

## DEGREE REQUIREMENTS

### CAMERON SCHOOL OF BUSINESS

(<http://www.csb.uncw.edu>)

Lawrence S. Clark, *dean*

George P. Schell, *associate dean, Undergraduate Programs*

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The Cameron School of Business is a comprehensive business school offering undergraduate degrees in business administration and economics, as well as a Master of Business Administration, Master of Science in accountancy and a Master of Science in computer science and information systems. The school is committed to the highest quality business education for its students. Its primary goal is to enable students to discover how to learn and, in the process, to instill both the desire and capacity for lifelong learning and development. Its first priority is excellence in teaching.

The school works continuously to maintain a vibrant curriculum, which focuses on application of concepts as well as theoretical development. It maintains a scope which includes regional, national, and international perspectives within an evolving global business community. The school strives for balance in the teaching of knowledge about business management and management perspectives, and analytical and interpersonal skills, as it prepares students to make the transition to socially responsible citizenship. To that end, the school encourages intellectual curiosity; creative, rational, and ethical thinking; and thoughtful oral and written expression.

The school encourages the continuous improvement of teaching methods in order to maintain its competitive advantage and to enhance its several strengths: small classes, knowledgeable and experienced faculty, concerned and caring counseling by an approachable and accessible faculty and staff, and vigorous interactive involvement of faculty and staff as well as students in the learning process. The school encourages and supports applied and theoretical research to strengthen teaching and to contribute to the extension of knowledge in its disciplines. Through research, publication, participation in programs of professional organizations, and other scholarly activity, faculty members remain current and sustain their intellectual vigor, both in and out of the classroom.

The school seeks to contribute to the economic development of the region by providing programs and services to the local and regional business community. Through strengthening ties with the business community, the school stimulates awareness of available programs and services and ensures that such programs and services remain responsive to the needs of the region.

## DEGREE PROGRAMS AND REQUIREMENTS

The B.S. in Business Administration degree is offered with options in ten areas:

Accountancy	Information Systems
Economics	International Business
Entrepreneurship and Business Development	Management and Leadership
Finance	Marketing
Human Resource Management	Operations Management

The B.A. degree with a major in economics is offered for those students who want to study economics in the liberal arts tradition. A minor in economics is also offered.

## REQUIREMENTS FOR ADMISSION

To be formally admitted to the Bachelor of Science with a major in business administration program in the Cameron School of Business, a student must meet each of the following admission requirements:

1. Completion of a minimum of 12 credit hours at UNCW in courses in the Cameron School of Business and/or ENG 101, 201, (ENG 103 may be substituted for ENG 101 and ENG 201); MAT 151 or 161.
2. Completion of at least 30 credit hours.
3. Completion of each of the following courses with at least a "C-": ENG 101, 201, (ENG 103 may be substituted for ENG 101 and ENG 201); MAT 151 or 161; QMM 280; ACG 201, ACGL 201; ECN 221, 222 and MIS 213.
4. An overall grade point average of at least 2.70 on a 4.00 scale for all course work attempted at UNCW.
5. Completion of the Cameron School of Business admission orientation and application.

To be formally admitted to the Bachelor of Arts with a major in economics program in the Cameron School of Business, a student must meet each of the following admission requirements:

1. Completion of a minimum of 12 credit hours at UNCW including at least 6 hours of economics at the 200 or higher level.
2. Completion of at least 30 credit hours.
3. Completion of each of the following courses with at least a "C-": MAT 151 or 161; QMM 280 or STT 215; ECN 221 and 222.
4. An overall grade point average of at least 2.70 on a 4.00 scale for all course work attempted at UNCW.
5. Completion of the Cameron School of Business admission orientation and application.

## REQUIREMENTS FOR THE B.S. DEGREE IN BUSINESS ADMINISTRATION

**Computer Competency Requirement:** To satisfy the computer competency requirement for the B.S. degree in business administration a student must successfully complete ACGL 201 and MIS 213.

**Oral Communication Competency Requirement:** To satisfy the oral communication competency requirement for the B.S. degree in business administration a student must successfully complete MGT 455.

Students must complete the Cameron School of Business Assurance of Learning assessments prior to graduation.

