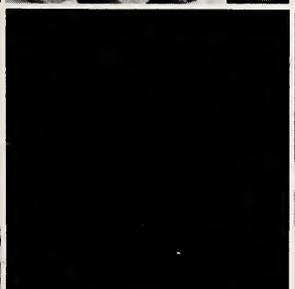


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Record of The University of North Carolina at Chapel Hill

The School of Business Administration Undergraduate Announcements



January 1984

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Record of The University of North Carolina at Chapel Hill

(USPS 651-960)

The School of Business Administration Undergraduate Announcements

1984-1985

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Number 950
January 1984

The University of North Carolina

Sixteen Constituent Institutions

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History of the University

The University of North Carolina is comprised of all the public institutions of higher education in North Carolina that confer degrees at the baccalaureate level or higher. The University was authorized by the State Constitution in 1776, and it was chartered in 1789 by the General Assembly.

The University of North Carolina opened its doors to students at Chapel Hill in 1795. Thereafter, beginning in the latter part of the nineteenth century, the General Assembly of North Carolina has established and supported fifteen other public senior institutions in keeping with Article IX, Section 8, of the Constitution of North Carolina which provides that the "General Assembly shall maintain a

public system of higher education, comprising The University of North Carolina and such other institutions of higher education as the General Assembly may deem wise."

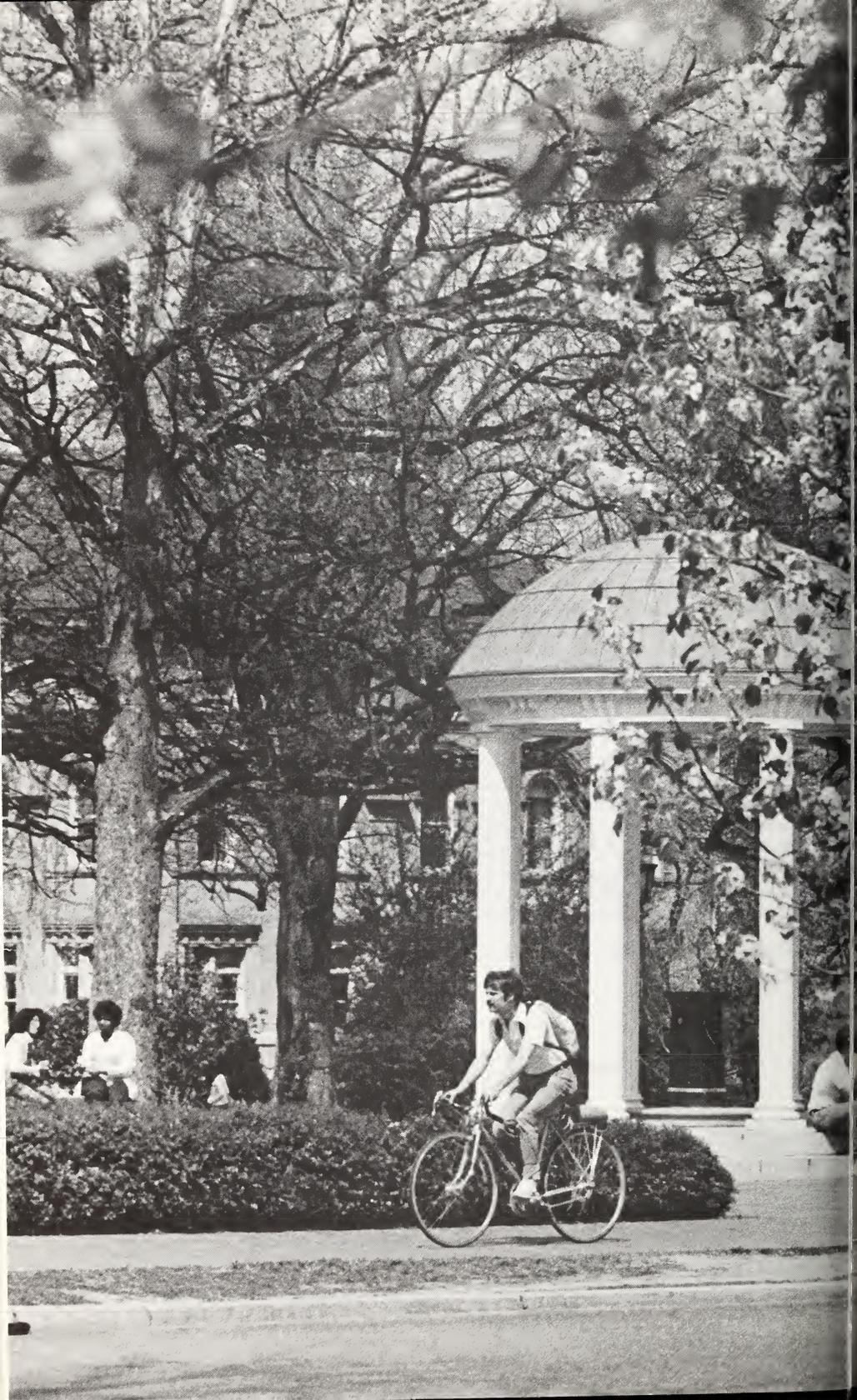
By 1969 The University of North Carolina included six constituent institutions, governed by a single Board of Trustees. This multicampus University had its beginnings in legislation enacted in 1931 that defined The University of North Carolina to include The University of North Carolina at Chapel Hill, North Carolina State University at Raleigh, and The University of North Carolina at Greensboro. In the 1960s three additional campuses were added: The University of North Carolina at Charlotte, The University of North Carolina at Asheville, and The University of North Carolina at Wilmington.

