request that a copy of the GMAT or GRE score report be sent directly from the testing center to Campbell University.

4. The applicant must request that an official copy of the transcript(s) of all colleges and universities previously attended be mailed directly from those schools to the School of Business Graduate Admissions Office.

After appropriate reviews have been made in the Graduate Admissions Office and the MBA Office, the student will be notified of his/her status by the Graduate Admissions Committee.

Admission Status for Day MBA Program*

Applicants to the Day MBA must meet the following admission requirements:

1. A bachelor's degree from an accredited institution of higher education
2. A minimum grade point average of 2.80 on a 4.00 point scale on all undergraduate work
3. The required 21 hours of prerequisite business courses
4. A minimal score of 450 on the Graduate Management Admission Test (GMAT) or equivalent on the Graduate Record Examination (GRE)
5. A GMAT or GRE Writing Score of 3.5 or higher

**If a student does not meet all full-standing requirements, conditional admission may be considered upon appeal to admissions committee.*

*Applicants seeking admission for, JD/MBA, MDIV/MBA, and PharmD/MBA should contact the academic adviser in the appropriate school and the MBA Office.

Requirements for International Students

International students are required to provide the following information to be admitted in the MBA Program:

1. Proof of a score of 550 Paper-based total (213 Computer-based total) or better on the Test of English as a Foreign Language (TOEFL)
2. Certified/official copies of all transcripts, degrees, and diplomas in English and/or original evaluation of the same documents from Educational Testing Service (ETS)
3. An affidavit of financial responsibility in order for the University to issue an I-20 Form
4. A bachelor's degree from an accredited institution of higher education
5. A minimum grade point average of 2.80 on a 4.00 point scale on all undergraduate work
6. The required 21 hours of prerequisite business courses
7. A minimal score of 450 on the Graduate Management Admission Test (GMAT) or equivalent on the Graduate Record Examination (GRE)
8. A GMAT or GRE Writing Score of 3.5 or higher

Action on Applications

Students are informed, within a few weeks after receipt of the completed application, whether or not admission has been granted. The institution reserves the right to refuse admission to any applicant.

Academic Standards for the MBA degree

Grading System

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

A	Excellent work of highest professional quality (4 quality points per credit hour)
B	Good work of professional quality (3 quality points per credit hour)
C	Passing work (2 quality points per credit hour)
F	Failing (No quality points assigned)
I	Incomplete. Incomplete work must be completed within the next semester or the grade becomes an F.
WP	Withdrew Passing. Is not used in computing GPA.
WF	Withdrew Failing. Is used to compute an individual's GPA.
W	Withdrew. May only be assigned when the student withdraws after the no-penalty period for reasons beyond his/her control or at the discretion of the Dean of the School. A grade of W will not be used in computing an individual's GPA.

Good Standing and Readmission

All students must maintain a 3.0 grade point average to remain in good standing. Any student who is at full standing whose grade point average is below a 3.0 at the end of a semester will be placed on academic probation. There are three semesters: Fall, Spring, and Summer. A 3.0 grade point average must be obtained by the

completion of the following semester in order for the student to continue in the MBA Program. Students who are on academic probation may also be subject to additional restrictions.

Repeat Courses

A student who receives an "F" or a "C" grade, but has not earned offsetting "A" grades to maintain the required "B" average, will have the opportunity to repeat the course(s). If a student receives an "F" grade, the student is automatically placed on academic probation and may be subject to additional registration restrictions. A maximum of two repeats are allowed per student within the MBA curriculum. If after two repeat attempts, the student does not meet GPA requirements the student will be academically dismissed from the MBA Program.

For repeat courses, the last attempt will affect the final grade point average for good standing and graduation purposes. If the replacement grade is lower than the initial grade, the replacement grade will be used in determining the meeting of graduation requirements and calculating the student's grade point average

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

Transfer Credit

The University will accept up to six credit hours in acceptable graduate transfer credits taken in the past five years at the time a student applies or is considered for admission to the Campbell University MBA Program. No transfer credit will be granted for graduate courses completed through another institution after

a student has been accepted into the Campbell University MBA Program. Exceptions to this policy can be made by the Director of the MBA Program for instances in which a student is transferred by his/her employer to a location outside the market area of Campbell University's existing campuses.

