

# SCHOOL OF BUSINESS

Interim Dean: W. Stewart Thomas

Interim Associate Dean: James R. Frederick

The mission of the School of Business is to provide each student an outstanding business education. The School values internationalization to prepare students for a competitive global environment, diversity to enrich personal growth and enhance the learning experience, ethical decision making to prepare students to serve as business leaders, and scholarship to benefit our students' education. We also value and provide a personal learning environment where each student's success matters, as well as engagement in service that adds value to our institution, professions, and communities.

The School offers the Bachelor of Science degree with a major in either Business Administration (BSBA) or Accounting (BSA). The University of North Carolina at Pembroke also offers the Master of Business Administration (M.B.A.). Students should consult the School of Graduate Studies section of the catalog to obtain information about academic requirements for the MBA program.

Business students have opportunities for internships and study abroad with programs that include The Magellan Exchange, and membership in student organizations: the Beta Gamma Sigma International Honors Society, the Accounting Student Association, the Economics and Finance Club, the International Business Students Association, the Society for Human Resource Management (SHRM), and our nationally award-winning chapter of Enactus (formerly Students in Free Enterprise—SIFE).

The School of Business is fully accredited by AACSB International, the Association to Advance Collegiate Schools of Business.

## BUSINESS PROGRAMS

The School of Business offers the Bachelor of Science degree with a major in either Accounting or Business Administration. Business Administration majors must choose a track in Economics, Entrepreneurship, Finance, International Business, Management, or Marketing. Students who want to have more than one track must successfully complete all requirements for each, plus at least 12 additional unduplicated hours for the second track. A minimum of 50% of the semester hours in the Business major must be taken at UNCP.

**NOTE:** The Bachelor of Science in Business Administration with a track in Entrepreneurship is offered by the School of Business in consultation with the Office of Engaged Outreach. For complete information on this degree program, as well as Entrepreneurship course listings and requirements for a minor or certificate in Entrepreneurship, see the Undergraduate Academic Programs section of the catalog.

The School of Business offers minors in Business Administration, Economics, Finance, Management, Marketing, Quantitative Economics, and Quantitative Finance for non-Business majors only. Currently, Business majors cannot obtain a minor from the School of Business.

The basic core of business studies emphasizes the broad background needed for successful competition in the dynamic work-world as well as preparation for further study in graduate programs. Another objective is to render service beyond the University and within the surrounding business community. Through evening and online degree programs in Economics, Finance, and Management, the School of Business serves students who are unable to attend daytime classes. Further assistance is supplied in placement services and special consultation to the business community at large. The BSBA is also offered through a combination of on-site and online courses on satellite campuses at Sandhills Community College, Richmond Community College, and Fort Bragg. The MBA is offered at both the main campus and at Sandhills Community College.

Prospective students are strongly urged to consult a member of the faculty as soon as possible. To follow the courses in the necessary order, it is best to begin planning early.

## THE PASSPORT TO PROFESSIONAL SUCCESS PROGRAM (Required of all School of Business majors)

All students majoring in Business Administration or Accounting must complete the Passport to Professional Success Program (hereafter referred to as the Passport Program). The goal of the Passport Program is to enable Business and Accounting students to become more professional in the way they interact with their colleagues, employers, and other professionals in their field.

“Professionalism” is defined by the Cambridge dictionary as “the combination of all the qualities that are connected with trained and skilled people,” and by the Merriam-Webster dictionary as “the conduct, aims, or qualities that characterize or mark a profession or a professional person.” These are skills that students seeking professional degrees such as Bachelor of Science in Business Administration and Bachelor of Science in Accounting will acquire during their program of study at the School of Business at UNC Pembroke.

These “work-readiness” skills will assist our graduates in finding and maintaining successful business careers. The Passport Program will also help differentiate our graduates from others entering the market from other schools.