Beginning in 1877, the General Assembly of North Carolina established or acquired ten additional separately governed state-supported senior institutions of higher education. They are: Appalachian State University, East Carolina University, Elizabeth City State University, Fayetteville State University, North Carolina Agricultural and Technical State University, North Carolina Central University, North Carolina School of the Arts, Pembroke State University, Western Carolina University, and Winston-Salem State University. Then, in 1971, the General Assembly redefined The University of North Carolina, and under the terms of that legislation all sixteen public senior institutions became constituent institutions of The University of North Carolina.

The constitutionally authorized Board of Trustees of the six-campus University of North Carolina was designated the Board of Governors and this body is by law The University of North Carolina. The Board of Governors consists of thirty-two members elected by the General Assembly, and it is charged with "the general determination, control, supervision, management, and governance of all affairs of the constituent institutions." The chief executive officer of the University is the President.

Each constituent institution of the University has its own faculty and student body. The chief administrative officer of each institution is the chancellor, and the chancellors are responsible to the President.

Each constituent institution also has a board of trustees composed of thirteen members: eight elected by the Board of Governors, four appointed by the Governor, and the elected president of the student body *ex officio*. (The School of the Arts has two additional *ex officio* trustees.) The principal powers of these institutional boards are exercised under a delegation of authority from the Board of Governors.



Business Education at Chapel Hill

The program of study leading to the Bachelor of Science in Business Administration degree prepares students to serve effectively in business positions and provides a foundation that will enable them to assume progressively higher levels of responsibility as they gain experience and demonstrate ability. The Undergraduate Program is one of the most important ways by which the business school helps develop the effective managers needed by business, social, and government organizations.

The teaching program stresses the principles and methodology that govern the administration of an organization and the relationships between the organization and the society at large. Students complete two years of work in humanities, natural sciences, and social sciences in the General College of the University before entering the School of Business Administration. Courses in business administration emphasize the point of view of the administrator, keeping in mind the ways that decisions in the functional areas of the firm—finance, marketing, production, accounting—affect internal relationships within the organization, and also bear on the external economic and social environment.

The faculty is attentive to the role of the individual teacher and to the development of teaching methods that encourage independent thinking and problem solving. Students enrolled in the Undergraduate Program can expect to participate in lecture courses, case studies, computer simulations, and field projects involving business and other organizations.

In addition to the Undergraduate Program of approximately 900 students, the School of Business Administration offers an MBA Program with 320 students and a Ph.D. Program enrolling 60. The MBA Program is a professional graduate program for persons who plan executive careers in business and not-for-profit enterprises; the Ph.D. Program prepares men and women for careers in research and university teaching.

The School offers four resident development programs for executives: The Executive Program and Young Executives Institute for senior and middle managers, respectively, and the Government Executives Institute and the Program for Technical Managers. In addition, approximately 1,500 business and professional people each year participate in institutes and short courses.

The faculty of 77 includes individuals with a wide range of teaching and research interests. Many have earned national recognition for their research; a number are leaders of national professional organizations in their fields. Faculty members are consultants with the United States and state governments, with international organizations such as the United Nations and Organization of American States, and with corporations and not-for-profit organizations of all kinds.

Founded in 1919 by legislation of the General Assembly of North Carolina, the School of Business Administration has grown from a position of regional leadership in education and research to become an institution of national stature. In 1950, its name was changed from the School of Commerce to the School of Business Administration to reflect its empha-

sis on the professional aspects of management. In 1962, the graduate programs were designated The Graduate School of Business Administration. The School occupies a position in the administrative structure of the University that is coordinate with other professional schools and the General College.

Accreditation and Societies

The School has maintained accreditation by the American Assembly of Collegiate Schools of Business since 1923. The AACSB promotes high standards in professional education for business. Accreditation is based on the number and caliber of the faculty, the thoroughness of the academic program offered, the content and breadth of the curriculum, both in general education and in business, the financial support of the school, and the physical facilities provided for carrying on the work.

Beta Gamma Sigma, recognized by the American Assembly of Collegiate Schools of Business as the national scholarship fraternity in commerce and business, maintains a chapter, Alpha of North Carolina, at the University. Students who rank scholastically in the highest 10 percent of the senior class and the highest 3 percent of the junior class may be considered for membership in this organization, although the number selected is generally fewer than that indicated by the foregoing figures.