Independent Study

Independent Study contracts are developed as a last resort and in the event of extenuating circumstances; e.g., course cancellation or job transfers outside the regions currently served by either of the two campuses, to accommodate students near degree completion. In all cases, the student must submit a request for an independent study to the Assistant Director for Graduate Programs. Upon approval, the supervising professor, the Director of the MBA Program, the Dean of the School of Business, and the University Registrar students may be registered for independent studies. All work for an independent study must be completed by the end of the semester in which the student enrolls for that independent study.

Full Course Load

Three credit hours is full-time for the evening program during any regular term. Six credit hours is full-time for the day program during the regular semester. Three credit hours is the full-time load for each summer term. Graduate business students choosing the "fast track" option may take up to twelve credit hours per semester (16 weeks) in the program. Any requests to take more than 12 hours must be in writing to the Dean of the School of Business. Additionally, students requesting to take more than 12 hours in one semester must be at Full-Stading, have a 3.5 or higher GPA, have successfully completed at least 9 hours of coursework in the program, and have no 'C' grades on their transcript.

Course Substitutions

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

Class Attendance

Punctual and regular class attendance is expected from all graduate business students. Normally, students who miss more than fifteen percent of the class meetings will receive a grade of an "F" in the course.

The Eight-Year Academic Forgiveness Policy

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

Guest Students

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

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

Readmission

Any student who interrupts his/her graduate program by not registering for course work during any semester or two terms of the regular academic year must apply for readmission before he/she can resume graduate studies. All applications for readmission should be presented to the School of Business Graduate Admissions Office at least two weeks prior to the opening of registration for the term in which a student wishes to resume graduate work.

Master of Business Administration ETS Exam

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

Requirements for the Granting of the MBA Degree

In order to be granted the MBA degree, a student in the Evening Program must meet the following:

A. Admission in full standing
B. A minimum of thirty-six credit hours in a program approved by the Director of the MBA Program
C. A minimum of thirty credit hours in the Graduate Program must be completed at Campbell University
D. The completion of the required course of study, with at least a "B" (3.0) average, and no more than two "C" grades
E. Passing of the MBA ETS Exam taken in the final semester of the program.
F. Completion of all requirements within a five-calendar-year period of time*

In order to be granted the MBA degree, a student in the Day Program must meet the following:

A. Admission in full standing
B. A minimum of thirty-six credit hours in a program approved by the Director of the MBA Program
C. A minimum of thirty credit hours in the Graduate Program must be completed at Campbell University
D. The completion of the required course of study, with at least a "B" (3.0) average, and no more than two "C" grades.
E. Minimum of 200 hours documented work experience.
F. Passing of the MBA ETS Exam taken in the final semester of the program.
G Completion of all requirements within a five-calendar-year period of time*

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

MBA Course Descriptions

Required Courses

BADM 710 – Accounting for Decision Making
A course dealing with the use of accounting data for purposes of managerial control and decision-making. Topics covered include budgeting, standard costing, profit planning, and emerging approaches for measuring productivity, quality, and financial performance. Includes lecture, problem sets, and case studies. (3 credit hours)

BADM 724 – Economics for Managers

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. (3 credit hours)

BADM 730 – Financial 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. (3 credit hours)

BADM 740 – 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 affect decisions.
(3 credit hours)

BADM 742 – Business Ethics
In order to foster the highest legal and moral standards in everyday managerial decision-making, the course examines the intersection of laws and ethics in today's business world. Through extensive use of role-playing scenarios and case studies, students are exposed to a wide variety of international law, contemporary and emerging business environments, and ethics and corporate social responsibility issues that draw comparisons between the legal system of the United States of America and other countries.
(3 credit hours)

BADM 750 – Organizational Behavior
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 integrates organizational behavior, globalization, information technology, and ethics. (3 credit hours)

