

LUNDY-FETTERMAN SCHOOL OF BUSINESS
BUSINESS ADMINISTRATION
1-800-334-4111 • WWW.CAMPBELL.EDU

For more information about the program contact:
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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 which provide graduates with employment opportunities in business, government and/or enable them to pursue 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 general management position, 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 undergraduate BBA and graduate MBA degrees in just five years.

THE CAMPBELL APPROACH

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

Offering approximately 35 different business subjects each semester, students majoring in Business Administration are given the option of selecting any university minor to tailor their education to their passions.

Internships are encouraged and allow students to gain experience and practical training.

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 advisers and are available to work with students outside the classroom.

Small class sizes in the Lundy-Fetterman School of Business combined with dedicated and caring faculty provide students with excellent classroom instruction and counseling inside and outside of the classroom setting.

THE CAMPBELL RESOURCES

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

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

THE CAMPBELL STUDENT

We aim to create a culturally diverse and versatile student body capable of serving in leadership positions.

Outstanding students who major in Business Administration are eligible to be recognized through the National Honor Society, Sigma Beta Delta, and are eligible for School of Business Endowed Scholarships.

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



The Business Leaders of Tomorrow Club held a golf tournament at Keith Hills to raise money for the Leukemia and Lymphoma Society. The club was founded in 2009 and the leadership skills displayed by these students in just one year led to the second highest amount ever raised by a Campbell University club for a charity.

BUSINESS ADMINISTRATION: BACHELOR OF BUSINESS ADMINISTRATION

Requirements for a Major in Business Administration (BBA):

ACCT 213, 214, any 300-level ACCT course; BADM 100, 125, 221, 222, 300, 313, 314, 331, 332, 336, 345, 468; six semester hours of BADM electives; ECON 201, 202, 453 and six semester hours of ECON electives. These electives must be selected from junior and senior-level courses.

CURRICULUM OUTLINE

Business Administration

FRESHMAN YEAR

SEMESTER 1			SEMESTER 2		
		HRS			HRS
ENGLISH COMP I	ENGL 101	3	ENGLISH COMP II	ENGL 102	3
SCIENCE (W/LAB) ELECTIVE		4	WESTERN CIV II	HIST 112	3
COLLEGE ALGEBRA	MATH 111	3	STATISTICS	MATH 160	3
WESTERN CIV I	HIST 111	3	SCIENCE (W/LAB) ELECTIVE		4
LIFETIME WELLNESS	PE 185	2	ART/MUSIC/THEATRE	131	3
NEW STUDENT FORUM	BADM 100	1	PE ACTIVITY	PE 111	1
CU WORSHIP	CUW 100	0.5	CU WORSHIP	CUW 100	0.5

SOPHOMORE YEAR

SEMESTER 3			SEMESTER 4		
		HRS			HRS
PRIN OF ACCOUNTING I	ACCT 213	3	PRIN OF ACCOUNTING II	ACCT 214	3
BUS INFO TECH	BADM 125	3	BUSINESS LAW II	BADM 222	3
BUSINESS LAW I	BADM 221	3	RELIGION ELECTIVE	RELG 3	3
INTRO TO CHRISTIANITY	RELG 125	3	ENGLISH LITERATURE	ENGL LIT	3
MICRO ECONOMICS	ECON 201	3	MACRO ECONOMICS	ECON 202	3
CU WORSHIP	CUW 200	0.5	CU WORSHIP	CUW 200	0.5

JUNIOR YEAR

SEMESTER 5			SEMESTER 6		
		HRS			HRS
ACCT ELECTIVE (300+)	ACCT 3__	3	PRIN OF MARKETING	BADM 313	3
PHIL OF BUSINESS	BADM 300	3	CORPORATE FINANCE	BADM 314	3
PRIN OF MANAGEMENT	BADM 331	3	HR MANAGEMENT	BADM 332	3
BUSINESS COMM	BADM 336	3	ELECTIVE		3
MONEY & BANKING	ECON 453	3	ELECTIVE		3
ELECTIVE		3			

SENIOR YEAR

SEMESTER 7			SEMESTER 8		
		HRS			HRS
ECON (300+)	ECON 3__	3	ECON (300+)	ECON 3__	3
BADM (300+)	BADM 3__	3	BADM (300+)	BADM 3__	3
QUANTITATIVE METHODS	BADM 345	3	BUSINESS POLICY	BADM 468	3
ENGLISH LITERATURE	ENGL LIT	3	ELECTIVE		3
ELECTIVE		3	ELECTIVE		3

TOTAL HOURS 128

English Comp – Students with an SAT verbal score below 450 will be enrolled in ENGL 100; 450-699 students will be enrolled in ENGL 101; 700 and above and above a “B” average in high school students will be enrolled in ENGL 102.

English Literature – The ENGL LIT requirement may be satisfied by completing any two of the following literature courses: ENGL 201, 202, 203, 204 or 205, or with a 300-level Foreign LANG LIT.

Science Elective – Can be chosen from any 4-hour science courses with a lab.

Electives – Any course can be used for an elective; however, Lundy-Fetterman School of Business students should consider a minor when planning course work.

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 will enjoy small-classroom settings and personal attention.
- Campbell provides a distinctive dedication to a quality liberal arts education, free enterprise and our Christian Mission.
- You will have the opportunity to be a recognized leader by holding an office in a club or becoming a student mentor.
- You have the option to select the 3/2 track leading to both BBA and MBA degrees in just five years.
- Students are exposed to entrepreneurship and practical internships.

The major requirements outlined within this brochure are intended as a guideline and the curriculum outlines are only a sample. The most recent copy of the University's Undergraduate Studies Bulletin is the official source related to curriculum guidelines. It is the student's responsibility to consult with his/her academic adviser.