Beta Alpha Psi, national scholastic and professional accounting fraternity, installed the Epsilon Eta Chapter at UNC-CH in 1978. Accounting majors who attain an overall average of 3.3 are eligible for membership. Members participate in activities with professionals in accounting and undertake service projects with university, community, and professional groups.

Delta Sigma Pi and Alpha Kappa Psi, national professional fraternities in business, have chapters at the University. These fraternities perform valuable services in the preparation of students for business careers.

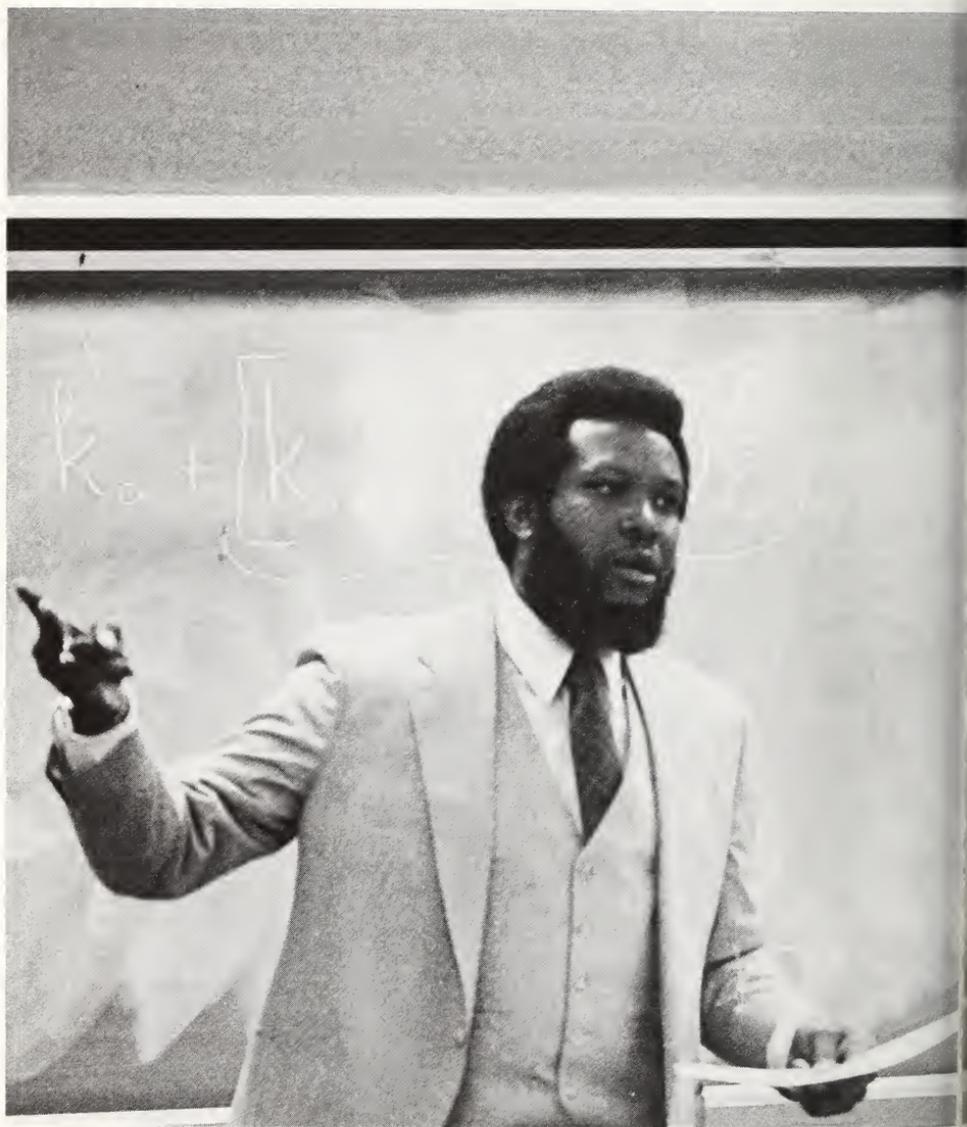
The Association of Business Students is an organization of undergraduate students at the School of Business Administration. Its purpose is to develop a sense of community among undergraduate students in business, to provide liaison between students and faculty, and to conduct projects that aid students with course selection, career planning, and professional development.

Director's Office

- Barry S. Roberts, J.D., *Director
of the Undergraduate Program*
Edward J. Blocher, Ph.D., *Associate Director
of the Undergraduate Program*
Elizabeth U. McGowan, *Assistant Dean
of the Undergraduate Program*
Jane C. Kirkland, *Undergraduate
Counselor*
B. Jean Riggsbee, *Program Secretary*

Program Director Barry Roberts, Assistant Dean Elizabeth McGowan, Program Secretary Jean Riggsbee, Assistant Director Edward Blocher, and Undergraduate Counselor Jane Kirkland





Program of Study

The course of study leading to the degree of Bachelor of Science in Business Administration covers a period of four years.¹ The curriculum for the first two years is under the jurisdiction of the General College, and is designed to give students a general foundation in the natural sciences, the humanities, and the social sciences.