Students may qualify for the B.S. degree by:

1. Successful completion of requirements as stated under University Regulations on page 73 of this catalogue;
2. Attaining a minimum grade point average of 2.00 on all courses attempted in the Cameron School of Business;
3. Successful completion of the courses designated for the degree program (At least 50 percent of the business credit hours required for the degree program must be taken at UNCW.):
  - a. Basic Studies (45 semester hours): Completion of a basic studies program as defined on pages 100-103 of this catalogue. Students seeking the B.S. degree must include MAT 151 (or the equivalent) and ECN 221-222 in their basic studies program under categories (E.2) and (F), respectively.
  - b. Cameron School of Business Core Requirements (34 semester hours): All candidates for the B.S. degree must complete the following core requirements: ACG 201, ACGL 201 and ACG 203; BLA 361; FIN 335; INB 300; MGT 350; MGT 455; MIS 213; MKT 340; OPS 370; QMM 280.
  - c. Option Courses: Each candidate for the B.S. degree must complete one of the following groups of courses for an option:

**ACCOUNTANCY** (21 semester hours): ACG 301, 302, 305, 306, 404, 406, and 445. (Students completing ACG 306 prior to 2006 must take MIS 315 instead of ACG 406.) Students planning to write the CPA examination are advised that most states require 150 semester hours of college-level coursework to be licensed to practice as a Certified Public Accountant. Students with a bachelor's degree, who have not completed the 150 semester hours required for licensure, may sit for the CPA Exam in North Carolina if they have completed at least 30 semester hours of undergraduate accounting coursework (or 20 hours at the graduate level). It is recommended that students wishing to sit for the exam under North Carolina law complete UNCW's MSA program.

**BUSINESS ECONOMICS** (21 semester hours): ECN 321, 322, 324 (FIN 324), 377, 422; plus two courses (one of which must be numbered above 399) from ECN 325 (EVS 325), 326, 328, 330 (EVS 330), 421, 426, 427, 428, 433 (FIN 433), 495.

**ENTREPRENEURSHIP AND BUSINESS DEVELOPMENT** (21 semester hours): EBD 380, 480, 481, 482, 490; MGT 356; plus one course from BLA 461; EBD 354 (MGT 354), 491, 495, 498; MGT 354 (EBD 354), 357, 459; MKT 348, OPS 372, 472. Students pursuing this option cannot also pursue an option in Management and Leadership or Human Resource Management.

**FINANCE** (21 semester hours): FIN 324 (ECN 324), 330, 336, 436; plus one of FIN 430, 433, 437, or 439, and two courses (one of which must be numbered above 399) from FIN 331, 332, 430, 431, 433, 437, 438, 439, 495.

**HUMAN RESOURCE MANAGEMENT** (21 semester hours): MGT 356, 358, 359, 457, 458; plus two courses from MGT 352, 452, 456, 459, 495. Students pursuing this option cannot also pursue an option in Management and Leadership or Entrepreneurship and Business Development.

**INFORMATION SYSTEMS** (21 hours): MIS 315, 316, 323, 411, 413, plus one course from MIS 312, 318, 324, 415, 495; OPS 472 and one course from ACG 306; MGT 354 (EBD 354); MIS 310, 312, 318, 324, 415, 495; OPS 374, 472; QMM 380, 480, 484.

**INTERNATIONAL BUSINESS** (21 semester hours): INB 352, 377, 426, 439, 442; plus two courses from BLA 371; COM 390; EBD 482; ECN 326; GGY 210; HST 380; INB 491, 494, 498; PLS 220, 222, 230; and SOC 390. Students in this option must demonstrate (by examination) proficiency in a language other than their native language. An international study abroad experience is required with prior approval by program director.

**MANAGEMENT AND LEADERSHIP** (21 semester hours): MGT 352, 356, 358, 450, 452; plus two courses from EBD 380, 480 (with approval of department chair); FIN 438; MGT 354 (EBD 354), 357, 359, 459, 495; OPS 472. Students pursuing this option cannot also pursue an option in Human Resource Management or Entrepreneurship and Business Development.

**MARKETING** (21 semester hours): MKT 343, 348, 349, 443, 445; plus two courses from MKT 345, 346, 347, 441, 442, 444, 447, 448, 495.

**OPERATIONS MANAGEMENT** (18 Semester hours): OPS 372, 470, 472, 475; plus one course from the following list: OPS 371, 374, 375, 377, 477, 495 and one course from the following list: MGT 357; MKT 345, 346, 447; PED 435; OPS 371, 374, 375, 377, 477, 495; QMM 380, 385, 484, 485; REC 375, 430, 465.

**General Business Track:** Nontraditional students who are unable to satisfy the requirements of the other business options because of their full-time occupation may, with prior approval of the Dean's Office, select six three credit hours CSB undergraduate courses numbered 300 and above.

