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 is composed of three academic departments offering 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.

The Thomas Family Center for Entrepreneurship (TFCE) is a part of the School of Business that provides entrepreneurial development. Its ambition is to stimulate entrepreneurial thinking among the UNCP student body as well as to assist and support entrepreneurs and new ventures in the Southeastern North Carolina region. The TFCE’s mission is focused on education, research, planning, and community engagement. For more information, see the Academic Services section of the catalog.

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 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 School of Business.

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.

The School of Business offers minors in Business Administration, Economics, Entrepreneurship, Finance, Management, Marketing, and Quantitative Finance for non-Business majors only. Currently, Business majors cannot obtain a minor from the School of Business. The School also offers a 15-hour Entrepreneurship Certificate Program (ECP) and the 18-hour Entrepreneurship Minor that provide UNCP students in good standing from all majors the opportunity to learn how to start and manage their own businesses.

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 and MBA programs are also offered through a combination of on-site and online courses on satellite campuses at Sandhills Community College, Richmond Community College, and Fort Bragg.

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.
BUS 2000. Introduction to Business
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 as the use of technology within each of the functional areas mentioned above, and effective business communication skills. Credit, 3 semester hours.