During the last two years, under the jurisdiction of the School of Business Administration, students take required courses in each of the basic areas of business administration. In addition, they take courses of their own choosing, both inside and outside the School of Business Administration, to make the total of forty courses required for the degree. Since an understanding of basic economic principles and relationships is indispensable for the responsible administrator of a business enterprise, certain courses in economics are included in the required curriculum.

The Undergraduate Program offers each student advice and assistance in achieving his or her educational objectives and fulfilling the requirements for the degree. However, as a part of the training and development in personal responsibility, each student is expected to know the regulations of the University and of the School, as set forth in this catalog and in other official publications, and to conform to them.

Admission

The University of North Carolina at Chapel Hill is committed to equality of educational opportunity and does not discriminate against applicants, students, or employees based on race, color, national origin, religion, sex, age, or handicap. Any complaints alleging failure of this institution to follow this policy should be brought to the attention of the Assistant to the Chancellor. Moreover, The University of North Carolina at Chapel Hill is open to people of all races and actively seeks to promote racial integration by recruiting and enrolling a larger number of black students.

Persons desiring admission to the University as a freshman should write to the Director of Admissions, The University of North Carolina at Chapel Hill, Chapel Hill, North Carolina 27514.

Students are admitted to the School of Business Administration by transfer from the General College as rising juniors, by application from within the University, or by transfer from other institutions.

Admission by Transfer from the General College

Rising juniors may be admitted to the School of Business Administration if they complete satisfactorily the first two years of college work given in the General College of The University of North Carolina at Chapel Hill and if they elect business as their major. Satisfactory completion is defined by standards set by the School of Business Administration.

¹ . Except to prepare for a career in accounting. See page 13.

Students who have completed the prebusiness requirements and attained an overall quality point average of 2.75 or better by the end of the second semester of their sophomore year of General College work will be admitted to the Program. Students who have not attained an overall quality point average of 2.75 may petition the School for admission. The prebusiness course requirements listed under "Requirements for the Freshman-Sophomore Years" on page 11 include English 1 and 2, Mathematics 22 or 31, Statistics 23, Business Administration 24, Political Science 41, Business Administration 71 and 72, and Economics 10, and 100 or 101.

Admission by Application from within the University

Students currently enrolled in other Schools or Departments of The University of North Carolina at Chapel Hill may apply for admission directly to the School of Business Administration. Admission by application is selective, and the Board of Admissions considers an applicant's potential as well as demonstrated achievement.

Applicants must have completed the prebusiness courses listed on page 11. Normally a 3.0 cumulative quality point average is required for admission by application.

The Board of Admissions of the School of Business Administration reviews applications in December, May, and August of each year. Information and application forms may be obtained in Carroll Hall, Room 109.

Admission by Transfer from Other Institutions

Students seeking admission to the School of Business Administration on the basis of work at another college or university may obtain the necessary application forms from the University's Office of Undergraduate Admissions. Candidates should apply early in the year preceding the one in which they wish to enroll. A schedule of deadlines for submitting an application is enclosed with each application form.

Transfer students must have completed the prebusiness courses listed on page 11 before admission into the School of Business Administration can be offered. Eligible students who are lacking any of these courses should expect to attend the Summer Session to remove the deficiency.

Transfer Credit. In order to receive transfer credit, the applicant must present a properly certified transcript of work completed at an accredited college or university. For institutions within the state, the University accepts the accreditations of the North Carolina State Department of Education. For institutions outside North Carolina, the University relies upon the accreditation of departments of education of several state universities or institutions of comparable rank and of regional accrediting agencies. A maximum of sixty-four semester hours of credit (plus physical education activity credit) will be accepted from a two-year college.

Transfer credit will be granted for prebusiness courses in accounting plus a maximum of six hours of upper level business courses if the courses have been completed at an institution which is a member of the Council of

the American Assembly of Collegiate Schools of Business. No credit will be granted for junior core business courses by validation or examination.

Summer School

To attend the Summer Session only, visiting students should apply to the Director of the Summer Session.

The Bachelor of Science in Business Administration

To earn a degree of Bachelor of Science in Business Administration, students must pass a minimum of 40 courses, comprising at least 120 semester hours (exclusive of physical education). At least 30 semester hours of work must have been passed in residence in the School of Business Administration. Students must attain an average of *C* or higher on all courses taken, as well as earn an average of *C* or better on all business administration and required economics courses taken. In addition, they must achieve the required *C* average in a total number of hours not to exceed 45 hours beyond minimal graduation requirements. For computation of a *C* average see page 19.

After being admitted into the School of Business Administration, a student has four semesters in which to fulfill these requirements.² Additional work, if needed, may be completed during the Summer Sessions. In order to remain in residence, a student must maintain a cumulative 2.0 quality point average each semester in all business and required economics courses.