BADM 758 – Strategic Management
Designed to be taken later in the student's degree program, it is a capstone course for MBA students taught from the perspective of senior management. The course will integrate concepts, principles and practices and apply these to the strategic vision, objectives, crafting a strategy, strategy implementation, and evaluation techniques will be learned using case analyses, computer simulations, and oral case presentations. The course will apply strategic management tools to examine traditional and e-business competitive environments. Includes an examination of the leadership role managers play in developing sustainable competitive advantage. Emerging issues will also be addressed.
(3 credit hours)

BADM 760 – Contemporary Management Science Techniques
Students are provided with a sound conceptual understanding of the role that management science plays in the decision-making process. Using a case/problem scenario approach, the course attempts to expose students to the application of a wide variety of quantitative techniques in management science. (3 credit hours)

BADM 770 – Marketing Management
A study of the 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. Case studies along with individual and group projects will supplement class lectures. (3 credit hours)

Advanced Courses

BADM 708 – Special Topics
An in-depth study of current and emerging challenges facing managers in corporations, not-for-profit institutions, and governmental agencies in a multi-cultural setting. Course content and topic may vary with each offering.
(1-3 credit hours)

BADM 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. Team project involving the preparation of a strategic plan for a financial institution is required.
(3 credit hours)

BADM 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. This course prepares the student to participate in strategic business decisions on a global basis. (3 credit hours)

BADM 772 – Marketing Research
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. (3 credit hours)

BADM 790 – 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 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. (3 credit hours)

Master of Trust & Wealth Management 2012-2013

Graduate Program Purpose

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

Students targeted for the MTWM Program include:

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

The MTWM Program is a part of the Lundy-Fetterman School of Business. Campbell University's undergraduate and graduate degree programs in Trust and Wealth Management are the only programs of their kind in the United States. The undergraduate

program, established in 1968, was the brainchild of the dean of trust education in this country, Mr. Gilbert T. Stephenson, and Dr. Norman A. Wiggins, former President of Campbell University and a leading authority on trust education. Graduates of Campbell's Trust and Wealth Management programs are recognized nationwide for having the hands-on training, people skills, and technical expertise to take their place as leaders in the financial services industry.

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

The MTWM Program is registered with the Certified Financial Planner Board of Standards, Inc. Graduates of the MTWM Program are eligible to sit for the national CFP® Certification Examinations and earn the certification. [Certified Financial Planner Board of Standards, Inc. owns the marks CFP®, CERTIFIED FINANCIAL PLANNERTM, and CFP (with flame logo) ®, which it awards to individuals who successfully complete initial and ongoing certification requirements]

The Southeastern Trust School, based at Campbell, was established in 1969 to improve technical skills of professionals employed in the trust industry through an intensive summer session. The Southeastern Trust School is accredited by the Institute of Certified Bankers for the first year of study at the National Trust School operated by the Trust Division of the American Bankers Association. Students enrolled in the MTWM Program are encouraged to complete the Southeastern Trust School summer session.

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. Professionals representing most of the nation's leading trust institutions maintain seats on the Board of Directors and provide input regarding industry developments and consequences for professional education to Campbell's faculty and administrators.

General Information about Campbell University MTWM

Advisement

Upon admission to the MTWM Program, students will send in a pre-registration form into the Graduate office to register for classes. Six credit hours is full time status during any regular term. Students must maintain continuous enrollment each term in order to remain in good standing. Students are required to complete the program in the proper sequence of courses. Conferences to discuss classes may be arranged in person, on the telephone, and/or via e-mail.

Auto Registration

Students attending courses on the RTP campus do not need to register their automobiles. Students who attend day courses on the main campus must register their automobiles. All automobiles must be registered with the campus security office during registration for classes. A decal designating the specific parking area is issued for each automobile. Please contact the Parking Office at (910) 893-1550 or (910) 893-1376 directly.

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 purchased online through the bookstore at http://campbell.bncollege.com.

Career Development and Placement Office

The School of Business Office of Career Development and Placement is the resource center for graduate business students making career decisions and plans, and is conveniently located in the Lundy-Fetterman Building. Students can take advantage of the numerous services offered by the office, including Career Development and Planning, Vocational Testing and Assessment, Placement Assistance, and Resource Information. The office's professional and courteous staff has been instrumental in launching the careers of many Campbell students and/or changing their career paths. Graduate business students are welcome to call the Career Adviser directly at (910) 893-1416 to receive individualized career counseling that will help sharpen their competitive edge in the job market.