- d. Elective Courses: completion of elective courses sufficient to complete a minimum of 124 semester hours of course credit. Electives are to be chosen by the student after consulting with the faculty advisor. Students must have at least 15 semester hours of electives selected from courses outside the Cameron School of Business.
4. Students seeking the B.S. degree in business administration or the B.A. degree in economics must earn a minimum grade point average of 2.00 in all business and option courses attempted in the Cameron School of Business. No grade below a "C-" will be accepted towards graduation in a student's option or business school core course in that same option.
5. Students wishing to double major in two business options will have to complete, at a minimum, 18-21 semester hours of course work within each option in addition to the business core courses.
6. Admission to the Cameron School of Business is required for enrollment in 300- and 400-level business courses with the following exceptions: ACG 301, 306; BLA 304, 361, 362; ECN 324; FIN 324, 330, 335; INB 300; MGT 350; MIS 310, 312, 315, 316, 318, 323, 324; MKT 340; OPS 370, 371, 372, 374, 375, 377; QMM 380, 385.

## **TRANSATLANTIC BUSINESS SCHOOL ALLIANCE (TABSA)-INTERNATIONAL DUAL DEGREE PROGRAM**

Students electing to enter the Transatlantic Business School Alliance (TABSA)-International Dual Degree Program must complete the required coursework at UNCW and meet admission requirements for the Cameron School of Business. The last two years of study will be completed at a TABSA European member institution. At completion, students receive a Bachelor of Science in business degree from UNCW as well as the partner institution's equivalent degree. Successful completion of the International Dual Degree Program requires a highly structured program of study beginning in the freshman year at UNCW. Courses which must be completed at UNCW may include: ENG 103\* (or ENG 101\* and 201\*); at least four semesters of foreign language designated by the host institution to include two 300 or higher level courses; HST 102\*; PAR 202\*; MAT 151\*; PED 101\*; a life science and a physical science (one must be a lab course) (7 hours total)\*; literature course\*; fine arts course\*; ECN 221\*, 222\*; QMM 280; ACG 201, 203, AGL 201; MIS 213; MGT 350; MKT 340; BLA 361; FIN 335; and BUS 498 (6 hours). (\* Indicates UNCW Basic Studies courses.)

Students wishing to participate in the program should obtain a list of the specific courses to be taken at UNCW and the host institution from the Cameron School of Business Undergraduate Student Services Office.

## **REQUIREMENTS FOR THE B.A. DEGREE IN ECONOMICS**

While the B.S. degree in business administration with an option in economics requires the completion of core classes in many business disciplines, the B.A. degree in economics is, in essence, a liberal arts program that focuses on economics. Because of the relatively small number of required hours in the B.A. major, students are provided the flexibility to pursue a second major, a minor, or classes that will prepare them for employment opportunities or graduate work. The B. A. is especially recommended for students who desire to pursue graduate work in economics, public policy, and law.

**Computer Competency Requirement:** To satisfy the computer competency requirement for the B.A. degree in economics a student must successfully complete ECN 377.

**Oral Communication Competency Requirement:** To satisfy the oral communication competency requirement for the B.A. degree in economics a student must successfully complete COM 110 or ECN 495.

Students must complete the Cameron School of Business Assurance of Learning assessments prior to graduation.

**Requirements for a B.A. Degree in Economics:** 39 hours. 33 hours in economics, successful completion of QMM 280 or STT 215, and successful completion of MAT 151 or MAT 161 (MAT 161 required for those students who will pursue additional math courses). Economics courses must include ECN 221-222, ECN 321-322, ECN 326 or 426, ECN 377 and 422, plus nine additional hours numbered above 299 and three hours above 399. A minimum grade of "C-" is required in each course counting toward the major, and students must earn a minimum GPA of "C" (2.00) in major courses. Students seeking the B.A. degree in economics may take restricted ECN courses with the exception of ECN 422.

Students who wish to pursue graduate studies (economics graduate school, law school, etc.) should consult a faculty advisor early in the major to identify elective courses outside the economics program that will aid them in gaining acceptance to graduate school.

**Requirements for a Minor in Economics:** 18 hours. ECN 221, 222, 328 and 9 additional hours at the 300-400 level. To earn a minor in economics requires completion of 18 hours, including 9 hours of core courses and 9 hours of electives, with a minimum overall quality point average of 2.00 in courses counted for the minor. Business majors are not eligible for a minor in economics.

**Core Courses:** ECN, 221, 222, and 328

**Electives:** Nine hours of any economics courses numbered above 299 for which one has the necessary prerequisite. Elective courses used to fulfill the requirements for the economics minor may not additionally be used to satisfy the requirements for other majors.