Requirements for Freshman-Sophomore Years

During the first two years in the University, the student will follow the curriculum prescribed by the General College, as follows:

	Minimum Hours	Semester Courses
English 1 and 2	6	2
Political Science 41	3	1
Economics 10, and 100 or 101	6	2
Mathematics 22 or 31	3	1
Statistics 23	3	1
Business Administration 24	3	1
Business Administration 71 and 72	6	2
Physical Education 1 and 2	2	-
Two Natural Science Perspectives ³	7	2
Two Western Historical/Non-Western Comparative Perspectives ³	3	1
Two Aesthetic Perspectives ³	9	3
One Philosophical Perspective ³	—	—
Three College Electives ³	12	4
	<hr/> 63	<hr/> 20

² Students who wish to include a concentration in accounting should see page 13.

³ For details, see the Undergraduate Bulletin.

Requirements for Junior-Senior Years

Upon satisfactory completion of the General College curriculum and upon admission to the School of Business Administration, the student completes the following curriculum.

Core Courses

All students who enter the School of Business Administration must pass the following core of basic courses. The core courses, with the exception of Business Administration 190 (or its equivalent, Business Administration 199), must be completed within two semesters after admission to the School. Business Administration 190 (or its equivalent, Business Administration 199) is taken in the senior year.

Economics	130	Money, the Financial System and the Economy	3
Business Administration	130	Operations Management	3
Business Administration	140	Legal Environment of Business	3
Business Administration	150	Organizational Behavior	3
Business Administration	160	Principles of Marketing	3
Business Administration	180	Business Finance	3
Business Administration	190	Administrative Policy	
or Business Administration	199	Management Simulation	3
		Total Core Hours	<u>21</u>

Other Course Requirements

The remaining junior-senior course requirements are met by completing satisfactorily a minimum of thirteen courses, a total of thirty-nine semester hours. These courses are composed of four electives in business administration, English 32, one elective in speech communication, and seven electives of which five must be taken outside the business school.

In selecting their business electives students may take up to three courses in any one of the subject areas—accounting, finance, law, marketing, operations management, organizational behavior, quantitative methods, and risk management. In core areas, students may take three courses beyond the core.

In summary:

4 Electives in business administration chosen from at least two areas	12
English 32	3
1 Speech communication course from the following:	3
Speech 33 Public Speaking	
Speech 35 Argumentation and Debate	
Speech 53 Fundamentals of Oral Communication	
Speech 55 Small Group Discussion	
Speech 65 Legal Argumentation	
7 Electives, of which 5 must be taken outside Business Administration	<u>21</u>
Total Elective Hours	39

Accounting Concentration

Students who wish to include a concentration in accounting as a part of their Bachelor of Science in Business Administration degree may do so by meeting the requirements for entry into the accounting concentration. Entry into the accounting concentration is based upon the average of grades in BUSI 71 and BUSI 72. For the academic year 1983-84 the required quality point average for BUSI 71/72 is 2.50.

Accounting concentrators are permitted one additional semester in residence beyond the regular two-year program. In addition to completing the basic core courses and the other courses required for a Bachelor of Science in Business Administration degree, accounting concentrators must complete successfully nine accounting courses with a grade point average of 2.3. The required courses are BUSI 71, 72, 170, 171, 173, 175, 177 and two of the following: 172, 174, 176, or 178. A complete list of the courses and their descriptions begins on page 33.