Cost of Instruction

The tuition for the MTWM Evening Program is $650.00 per hour. Other estimated fees for the program are: application fee–$65.00 and books–$1,200.00. The University reserves the right to change the cost of instruction when this change is deemed necessary.

Application for Graduation

A student must apply for granting of the MTWM degree to the Graduate Office at least one term before the date 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. Applications received before the specified time will be processed for the desired graduation ceremony, assuming all requirements are met. Applications received after this time will be processed for the next graduation ceremony (i.e., applications received too late for the May graduation will be processed for August or December

graduation and applications received too late for the December graduation will be processed for the May graduation). 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.
It should be completed and submitted to the Graduate Office.

Equal Opportunity Policy

Campbell University is an equal educational opportunity institution, and in keeping with this policy, the University makes no distinction in the admission of students, or any of the other of its activities, on the basis of race, color, sex, creed, age, religion, national origin, or disability.

Financial Assistance

Graduate business students may be eligible for loans to cover part of their educational expenses. Students wishing to apply for financial aid may call (910) 893-1310 or send their requests to the Director of Financial Aid, P.O. Box 36, Buies Creek, NC 27506.

Graduation Exercises

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

Graduation with Honors

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

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

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

Identification Cards

Student identification cards are made routinely during on-campus registration and throughout the year. ID cards are needed to take advantage of library services, to attend sporting events, and to qualify for certain Campbell University student discounts and privileges. The cost of an ID card made after the registration period is borne by the student. To arrange for his/her ID card, the student may wish to make an appointment by calling Photographics at (910) 893-1420 during weekdays. RTP campus students do not need ID cards for class at RTP, but are welcome to visit main campus and have an ID made.

Refund Policy

Students may withdraw and receive a full refund of tuition provided the withdrawal is made prior to the beginning of the second class meeting. No refund will be made after the second class meeting. A withdrawal form should be completed and submitted to the Graduate Office.

Registration

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

Scheduling of Classes

Unless otherwise stated, classes in the evening program meet once a week for eight weeks from 6:00 p.m. to 10:00 p.m. on a designated night for each campus. MTWM classes are scheduled for Monday and Wednesday nights.

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

Student Health Services

The John A. Person Memorial Student Health Services provides health care for 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 Thursday from 8:00 a.m. to 4:00 p.m. and Friday from 8:00 a.m. to 12:00 p.m. Students should call (910) 893-1560 to schedule an appointment to see the Health Services Physician.

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, voice-mail, 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 Web Site (www.campbell.edu).

2. 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.

3. 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 (9911 FM), WUKS (107.1 FM), and WPTF (680 AM) in Raleigh.

4. Television stations, WTVD-Durham Channel 11, WRAL-Raleigh Channel 5, WNCN-Raleigh Channel 17, WRDC-Raleigh/Durham (Raleigh/Durham/Fayetteville).

MASTER of TRUST & WEALTH MANAGEMENT

Admission Process

Submit an application for graduate admission with a check for $65.00.

Have three professional persons who know your academic and/or professional ability submit recommendation forms.

Take the GMAT or GRE (plus TOEFL for International students) and have score report sent to the School of Business Graduate Programs Office.

Fulfill undergraduate pre-requisite requirements and have all official college transcripts mailed directly to the School of Business Graduate Programs Office from the College or University.

Receive notification of the status of your application from the Graduate

The Program

Upon written approval into the program from the School of Business Graduate Programs Office, fill out pre-regisration form and send to Assistant Director, Graduate Programs.

Complete all program requirements within a period of three years. The catalog in effect when you are accepted describes your program requirements.

Graduation

Prior to the final semester, apply for graduation (Campbell's formal graduation exercises are held twice a year, in May and December).

Purchase the cap and gown you ordered when applying for graduation.

