

# CAMERON SCHOOL OF BUSINESS

Ms. Colleen Kolb, Director CSB Student Services

General information, degree requirements for all undergraduate majors and options in the Cameron School of Business, and detailed requirements for admission are listed in the online undergraduate catalogue.

## REQUIREMENTS FOR ADMISSION

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.
6. **Cameron School of Business Core** (34 hours):
  - <sup>1</sup>ACG 201 & ACGL 201 Financial Accounting & Lab (4) Pre- or co-requisite: MAT 111
  - ACG 203 Managerial Accounting (3) Prerequisite: ACG 201 & ACGL 201
  - FIN 335 Principles of Financial Management (3) Prerequisites: ACG 203, ECN 222, QMM 280
  - <sup>1</sup>MIS 213 Introduction to Information Systems and Technology (3)
  - OPS 370 Principles of Operations Management (3) Prerequisite: QMM 280
  - <sup>1</sup>QMM 280 Statistical Analysis for Business and Economics (3) Prerequisite: MAT 111(Junior/Senior Standing)
  - BLA 361 Legal Environment of Business (3) Junior or senior standing
  - INB 300 International Business (3) Prerequisites: ECN 222, ACG 203 and Junior standing
  - MGT 350 Principles of Management (3) Prerequisite: Junior standing
  - MKT 340 Principles of Marketing (3) Prerequisite: Junior standing(Admission to Cameron)
  - <sup>2</sup>MGT 455 Business Policy (3) Prerequisites: BLA 361, INB 300, FIN 335, MGT 350, MKT 340, POM 370, and 9 hours in concentration
7. Students may not enroll in restricted courses until accepted into the Cameron School of Business. A list of restricted classes may be found in the Cameron School of Business Student Services Center, Cameron Hall 121.
8. Students must earn a minimum GPA of 2.00 on all courses attempted in the CSB

### 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 the catalog;
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
  - 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:

<sup>1</sup>These courses are required for Admission to CSB

<sup>2</sup>Admission to CSB is required to enroll in these courses

**B.S. Business Administration**

Option: Marketing (MKT)

*College: Cameron School of Business***DEGREE REQUIREMENTS**

Course requirements for all UNCW degrees include: (1) Basic Studies, (2) specific major requirements, and (3) sufficient elective hours for a combined total of a minimum of 124 hours.

**(1) BASIC STUDIES** (45 semester hours)

See Basic Studies sheet and/or information on the WEB at <http://www.uncw.edu/uc/basic/basic.html>

**(2) MAJOR REQUIREMENTS - MKT** (Minimum 52 hours core and option)

Check when complete:

**CORE:** (34 hours)

_____ <sup>1</sup> *ACG 201 and ACGL 201	Financial Accounting (3) Lab (1) Prerequisite or corequisite: MAT 111 or 115 (With MIS 213 meets <b>Computer Competency Requirement</b> )
_____ ACG 203	Managerial Accounting (3) Prerequisite: ACG 201 and ACGL 201
_____ <sup>1</sup> +ECN 221	Principles of Economics – Micro (3) Prerequisite: MAT 111 or 115
_____ <sup>1</sup> +ECN 222	Principles of Economics – Macro (3) Prerequisite: ECN 221
_____ <sup>1</sup> QMM 280	Statistical Analysis for Business and Economics (3) Prerequisite: MAT 111 or 115
_____ BLA 361	Legal Environment of Business (3) Prerequisite: Junior or senior standing
_____ <sup>1</sup> MIS 213	Introduction to Information Systems and Technology (3) (With ACGL 201 meets <b>Computer Competency Requirement</b> )
_____ MGT 350	Principles of Management (3) Prerequisite: Junior standing
_____ MKT 340	Principles of Marketing (3) Prerequisite: Junior standing
_____ INB 300	International Business (3) Prerequisites: ECN 222, ACG 203 and Junior standing
_____ OPS 370	Principles of Operations Management (3) Prerequisite: QMM 280
_____ FIN 335	Principles of Financial Management (3) Prerequisite: ACG 203, ECN 222, and QMM 280
_____ <sup>2</sup> MGT 455	Business Policy (3) Prerequisite: BLA 361, INB 300, FIN 335, MGT 350, MKT 340, POM 370 (Meets <b>Oral Communication Competency Requirement</b> )

**MKT Option:** (21 hours)

_____ <sup>2</sup> MKT 343	Marketing Intelligence and Communication (3) Prerequisite: QMM 280 and MKT 340
_____ <sup>2</sup> MKT 348	Professional Selling (3) Prerequisite: MKT 340
_____ <sup>2</sup> MKT 349	Consumer Behavior (3) Prerequisite: MKT340
_____ <sup>2</sup> MKT 443	Marketing Research Design (3) Prerequisite: MKT 343
_____ <sup>2</sup> MKT 445	Marketing Strategy (3) Prerequisite: MGT 350, MKT 343, 349, 443 and Senior standing
_____ <sup>2</sup> MKT _____	Choose 3 courses from the following: MKT <sup>2</sup> 345, <sup>2</sup> 346, <sup>2</sup> 347, <sup>2</sup> 441, <sup>2</sup> 442, <sup>2</sup> 444,
_____ <sup>2</sup> MKT _____	<sup>2</sup> 447, <sup>2</sup> 448, <sup>2</sup> 495

Students seeking the B.S. degree in business administration must earn a minimum GPA of 2.00 in all business and concentration courses attempted in the Cameron School of Business. No grade below a "C-" will be accepted towards graduation in a student's concentration or business school core course in that same concentration.

<sup>1</sup> *These courses are required for admission to the Cameron School of Business*

<sup>2</sup> *These courses require admission to the Cameron School of Business prior to enrollment*

\* *These courses require a lab*

+ *May also be used to satisfy Basic Studies requirements*

**(3) ELECTIVES**

27 elective hours to equal a minimum of 124 hours; of the 27 hours of electives, 9 may be in CSB

**Requirements to declare PRE-Business:** Completion of 27 hours

For further information see the Cameron School of Business WEB sites: <http://www.csb.uncw.edu/index.htm> and <http://www.csb.uncw.edu/mkt/courses/courses.htm>