



INTERNATIONAL BUSINESS

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

For more information about the program contact:
The Admissions and Retention Coordinator
1-800-334-4111, ext. 1393 • 910-893-1393
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THE CAMPBELL PROGRAM

The four-year Bachelor of Business Administration (BBA) degree in International Business is one of ten degree programs in the Lundy-Fetterman School of Business.

Our well-rounded curriculum provides a balance between liberal arts courses and a business specialization sought by multinational corporations. Additionally, our students are grounded in one or more foreign languages, an invaluable asset in international business.

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

The wide scope of the Lundy-Fetterman School of Business allows a selection of more than 35 business courses per semester. Classes are small and provide ample opportunity for discussion, simulations, case study presentations, and a variety of projects. We also make use of academic events and visiting speakers. Many courses are supported by user-friendly, computer-assisted tutorial packages.

In addition, our internship program provides students with hands-on experiences that enhance their value in the job market. We take special pride in placing interns in settings that match their interests. As a result, our students have worked in countries spanning from Europe to Latin America and throughout the U.S. and Canada.

THE CAMPBELL FACULTY AND RESOURCES

Because we are committed to seeing our students succeed, our faculty members are, first and foremost, caring teachers. They are also highly educated: about two-thirds have earned the highest degree in their field. Many have a variety of practical experiences in the corporate world. In fact, our extensive contacts enable us to help find many of our students part-time summer employment and post-graduation employment.

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. Marketing courses are taught in this \$12,000,000 plus state-of-the-art building. Four student organizations – Phi Beta Lambda, the Adam Smith Free Enterprise Club, the 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 CAMPBELL STUDENT

International Business students are active in virtually all campus activities, often holding leadership positions as well. Several business and economics-related clubs and honoraries are also popular for International Business majors. The typical International Business major tends to be a self-motivated, leadership-oriented individual who seeks the challenge and extensive travel associated with global marketplaces. About two-thirds of our graduates go on to entry-level management and marketing positions. The remainder pursue a graduate degree.

The quality of our program and major is reflected both in the high scores which Campbell students achieve on the International portion of the Field Achievement Test and in the high job placement rates our students obtain. Lundy-Fetterman School of Business students score above the national average on a year-end business assessment exam, much like end-of-grade testing scores in secondary school. The job placement rate for International Business majors who keep a resume on file with the office of career development is 80%.



Students from the Lundy-Fetterman School of Business traveled to Chile, South America in 2010. They visited major businesses in the area and helped restore and renovate a children's home for credit through the Study Abroad program.

INTERNATIONAL BUSINESS: BACHELOR OF BUSINESS ADMINISTRATION

Requirements for a Major in International Business (BBA)

ACCT 213, 214; BADM 100, 125, 221, 222, 300, 313, 314, 331, 332, 336, 345, 468, 558, 572; ECON 201, 202, 448, 449 and 453; POLS 229, 343, 345; and either an internship in International Business or study abroad (BADM 490, 590).

CURRICULUM OUTLINE

International Business

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	BUS INFO TECH	BADM 125	3
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
ENGLISH LITERATURE	ENGL LIT	3	BUSINESS LAW II	BADM 222	3
BUSINESS LAW I	BADM 221	3	MACRO ECONOMICS	ECON 202	3
MICRO ECONOMICS	ECON 201	3	NATIONAL GOVT	POLS 229	3
FOREIGN LANG ELECTIVE	201	3	FOREIGN LANG ELECTIVE	202	3
PE ACTIVITY	PE 111	1	CU WORSHIP	CUW 200	0.5
CU WORSHIP	CUW 200	0.5			

JUNIOR YEAR

SEMESTER 5			SEMESTER 6		
		HRS			HRS
CORPORATE FINANCE	BADM 314	3	PHIL OF BUSINESS	BADM 300	3
PRIN OF MANAGEMENT	BADM 331	3	PRIN OF MARKETING	BADM 313	3
BUSINESS COMM	BADM 336	3	HR MANAGEMENT	BADM 332	3
INTRO TO FOREIGN GOVT	POLS 343	3	QUANTITATIVE METHODS	BADM 345	3
MONEY & BANKING	ECON 453	3	INTERNATIONAL RELATIONS	POLS 345	3
FOREIGN COMPOSITION I	231	3	FOREIGN COMPOSITION II	232	3

SENIOR YEAR

SEMESTER 7			SEMESTER 8		
		HRS			HRS
INTERNSHIP	BADM 490		BUSINESS POLICY	BADM 468	3
OR		3	GLOBAL MARKETING	BADM 572	3
STUDY ABROAD	BADM 590		INTERNATIONAL TRADE	ECON 449	3
INTERNATIONAL MGMT	BADM 558	3	RELIGION ELECTIVE	RELG	3
INTERNATIONAL FINANCE	ECON 448	3	ELECTIVE		3
INTRO TO CHRISTIANITY	RELG 125	3			
FOREIGN LITERATURE (300+)	3__	3			

TOTAL HOURS 134

*Students whose native language is not English have the option of replacing the Foreign Language Electives and Foreign Language Literature course with additional Business and Political Science courses and an additional English Literature.

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 with at least 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 one of the following literature courses: ENGL 201, 202, 203, 204 or 205, and 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

Watch any business report on television or read the business page of any newspaper and you will immediately see the enormous role business plays on a global scale. We can help you become a part of that exciting scene; along the way you will find that at Campbell that provides you with...

- Access to the wide variety of courses and resources that a major university can offer.
- Small-class settings from teachers who will take the time to get to know you.
- A quality liberal arts education distinguished by the Christian Mission of the University.
- The option to study abroad for credit.
- The opportunity to secure an internship.
- An option to participate in the International Business Club.

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.