Participate in the graduation ceremony; pick up your diploma

Instructional Programs

Undergraduate Prerequisites

Applicants must have successfully completed the following undergraduate classes in order to be granted full admission status to the MTWM Program:

Course	Semester Hours
Accounting	3
Economics	3
Computer Science	3
International Business	3
Statistics/or Quantitative Methods	3
Corporate Finance	3
Total	18

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

Graduate-Level Course Requirements

In order to earn the Master of Trust and Wealth Management degree, candidates must satisfy the following course requirements:

Course		Semester Hours
Fall I		
TRUST 710	Application of Fiduciary Principles*	3
TRUST 620	Financial Planning Seminar	3
Fall II		
TRUST 630	Investment Analysis	3
TRUST 720	Estate Taxation Seminar	3
Spring I		
TRUST 730	Gift and Fiduciary Income Taxation Seminar	3
TRUST 740	Risk Management Applications	3
Spring II		
TRUST 631	Advanced Investment Analysis	3
TRUST 633	Advanced Income Taxation*	3
Summer I		
TRUST 745	Wealth Management Sales	3
TRUST 760	Advanced Estate Planning Seminar (16 week capstone course – will meet as necessary on Tuesday Evenings)	3
TRUST 750	Advanced Retirement Planning	3
Summer II		
TRUST 780	Legal/Regulatory Issues	3
TRUST 770	Advanced Wealth Transfer Seminar	3
TRUST 760	Advanced Estate Planning Seminar (Continued)	
Total Hours		39

Admission Requirements for the MTWM degree

Admission Process for the MTWM Program

An applicant should complete the following steps for consideration of admission into the MTWM Program"

(1) Application and reference forms should be obtained from the School of Business Graduate Admissions Office and should be returned to that office along with a $65.00 application fee. The application fee is nonrefundable. Students are admitted only at the beginning of each program cycle. Students are required to take all courses in the proper sequence in order to receive the full benefit from the MTWM learning experience. In exceptional cases, the MTWM Admissions Committee may, in its sole discretion, waive this requirement.

(2) Reference forms should be distributed to three professional persons who have been directly involved in the student's academic or professional work. These forms should be mailed directly to the School of Business Graduate Admissions Office by the recommending individuals.

(3) The applicant should request that an official copy of their undergraduate transcript and a copy of the GMAT, LSAT, or GRE score be sent to the School of Business Graduate Admissions Office. (International students must also submit a copy of their TOEFL Score.)

(4) After appropriate decisions have been made in the Graduate Admissions Office, the student will be notified of his/her status by the Graduate Admissions Committee.

*Applicants seeking admission for JD/MTWM, should contact the academic advisor in the appropriate school MTWM office.

Admission Status for MTWM Program

Applicants to the MTWM Program may be admitted in two categories. They are:

Full Standing

Full standing requires all of the following:

1. A bachelor's degree from an accredited institution of higher education
2. A minimum grade point average of 2.7 on a 4.0 point scale on all undergraduate work
3. A minimum score of 450 on the GMAT or a minimum score of 150 on the LSAT or the equivalent score on the GRE.
4. Successfully completed the undergraduate prerequisite courses,
5. Selection by MTWM Admissions Committee, including consideration of recommendation letters, past experience, and academic performance

Provisional Admission

Applicants who do not meet the requirements for Full Standing may be admitted on a provisional admission basis by meeting the following:

1. A bachelor's degree from an accredited institution of higher education
2. A minimum grade point average of 2.50 on a 4.00 point scale on all undergraduate work
3. A minimum score of 400 on the GMAT or a minimum score of 145 on the LSAT or the equivalent score on the GRE.
4. The understanding that all prerequisite undergraduate courses must be successfully completed by the conclusion of the Fall II in order to remain in the MTWM Program
5. Selection by MTWM Admissions Committee, including

consideration of recommendation letters, past experience, and academic performance

Students admitted as Provisional Admission Candidates, whose lack of courses in the business area may raise questions relative to readiness to successfully pursue graduate study in the proposed area, are required to complete all prerequisites within the first twelve hours of coursework in order to continue in the program.

Provisional students must have a 3.0 grade point average at the end of the fourth graduate course to continue the MTWM Program. If the student has a 3.0 grade point average after the fourth graduate course, the student will be permitted to continue to take courses and will be admitted at full standing. If the student does not have a 3.0 grade point average after the fourth graduate course, the student will be academically removed from the program and will not be permitted to continue the program.