## ACCOUNTANCY AND BUSINESS LAW

Mr. R. Hanson, *chair*. Mr. Clark, Mr. Earney, Dr. Elikai, Ms. Evers, Dr. D. Ivancevich, Dr. S. Ivancevich, Mr. Jessen, Dr. Kerler, Dr. L. Lee, Dr. Mautz, Dr. H. Rockness, Dr. J. Rockness, Mr. Roscher, Ms. Sawyer, Mr. Walberg.

Executive-In-Residence: Mr. L. Jones

The Department of Accountancy and Business Law provides courses and other academic support for the B.S. degree with an option in accountancy.

The B.S. degree with an option in accountancy provides the student with the analytical foundation of the discipline of accountancy. Included are the special tools and techniques of planning and control using financial and managerial accounting, income taxes, cost analysis, and systems.

Students establish qualifications for careers in public accounting and in industrial, governmental, and other positions requiring managerial and analytical skills. The accountancy option provides an excellent background for graduate and other professional education.

The elements of planning, administration, and control covered in the accounting courses are essential to all areas of business. Many of the courses offered benefit students majoring in other fields by furnishing a comprehensive background of business procedures and financial relationships. Likewise, students in accountancy find it advantageous to concentrate their elective courses in quantitative and computer information areas as well as communication and interpersonal areas.

A graduate of the Cameron School of Business who has completed the option in accountancy is qualified by the Institute of Management Accounting to write the CMA examination. A student graduating with an undergraduate degree with an option in accountancy is permitted by the North Carolina State Board of CPA Examiners to sit for the Uniform CPA Examination, provided the student's coursework either includes or is supplemented by at least 30 hours of accounting courses, of which no more than three hours can be in business law. Students should be aware that in most states, including North Carolina, 150 hours of coursework are required to be licensed as a CPA.

The courses in business law and legal environment cover how the legal environment influences and are influenced by changing social and ethical values. Courses include study of administrative law and the Uniform Commercial Code as well as the organization and role of business enterprises in society and their relationships in government and society.

## **ECONOMICS AND FINANCE**

Dr. R. Burrus, *chair*. Dr. Carter, Dr. Ciner, Dr. Compton, Dr. Dumas, Dr. Farinella, Dr. E. Graham, Dr. W. Hall, Dr. Lawson, Dr. Moffett, Dr. Richie, Dr. Robinson, Dr. Sackley, Dr. Schuhmann, Dr. Sigler, Dr. Treme, Dr. Wadman.

Executives-In-Residence: Mr. Verrone, Dr. Simpson

The Department of Economics and Finance provides courses and other academic support for the B.S. degree with options in economics and finance and for the B.A. degree with a major in economics. The department also offers a minor in economics for non-business majors.

The economics and finance programs prepare students for careers which emphasize an understanding of the operation of the economy and the proper choice of policies by both government and business enterprises. The economics programs represent a more general area of study, preparing the student to enter government service, or industry, or to pursue a graduate program in economics, business, public administration or other social science disciplines.

The B.S. degree with an option in economics is designed to provide orientation of the individual and the firm in economic society. The student is required to supplement the study of economics with a variety of business and accounting courses.

The B.S. degree with an option in finance consists of four separate but related areas--business finance, investments, financial institutions, and personal financial planning. The finance curriculum prepares students for graduate study and for careers in corporate financial management, the investments and securities business, and the management of banking and nonbank financial institutions. The generalized applicability of finance and the basic tools of financial analysis are emphasized in the courses.

The B.A. degree with a major in economics is designed for the student who wants to focus on economics in the liberal arts tradition, and the minor in economics is designed for students in other schools and disciplines, particularly in the social sciences, to add dimension to their chosen area of academic study. Graduate schools, the government, and private employers seek employees with an economics background.

Both degree programs and the economics minor develop an understanding of contemporary economic problems and institutions and provide a study of economic issues both in an historical setting and under conditions of change.

## **INFORMATION SYSTEMS AND OPERATIONS MANAGEMENT**

Dr. C. Canel, *chair*. Dr. Badarinathi, Dr. Gebauer, Dr. He, Dr. Janicki, Dr. Kline, Dr. Mahar, Dr. Reinicke, Dr. Bourgeois-Roberts, Dr. Rosen, Dr. Schell, Dr. Wray, Dr. Yaylacegi.

Executive-In-Residence: Mr. Topor

The Department of Information Systems and Operations Management provides courses and other academic support for the B.S. degree with options in either information systems or operations management. Courses stress an analytical approach to business decision making. Core courses offered by the department and required of all students in the Cameron School of Business include statistical analysis (QMM 280), introduction to management information systems and technology (MIS 213), and principles of operations management (OPS 370).