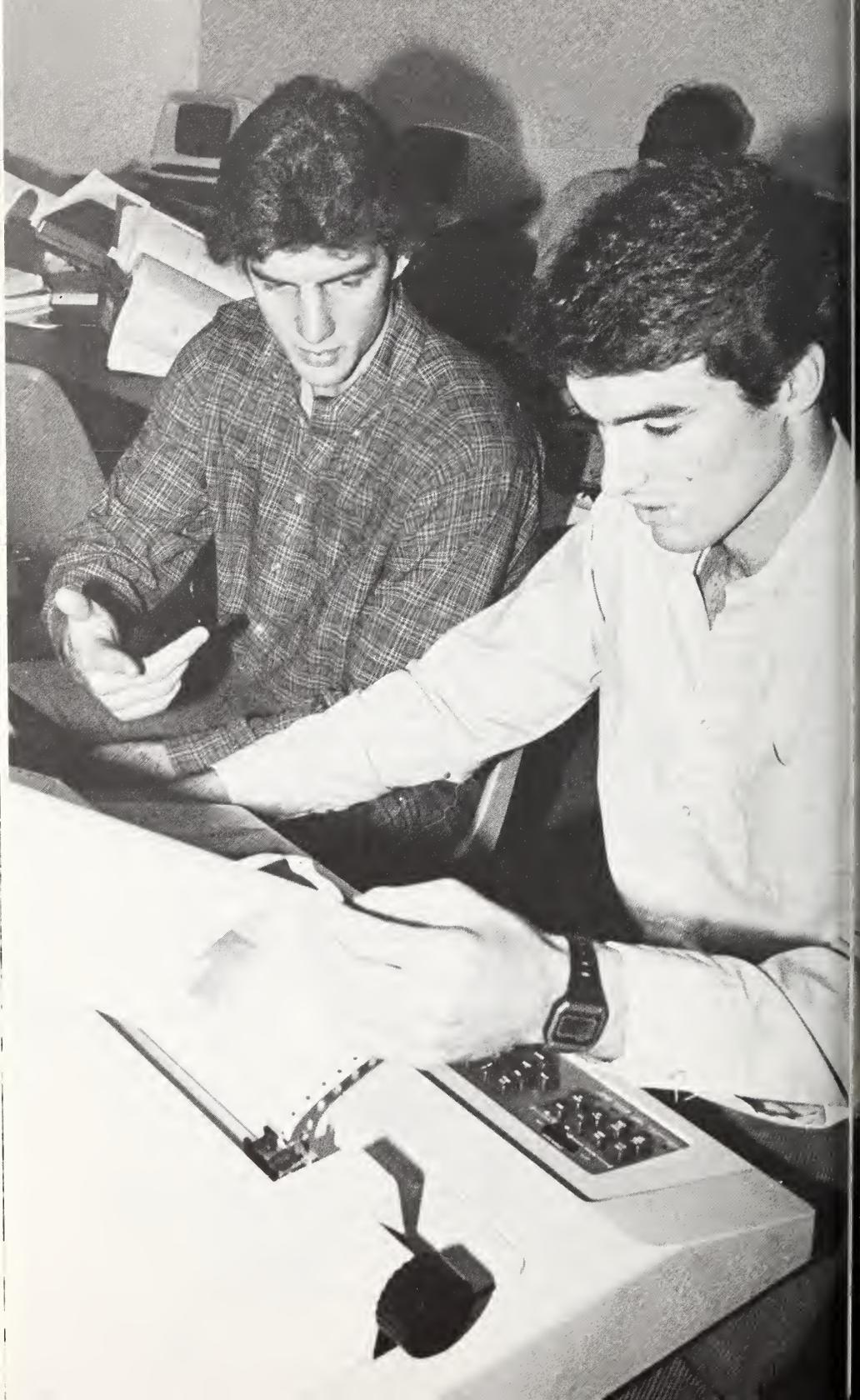
During their junior year, accounting concentrators must complete successfully BUSI 170, 171, and 173 in order to remain in the accounting concentration. Each accounting student must attain an average of 2.3 on all accounting courses (including BUSI 71 and 72), measured at the end of each academic year, in order to continue in the accounting concentration and to register for additional upper level accounting courses.

Three of the upper level accounting courses can be used to fulfill three of the required business electives and will satisfy an area requirement as well.

Beyond the required six hours of written and oral communication (English 32 and a speech course), each accounting concentrator has seven additional elective courses of which five must be outside of business administration. By choosing these electives judiciously, students can broaden their general education as well as enhance their effectiveness as members of the business community.

The Honors Program

As a result of distinguished work, a student may be awarded a degree in Business Administration with Honors or Highest Honors. Students wishing to undertake honors work should apply to the Director of the Undergraduate Program or to the Chairman of the Honors Program not later than the second semester of the junior year.



Academic Regulations

Students registered as degree candidates in the School of Business Administration are responsible for following the regulations of the University and of the School of Business Administration.

Registration

All students are expected to register in accordance with the procedure established for the current year. New students must present evidence to the Director of the Student Health Service that their medical reports have been properly certified.

Listing a course in the catalog does not obligate the University to give the course in any particular year.

New and readmitted students, and old students who fail to pre-register, are required to present a Permit to Register card on the regular registration day at the beginning of the term.

Registration for credit in any course is limited to the first five days of instruction unless the late registration is approved by the Assistant Dean of the Undergraduate Program and the instructor concerned.

Any student registering later than the time appointed for his or her registration must pay five dollars (\$5.00) as an additional fee for delayed registration. No appeal from the imposition of the late registration charge will be granted, unless the delay results from circumstances clearly beyond the student's control. Such appeals must be made in writing to the Chancellor, must show justification for the delay, and must bear the approval of the Director or Assistant Dean of the Undergraduate Program.

Schedule Changes

During the regularly scheduled pre-registration and registration periods, each student has ample opportunity to select carefully, with the aid of his or her faculty adviser, a program of courses for the ensuing term. Once having registered, the student may add or drop a course only with the approval of the Assistant Dean or Director of the Undergraduate Program and in conformity with regulations governing course load.

Changes in students' registrations may be made during the first five full days of instruction of a term, the Drop-Add and Late Registration period, for valid academic reasons only. After the official Drop-Add and Late Registration period, a student may not add a course without the written permission of the instructor and the approval of the Assistant Dean or the Director of the Undergraduate Program.

During the first six (6) weeks of the semester a student may drop a course with the approval of the Assistant Dean of the Undergraduate Program and in conformity with regulations governing course loads. Thereafter, a grade of *F* may be imposed for the dropping of a course, except for some unusual reason.