Appeals for exception to this policy must be made in writing to the Director of the MTWM Program for consideration of continued enrollment.

Requirements for International Students

International students are also required to provide the following information to be admitted in full standing:

1. Proof of a score of 550 Paper-based total (213 Computer-based total) or better on the Test of English as a Foreign Language (TOEFL)
2. Certified/official copies of all transcripts, degrees, and diplomas in English and/or original evaluation of the same documents from Educational Testing Service (ETS)
3. An affidavit of financial responsibility in order for the University to issue an I-20 Form
4. A bachelor's degree from an accredited institution of higher education
5. A minimum grade point average of 2.70 on a 4.00 point scale on all undergraduate work
6. The required 21 hours of prerequisite business courses
7. A minimal score of 450 on the Graduate Management Admission Test (GMAT) or equivalent on the GRE.
8. A GMAT or GRE Writing Score of 3.5 or higher

Action on Applications

Students are informed, within a few weeks after receipt of the completed application, whether or not admission has been granted. The institution reserves the right to refuse admission to any applicant.

Academic Standards for the MTWM degree

Grading System

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

A	Excellent work of highest professional quality (4 quality points per credit hour)
B	Good work of professional quality (3 quality points per credit hour)
C	Passing work (2 quality points per credit hour)
F	Failing (No quality points assigned)
I	Incomplete. Incomplete work must be completed within the next semester or the grade becomes an F.
WP	Withdrew Passing. Is not used in computing GPA.
WF	Withdrew Failing. Is used to compute an individual's GPA.
W	Withdrew. May only be assigned when the student withdraws after the no-penalty period for reasons be yond his/her control or at the discretion of the Dean of the School. A grade of W will not be used in computing an individual's GPA.

Good Standing and Readmission

All students must maintain a 3.0 grade point average to remain in good standing. Any student who is at full standing whose grade point average is below a 3.0 at the end of a semester will be placed on academic probation. There are three semesters: Fall, Spring, and Summer. A 3.0 grade point average must be obtained

by the completion of the following semester or 12 credit hours in order for the student to continue in the MTWM Program. A provisionally admitted student whose grade point average is below a 3.0 at the end of the initial 12 credit hour period will be academically dismissed from the program. Students who are on academic probation may also be subject to additional restrictions. A student who has been academically dismissed for a low grade point average is eligible to reapply for admission after a period of one year. However, he/she will become ineligible to graduate with honors.

Any student who interrupts his/her graduate program by not registering for course work during any term of the regular academic year must apply for readmission before he/she can resume graduate studies. All applications for readmission should be presented to the School of Business Graduate Admissions Office at least two weeks prior to the opening of registration for the term in which a student wishes to resume graduate work. One consideration for denying immediate readmission is the student not being able to take the MTWM courses in the proper sequence as laid out in the MTWM curriculum.

Repeat Courses

A student who receives an "F" or a "C" grade, but has not earned offsetting "A" grades to maintain the required "B" average, will have the opportunity to repeat the course(s). For repeat courses, the last attempt will affect the final grade point average for good standing and graduation purposes. If the replacement grade is lower than the initial grade, the replacement grade will be used in determining the meeting of graduation requirements and calculating the student's grade point average.

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

Transfer Credit

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

*TRUST 710 – Application of Fiduciary Principles is waived for Law School students.
*TRUST 633 – Advanced Income Taxation is waived for Law School students.

Full Course Load

Six credit hours is full time status during any regular term. Students must maintain continuous enrollment each term in order to remain in good standing. Students are required to complete the program in proper sequence of courses.

Course Substitutions

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

Class Attendance

Punctual and regular class attendance is expected from all graduate business students. Normally, students who miss more than fifteen percent of the class meetings will receive a grade of an "F" in the course.

The Eight-Year Academic Forgiveness Policy

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

Requirements for the Granting of the MTWM Degree

A. Full Standing Admission to Graduate Study
B. The completion of the required thirty-nine hour courses of study, with at least a "B" average, with no more than two "C" grades (Individuals granted provisional admission must have a "B" average at the end of the fall semester to be granted full admission)
C. Completion of all requirements within a three-calendar-year period of time.