Students are prepared for positions as analysts in either management information systems or operations management. Both options enhance understanding and development of skills in quantitative methods used to solve business problems. Those methods are applied within a framework of systems concepts and enable the student to approach and solve problems in a structured way.

Courses in both options depend heavily upon computer usage and give students the opportunity to develop practical skills. Students contemplating the information systems option are expected to take MIS 216 or CSC 121 prior to enrolling for courses in the option.

## MANAGEMENT

Dr. T. Hunt, *chair*. Dr. Andrews, Dr. Galbraith, Dr. Glew, Dr. Harper, Dr. Keating, Dr. Magnus, Dr. Porterfield, Dr. Rasheed, Dr. Rodriguez, Dr. Stiles.

The Department of Management provides courses and other academic support for the B.S. degree with options in entrepreneurship and business development, human resource management, management and leadership.

The entrepreneurship and business development option is designed to prepare students with the skills needed to launch their own business or to manage entrepreneurial initiatives for existing firms. EBD majors are challenged to pursue development of their own business ideas, seek employment with emerging ventures or become involved in corporate entrepreneurship.

The human resource management option equips students with the skills needed to maximize the efforts and productivity of the firm's human resources through effective recruitment, retention, organizational design, training and development, diversity, total compensation and performance management. Graduates are prepared for entry level careers in human resources management and to sit for the Professional in Human Resources (PHR) certification exam.

The management and leadership option prepares students to analyze competitors, motivate employee behavior and coordinate activities of complex business organizations. Particular emphasis is placed on ethical decision making, leadership skills, a global perspective, interpersonal capabilities, environmental analysis, goal setting, performance assessment and corporate governance.

## MARKETING

Dr. J. Hunt, *chair*. Dr. J. Anderson, Dr. Hartman, Dr. Howe, Dr. Kinard, Dr. Mallalieu, Dr. Meyer, Dr. Porter, Dr. Scribner.

Executive-In-Residence: Mr. Berlin

The Department of Marketing provides courses and other academic support for the B.S. degree with an option in marketing. Marketing is a dynamic discipline that thrives on change – changes in customer attitudes, purchasing behaviors, and demographics; competitors; technology; methods of distribution; media; and our society and culture. It is the driving force in building and sustaining meaningful customer relationships, creating and developing new markets, and building differentiated brands.

The curriculum educates and prepares students by providing the necessary knowledge, skills, and tools to make informed strategic marketing decisions in areas such as product/market selection, product line management, sales force operations, integrated marketing communications, service quality, pricing, management of channels of distribution, and marketing research.

Faculty use case studies, lecture, and “real world” application projects to supplement the text and students are exposed to the latest marketing software tools that aid marketing decision making. Modern marketing decisions are based on statistical analysis, market tests, and other research techniques. Exercising analytical abilities, logic, communication skills, and creativity, the marketing option readies students for a variety of challenging career opportunities such as professional selling, advertising, brand management, services marketing, retailing, hospitality, Internet marketing, marketing research, and healthcare marketing.

## INTERNATIONAL BUSINESS

The International business option is designed for those students seeking career opportunities in internationally focused organizations or those students pursuing an extended or permanent work experience abroad. The international business option has a cross-functional business focus and does not reside in any one Cameron School of Business department. Faculty members representing all departments work as a team to guide the program and advise students. Students in this option must demonstrate (by examination) proficiency in a language other than their native language.

International business students may select from regions of the world in combination with their language selection—choosing to study cultural, political, historical, geographical, or literary aspects of areas or countries where that language is spoken. International business students are required to participate in study abroad, exchange, and/or international internship programs (a minimum of three credit hours of course credit).

### **TRANSATLANTIC BUSINESS SCHOOL ALLIANCE (TABSA)**

The Transatlantic Business School Alliance (TABSA) program is a dual degree program designed for those students who have a high proficiency in a foreign language and are seeking career opportunities in international business. Upon completion of the program the student will receive a B.S. degree in business administration from UNCW as well as a business degree from the TABSA host institution. Currently UNCW has four host institutions, Euromed in Marseille, France that awards the Diploma of the Euromed, Marseille and Hochschule Bremen in Bremen, Germany that awards a Diplom-Kauffrau/Kaufmann (FH), Hertfordshire in London, UK that awards the B.A. Honours International Business, and the University of Valencia, Valencia, Spain that awards the Graduato Europeo en Direccion de Empresas (GEDE). The program requires the student to complete approximately 70-79 semester hours of coursework at UNCW with an additional two years at the host institution. The program requires two internships, one in the U.S. and one through the host institution.

Students in the program pay tuition and fees to UNCW. Transportation, housing and other living costs are the responsibility of the student.