A student who stops attending a class without officially dropping it will be given an *F* for the course and is liable to suspension from the University. See "Class Attendance."

Course Load

A full course load for undergraduate students is considered to be five (5) courses or 15-17 hours. Exceptions to this load may be made with the proper approval by the Director or the Assistant Dean.

A load of 18 hours may be allowed if the student has at least a *C* average overall and for the preceding semester, and needs the 18-hour load in one of the last two semesters to meet graduation requirements.

A load of 18 hours may be allowed in any term if the student has at least a *B* average overall and for the preceding semester. (See page 19 for method of calculating academic average.)

Attention is called to the reduction of credit for freshman and sophomore courses when taken late in the student's career.

The Director of the Undergraduate Program will determine whether a student may remain in residence after having been dropped from or having quit one or more courses.

Auditing of Courses

All persons not officially registered in the University who wish to audit a course during the regular academic year must secure permission of the instructor and the Assistant Dean or Director of the Undergraduate Program. A fee of \$10.00 will be charged per semester for each course. A prospective auditor who has secured approval of the instructor and Assistant Dean or the Director of the Undergraduate Program will pay the auditing fee to the University Cashier in Bynum Hall. A copy of the Cashier's receipt must be filed with the instructor at the beginning of the semester.

Students officially registered in the University who wish to audit a course must secure permission of the instructor and the Assistant Dean or the Director. No auditing fee will be charged.

No auditing is permitted in the summer session by persons not officially registered. Registered students must secure permission of the instructor to audit a course. No auditing fee will be charged during the summer.

Class Attendance

Absences

Under the general attendance regulations adopted by the University Faculty Council, each instructor is given authority to prescribe the attendance regulations for his or her classes. In addition, the regulations maintain that regular class attendance is a student obligation and a student is responsible for the work, including tests and written work, of all class meetings. No right or privilege exists that permits a student to be absent from any given number of class meetings.

Each instructor is responsible for: (a) explaining attendance regulations during the first week of every class; (b) keeping an accurate daily record of attendance; and (c) reporting promptly to the Assistant Dean of the Undergraduate Program the name of any student who has been absent

either three consecutive times, or more times than the instructor deems advisable.

The grade of a student who quits a course without the permission of the Director or the Assistant Dean, although the student may have a passing grade, will become an *F* for the course.

The grade of a student who officially drops a course, or who is dropped for other than disciplinary reasons from a course in which he or she is failing at that time, is recorded as an *F* unless, in the judgment of the Director or the Assistant Dean, the failure was caused by circumstances beyond the student's control.

Final Examinations

Any student who is absent from a final examination without an official excuse from the Director of Student Health Service or the Director or Assistant Dean of the Undergraduate Program, or who is present and fails to submit examination papers, is reported absent. This mark is equivalent in every respect to grade *F* or failure.

The final examination schedule for each semester is published during the pre-registration period of the preceding semester and with careful planning of their courses, students can avoid having the final examinations in consecutive order. As general policy, the school does not give official excuses from final examinations for reasons other than medical illness that is confirmed by the Student Health Service or for an unavoidable extenuating circumstance.

Scholastic Standing

Grading System

After the close of each term, a report of the grades is sent to each student's parents or guardian. The reports are based upon the following system of marking:

- Grade *A*, Excellent, 4 quality points per credit hour;
- Grade *A-*, 3.7 quality points per credit hour;
- Grade *B*, Good, 3 quality points per credit hour;
- Grade *B+*, 3.3 quality points per credit hour;
- Grade *B-*, 2.7 quality points per credit hour;
- Grade *C*, Average, 2.0 quality points per credit hour;
- Grade *C+*, 2.3 quality points per credit hour;
- Grade *C-*, 1.7 quality points per credit hour;
- Grade *D*, Passed, 1 quality point per credit hour;
- Grade *D+*, 1.3 quality points per credit hour;
- Grade *PS*, Passed on the "pass fail" option;
- Grade *F*, Failed, 0 quality points per credit hour;
- Grade *AB*, Absent from Examination, 0 quality points unless excused and until the excused absence is removed;
- Grade *IN*, Work Incomplete, 0 quality points until removed.

An *AB* converts to an *AB/F* unless the student arranges to take a final examination by the close of the next regularly scheduled semester after receiving the grade. An *IN* converts to an *IN/F* unless removed within eight weeks of the beginning of the regularly scheduled semester following its assignment.

Marked deficiency in English composition will be indicated by a symbol *cc* attached to the letter grade assigned in the course. A *cc* notation must be removed before graduation by successful completion of the English Department's Writing Lab program.

The Faculty Council has approved the following regulations for governing the "pass fail" grading system.

1. A maximum of twenty-four hours of "pass fail" credit may be applied to graduation requirements.
2. No more than seven semester hours of "pass fail" credit may be taken in a single semester.
3. Any course may be elected for "pass fail" except:
 - a. English 1 and 2;
 - b. Courses taken to meet the foreign language or mathematical science requirement;
 - c. The eight courses chosen as Divisional Electives in the General College curriculum;
 - d. Courses in the major;
 - e. Related courses specifically required (and designated by number) by the major department or curriculum;
 - f. Summer courses.