MTWM Course Descriptions

TRUST 620 Financial Planning Seminar (3 semester hours)
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.

TRUST 630 Investment Analysis (3 semester hours)
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.

TRUST 631 Advanced Investment Analysis (3 semester hours)
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: TRUST 630.

TRUST 633 Advanced Income Taxation* (3 semester hours)
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 do not need to take this course.

TRUST 710 Application of Fiduciary Principles* (3 semester hours)
A comprehensive study of the duties and liabilities of a trustee with special focus on current trends by the judiciary to adapt to the current environment. The remedies to those harmed by fiduciary breaches will be presented in case study format. *JD/MTWM students do not need to take this course.

TRUST 720 Estate Taxation Seminar (3 semester hours)
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.

TRUST 730 Gift and Fiduciary Income Taxation Seminar
(3 semester hours)
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.

TRUST 740 Risk Management Applications (3 semester hours)
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.

TRUST 745 Wealth Management Sales (3 semester hours)
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.

TRUST 750 Advanced Retirement Planning (3 semester hours)
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.

TRUST 760 Advanced Estate Planning Seminar (3 semester hours)
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.

TRUST 770 Advanced Wealth Transfer Seminar (3 semester hours)
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.

TRUST 780 Legal/Regulatory Issues (3 semester hours)
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.

Academic Policies & Procedures 2012-2013

Graduate Business Student Rights and Responsibilities

Statement of Graduate Business Student Rights
(Applicable to degree and nondegree students)

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

1. The right to participate in University sponsored services and activities without discrimination or harassment based on the student's race, creed, color, national origin, age, sex, or other classification that deprives the person of consideration as an individual.
2. The right to accurate and plainly stated information, including that relating to the maintenance of acceptable academic standing, graduation requirements, and behavior expectations.
3. The right to be evaluated in the classroom solely on the basis of academic achievement and fulfillment of educational requirements with freedom of expression protected and respected.
4. The right of protection from the maintenance by the University of records reflecting the student's beliefs of his/her political activity and associations except for counseling records, health records, and records of disciplinary proceedings; and the right of protection from release to persons outside the University

community of such records, as well as academic and disciplinary records without the express written consent of the student or a court order.
5. The right to petition for change in either academic or nonacademic regulations, procedures, or practices.
6. The right to fair and impartial treatment and due process in any action which can reasonably be expected to affect the student's status with the University, brought or taken by the University or any of its constituent parts or agencies.
7. The right to use University facilities in accordance with the guidelines established for the use of those facilities.

Statement of Graduate Business Student Responsibilities
(Applicable to degree and nondegree students)

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

1. To assume the primary responsibility for directing and monitoring his or her educational program. This includes seeking out information, advice, and experiences needed to meet personal educational goals. Although professors, advisers, and staff members are expected to provide guidance, the student is normally expected to take the initiative in seeking out such information and assistance.
2. To become familiar with the content of the official bulletin that describes their contract with the University and specifically the School of Business. They must also attend to the manual(s), memoranda, and forms pertinent to the MBA and/or MTWM Program. They should seek out ways to remedy any personal or academic deficiencies and weaknesses. In addition, they should take the initiative in setting up conferences for academic program and career planning. It is strongly recommended that students maintain their own records that, to the degree possible, duplicate the files maintained in the MBA/MTWM Office.

3. To be aware of the rules and regulations concerning the use of University computing, library, and other facilities, as set out in published material.
4. To meet deadlines for work to be submitted.
5. To submit original work for assessment without plagiarizing or cheating.
6. To contribute to the development of University programs and policies by participating in consultative and deliberative processes in a responsible and ethical manner.
7. To be aware of the University's commitment to equal opportunity and to demonstrate tolerance and respect for all members of the University community.
8. To respect the right of faculty members to express views and opinions.
9. To respect the working environment of others in all areas of the University.