### Benefits for Students:

- Learn strategies for success in business
- Practice and improve business communication skills
- Gain confidence in different settings outside the classroom
- Obtain assistance in making career decisions
- Understand the importance of a professional appearance
- Strengthen individual interests
- Impact the local community
- Inspire and lead others
- Engage in networking opportunities.

The Passport Program requires the completion of BUS 1001 through 1006, described in the course listings later in this section.

### Minor in Business Administration (for non-Business majors only)

The minor in business administration provides a general overview of the business environment to students in majors outside of business. Students who want to gain an understanding of business without making it the center of their education should pursue this minor. Students who fulfill the requirements for the minor in business administration will gain an understanding of functional areas of business administration and the basic concepts of a solid business education—the fundamentals of economics, management, and marketing, and core concepts of financial accounting.

#### Requirements for a Minor in Business Administration\*\*

ACC 1020 or 2270, MGT 3060, MKT 3120, FIN 2400 or 3100, BLAW 2150, and ECN 1000, 2030, or 2020

**Sem. Hrs.**

**Total: 18**

\*\* Students preparing for the MBA program should take ACC 2270, ECN 2020 or 2030, and FIN 3100.

## EVENING AND DISTANCE PROGRAMS

The Bachelor of Science in Business Administration, with a track in Management, may be earned in whole or in part by attending classes in the evening or online.

## COURSES

### BUSINESS (BUS)

#### BUS 1001. Passport for Professional Success—Awareness 1 (0 credits)

The Passport for Professional Success Program Awareness 1 cluster requires students to attend an Introduction to the Passport Program, attend a Study Abroad information session, and attend a Student Involvement and Leadership Session. This course will be graded on a Pass/Fail basis.

**BUS 1002. Passport for Professional Success—Awareness 2 (0 credits)**

The Passport for Professional Success Awareness 2 cluster requires students to participate in engagement activities with School of Business Faculty and / or Alumni and attend a Student Internship Information Session. This course will be graded on a Pass/Fail basis.

**BUS 1003. Passport for Professional Success—Fundamentals 1 (0 credits)**

The Passport for Professional Success Program Fundamentals 1 cluster requires students to attend a Career Center Resume Workshop and attend at least two sessions at the Professional and Career Development Institute (PCDI). This course will be graded on a Pass/Fail basis.

**BUS 1004. Passport for Professional Success—Transition (0 credits)**

The Passport for Professional Success Program Transition cluster requires students to attend a Career Expo (or Fair), complete a Career Center mock interview, and complete a Senior Exit Interview. This course will be graded on a Pass/Fail basis.

**BUS 1005. Passport for Professional Success—Extended Engagement (0 credits)**

Passport for Professional Success Extended Engagement activities are long-term in nature and revolve around a core area engaging utilization of student skills in an extended activity of the School of Business. Each student must complete one of the following engagement activities: (1) participate in an approved student organization, (2) participate in an approved study abroad experience, (3) participate in approved civic and community activities, or (4) participate in and complete an approved internship. This course will be graded on a Pass/Fail basis.

**BUS 1006. Passport for Professional Success—Fundamentals 2 (0 credits)**

The Passport for Professional Success Fundamentals 2 cluster requires students to complete a series of verbal presentations requiring professional attire and to attend the following: University-sponsored formal dinners, professional networking events, School of Business-approved seminars, special speaker presentations, or other approved presentations. This course will be graded on a Pass/Fail basis.

**BUS 2000. Introduction to Business (3 credits)**

This course introduces the student to the terminology and concepts used in the world of business through a comprehensive approach designed around the functional areas of business administration. The course will focus on how the business entity interacts with its employees (management), customers (economics and marketing), and lenders and creditors (accounting and finance). An emphasis is placed on understanding the global business environment (international business). Topics include the components and actions needed to start a business (entrepreneurship), the skills needed to manage the firm, how products and services of the business are effectively priced and marketed, sources of funds to start and grow the company, and the accounting tools that are used to track income and expenses. Business ethics and social responsibility will be emphasized, as well the use of technology within each of the functional areas mentioned above, and effective business communication skills.

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