

# CAMPBELL UNIVERSITY



## Lundy-Fetterman School of Business Business Administration

1-800-334-4111 [www.campbell.edu](http://www.campbell.edu)

*For more information about the program contact:*

The Administrative Assistant

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### The Campbell Program

The oldest and largest program in the Lundy-Fetterman School of Business, the Business Administration major consists of courses that are up-to-date and offers a flexible undergraduate major which provides graduates with employment opportunities in business, government and/or further graduate study.

An ideal major for students who are not certain as to the specific position they will occupy after college, the Business Administration major provides a broad-based education which is especially attractive to students planning to work in a family business or someday go into business for themselves.

Students willing to elect a fifth year in their studies at Campbell may, upon qualification, be admitted to the 3/2 program in Business Administration which awards both the undergraduate BBA and graduate MBA.

### The Campbell Approach

Small class sizes that encourage student participation are typical for the Business Administration program.

Offering some 40 different business subjects each semester, students majoring in Business Administration are given the option of selecting a minor from six different fields.

Internships add to practical training and experience and are encouraged and greatly benefit students in seeking employment.

### The Campbell Faculty

Students are taught by competent and experienced faculty who have earned the highest degrees in their teaching field.

Faculty who instruct courses in Business Administration also serve as advisors and are available to work with students outside the classroom.

Dedicated and caring faculty provide students with excellent classroom instruction and counseling.

The 76,000-square-foot Lundy-Fetterman School of Business Building is equipped with 10 tiered and conventional classrooms, an auditorium, student lounge, business library, computer center, museum, board room, faculty offices, breakout rooms, and much more. Business administration courses are taught in this \$12,000,000 plus state-of-the-art building.

### The Campbell Resources

Two student organizations — Phi Beta Lambda and the Adam Smith Free Enterprise Club — offer students leadership opportunities and bring a variety of business leaders across the nation to the Buies Creek campus.

### The Campbell Student

A geographically and culturally diverse and versatile student body capable of serving in leadership positions is our goal.

Many students who major in Business Administration are recognized by the University for their academic accomplishments by being inducted into nationally recognized honor societies.

Following graduation, students commonly gain leadership positions in business and within the community.

### The Campbell Advantage

Most universities and many colleges offer the business administration major. But Campbell offers you a program that is exceptionally strong and unique, because...

- You'll enjoy the benefits of a large university business program within small-classroom settings...
- You will have a thorough understanding of the free enterprise system...
- You will have a quality liberal arts education distinguished by the Christian mission of the University...
- You may select the 3/2 option leading to both the BBA and MBA degrees, and...
- You are exposed to entrepreneurship and practical internships.

Business Administration at Campbell is the education you need... the education you want... the education for your life.

## Business Administration: Bachelor of Business Administration

### Requirements for a Major in Business Administration (BBA)

ACCT 213, 214, any 300-level accounting course; BADM 221, 222, 300, 313, 314, 331, 332, 336, 345, 468; six semester hours of Business Administration electives; CIS 125; ECON 201, 202, 453, and six semester hours of economics electives. These electives must be selected from junior and senior-level courses.

### Interested?

Call us today and ask for your informational materials about Campbell's:

Academics  
Advantages  
Campus Visits  
Career Services  
Community  
"Creek" Life  
Financial Aid  
International Admissions  
Outcomes  
Residence Life  
Value

Admissions Office  
Campbell University  
1-800-334-4111

International: 01-910-893-1415  
www.campbell.edu

Consider us. Visit us. Call us today.

## Curriculum Outline Business Administration

**CAMPBELL**  
UNIVERSITY

### Freshman Year

SEMESTER 1			SEMESTER 2		
		HRS			HRS
ENGLISH COMP <sup>①</sup>	ENGL 101	3	ENGLISH COMP	ENGL 102	3
HISTORY	HIST 111	3	HISTORY	HIST 112	3
SCIENCE ELECTIVE <sup>②</sup>		4	STATISTICS	MATH 160	3
ALGEBRA	MATH 111	3	FINE ARTS (ART,MUSIC,THEA)	131	3
LIFE WELLNESS	PE 185	2	PE ACTIVITY 111	PE	1
CU WORSHIP	CUW 100	0.5	SCIENCE ELECTIVE <sup>②</sup>		4
NEW STUDENT FORUM	BADM 100	1	CU WORSHIP	CUW 100	0.5

### Sophomore Year

SEMESTER 3			SEMESTER 4		
		HRS			HRS
ENGLISH <sup>③</sup>	ENGL	3	ENGLISH <sup>③</sup>	ENGL	3
BUSINESS LAW	BADM 221	3	BUSINESS LAW	BADM 222	3
INTRO TO CHRISTIANITY	RELG 125	3	RELIGION ELECTIVE	RELG	3
ECONOMIC PRIN (MICRO)	ECON 201	3	ECONOMIC PRIN (MACRO)	ECON 202	3
PRIN OF ACCOUNTING	ACCT 213	3	PRIN OF ACCOUNTING II	ACCT 214	3
INTRO TO COMPUTERS	CIS 125	3	CU WORSHIP	CUW 200	0.5
CU WORSHIP	CUW 200	3			

### Junior Year

SEMESTER 5			SEMESTER 6		
		HRS			HRS
MANAGEMENT PRINCIPLES	BADM 331	3	GENERAL PSYCHOLOGY	PSYC 222	3
CORPORATE FINANCE	BADM 314	3	BUSINESS COMM	BADM 336	3
QUANTITATIVE METHODS	BADM 345	3	HUMAN RESOURCE MTG	BADM 332	3
ACCT (300 LEVEL OR ABOVE)	ACCT	3	NATIONAL GOVERNMENT	GOVT 229	3
PHILOSOPHY OF BUSINESS	BADM 300	3	MARKETING	BADM 313	3

### Senior Year

SEMESTER 7			SEMESTER 8		
		HRS			HRS
MONEY AND BANKING	ECON 453	3	BUSINESS POLICY	BADM 468	3
ECONOMICS (300 LEVEL OR ABOVE)		3	ECONOMICS (300 LEVEL OR ABOVE)		3
BUSINESS ADMN (300 LEVEL OR ABOVE)		3	BUSINESS ADMN (300 LEVEL OR ABOVE)		3
ELECTIVE <sup>④</sup>		3	ELECTIVE <sup>④</sup>		3
ELECTIVE <sup>④</sup>		3	ELECTIVE <sup>④</sup>		3
ELECTIVE <sup>④</sup>		3			

- ① Students achieving an SAT verbal score below 450 will be enrolled in English 100; 450–699, Students will be enrolled in English 101; 700 and above and a "B" average in high school, students will be enrolled in English 102.
- ② Electives may be selected from: basic biology, elementary or general chemistry, general physics, or introduction to environmental science.
- ③ The Sophomore English requirement may be satisfied by completing any two of the following literature courses: English 201, 202, 203 or 204.
- ④ Elective may be selected from any subject area; however, students desiring to earn a minor in Accounting, Computer Information Systems, Economics, Financial Planning, Management, or Marketing should plan their electives early in the program.
- ⑤ Foreign Language requirement is two sequential units in high school or six semester hours in college.