Statement of Disciplinary Offenses

(Applicable to degree and nondegree students)

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

1. Interference, coercion or disruption, which impedes, impairs or disrupts the University's mission, processes or functions, or interferes with the rights of others during University classes and activities.
2. Abusive, drunken, violent or excessively noisy behavior or expression upon any University offices, classrooms, or activities.
3. Indecent or obscene behavior or the distribution of obscene materials on University property.
4. The threat or commission of physical violence against self or other persons present on University property.
5. The commission of acts which constitute a violation of local, state or federal law on University property.

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

Statement of Sanctions
(Applicable to degree and nondegree students)

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

Failure of Course:
In a case of plagiarizing or cheating, the instructor may choose to submit a grade of "F" for the course. Alternative penalties may be imposed by the instructor for this offense if determined to be appropriate.
Warning:
The Dean of the School of Business may notify the student that continuation or repetition of specified conduct may be cause for other disciplinary action. A warning cannot be appealed.
Suspension:
The Dean of the School of Business may force withdrawal from the University for a specified period of time, including exclusion from classes, termination of student status and all related privileges and activities, and exclusion from the campus. If a student, while on suspension, violates any of the terms set forth in the notice of suspension, the student shall be subject to further discipline in the form of dismissal.
Dismissal:
The Dean of the School of Business may exclude participation in the program and terminate student status for an indefinite period. The condition of consideration for readmission will be specified at the time of dismissal. The student may be readmitted to the University only with the specified approval by the Dean of the School of Business upon the recommendation of the Program Director.
Where an offense is a violation of federal, state, or local laws, the responsibility for handling the offense and the offender is transferred to the civil authorities. In cases resulting in conviction by the court, the Program Director may find it necessary to suspend the graduate student pending the final disposition of the appeal,

if any. Anytime 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.

Withdrawal Policy

Graduate students withdrawing from a course receive either a grade of "WP" (Withdrawal Passing) or "WF" (Withdrawal Failing). Students withdrawing from a course before the fourth week of an 8-week course or before the eighth week of a regular semester will receive a grade of "WP" if they are passing or a "WF" if they are failing. A grade of "WP" is not used in calculating grade point averages for graduation or Academic Honors purposes. A grade of "WF" will be given in the case of withdrawals after the fourth week of an 8-week class or after the eighth week of a regular semester regardless of the student's average grade. "WF" is counted as an "F" in calculating the grade point average of a student.
Students must complete the Course Withdrawal Form and send it to the Program Director. The Program Director will then provide the Withdrawal Form to the instructor for posting of the appropriate grade. Special appeals for a grade of "W" for a withdrawal must be submitted in writing to the Dean of the School of Business.

The Appeal Process
(Applicable to degree and nondegree students)

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

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

Lundy-Fetterman School of Business Faculty 2012-2013

Carl R. Broadhurst.....Associate Professor of Business
BS, University of Missouri; MBA, Butler University;
DBA, Nova Southeastern University; Campbell University,
2000-

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BS, Trust Certificate, JD, Campbell University;
Campbell University, 1984-

Robert A. Deutsch.....Associate Professor of Business
BA, MBA, Ball State University; PhD, University of Kentucky;
CPA; Campbell University, 2000 –

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BS, Charleston Southern University; MBA, Campbell University;
JD, Campbell University; Campbell University, 2003-

Edward Fubara.....Assistant Professor of Business
Director, MBA Program
BSc, University of Benin; MBA, PhD, Michigan State University;
Campbell University, 2005-

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BBA, Sam Houston State University; MBA, DBA, Mississippi State
University; Campbell University, 1988-

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BA, Furman University; MA, PhD, University of Kentucky;
Campbell University, 2004-

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Campbell University, 1984-

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Campbell University, 2011-

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State University; Campbell University, 1982-

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EdD, North Carolina State University; Campbell University, 2003-

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BA, Lambeth University; JD, Vanderbilt Law School;
LLM, Fordham University School of Law; Campbell University,
2005-

James E. Witherspoon, Jr. .....Associate Professor of Business
Director, MTWM Program
BBA, Campbell University; JD, Wake Forest University;
Campbell University, 1983-

Disclaimer

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MBA Website:
http://www.campbell.edu/mba

MTWM Website:
http://www.campbell.edu/mtwm

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