Professor Nicholas Didow



Before the end of the sixth full week of classes a student may designate a course (or courses) for which he or she has registered in the regular manner as "pass fail" by application to the Assistant Dean of the Undergraduate Program. Once a course has been selected for "pass fail" the selection is irrevocable. Appeals for exceptions will not be heard. In computation of grade point averages, a failure on "pass fail" will be computed as hours attempted; a pass will not be computed as hours attempted. A student who changes his or her major to a field in which "pass fail" work has already been taken may credit only one "pass fail" course in the new major. Should the student have taken more than one such course, credit will be forfeited.

A C average is interpreted to mean a ratio of quality points earned to semester hours undertaken of at least 2.0. To compute the quality-point average, add the semester hours for all courses attempted in the University (including grades in *IN*, *AB*, and *F*, but excluding the grade *PS*) and divide the sum into the total number of quality points earned on these semester hours. Grades earned and semester hours attempted in other institutions are not included in calculating the quality-point average in the University. In computing quality point ratio for honors, Physical Education grades will not be included. Plus and minus grades earned prior to Fall Semester 1978 are not assigned a particular numerical quality-point value; the value of the basic letter-grade *A*, *B*, *C* or *D* alone is used in computing a quality-point average. For a more detailed explanation, refer to the *Undergraduate Bulletin*.



Appeal of Course Grade

A student, after conference with the instructor concerned, may present in writing to the Director of the Undergraduate Program an appeal of a course grade. No appeal may be made after the last day of classes of the next succeeding regular semester. The director will refer the appeal to the administrative board of the school and the chairman of the department concerned. No change of grade will be made except as a result of the administrative board's decision, which is final.

Honorary Organizations

Students who maintain sufficiently excellent scholastic averages may be considered for membership in Beta Gamma Sigma and Beta Alpha Psi, as described on page 7.

In the spring of each year, the graduating senior in the School of Business Administration who has earned the highest scholastic average in business administration is awarded the Scholarship Key of Delta Sigma Pi, national professional fraternity in business administration.

The Alpha Kappa Psi national professional commerce fraternity awards its Scholarship Medallion to the senior in the School who has maintained the highest academic average during the first three and one-half years of his or her program in all courses.

Dean's List

Published each semester by the Dean of the School, the Dean's List consists of students who have earned a quality-point ratio of 3.5 or better and were registered for twelve to fourteen hours of letter-grade work, or who have earned a quality point average of 3.2 or better and were registered for fifteen or more semester hours of letter-grade work.

Academic Eligibility

In order to remain in residence in the School of Business Administration, students are required to maintain a cumulative 2.0 quality point average each semester in all business and required economics courses. Failure to meet this standard will automatically place the student on a one-semester academic probation. At the end of the probation period, students who have been unsuccessful in attaining the required cumulative 2.0 quality point average will be declared ineligible to continue in the School of Business Administration.

Withdrawal from the University

Honorable dismissal or prospect of readmission may be forfeited by a student who withdraws at any time other than the end of the term without first securing approval by the Director or Assistant Dean of the Undergraduate Program of a formal withdrawal. Three steps are involved: (1) application filed with the Assistant Dean; (2) full investigation of circumstances during lapse of twenty-four hours; and (3) prompt filing of withdrawal form (after approval by the Assistant Dean) with a recorder in the Office of Records and Registration (Hanes Hall).

When a student withdraws from the University, officially or unofficially, before the end of a regular semester, then in determining the student's eligibility for readmission

- A. that semester shall be counted as a semester in residence
 - 1. if withdrawal occurs as a result of disciplinary action;
 - 2. if withdrawal occurs after nine full weeks of classes have elapsed in the semester, regardless of the student's standing in his or her classes;
 - 3. if at the time of withdrawal at any point in the semester, the student is reported as below passing in two or more courses (in such cases, the grade *F* is recorded on all courses in which the student is below passing);
- B. that semester shall not be counted as a semester in residence and no grades will be recorded
 - 1. if official withdrawal occurs for medical reasons on the recommendation of the Director of Student Health Service;
 - 2. if withdrawal occurs before the end of the ninth week of classes and the student is reported to be below passing in no more than one of the courses he or she is then taking.

No retroactive withdrawal from a semester or summer session shall be approved for any reason, medical or otherwise, unless a written request for such action has been submitted within 72 hours following the final examination period in that semester or summer session. Appeals for exceptions on the basis of extraordinary circumstances must be addressed to the appeals committee of the Administrative Board of the School of Business Administration.

Readmission

A student who has withdrawn from the University for any reason must have, in order to be academically eligible to return, the cumulative quality point-hour ratios established by the University and as stated in the *Undergraduate Bulletin*.

Readmission is not automatic in any case; each applicant is considered carefully in the light of all attendant circumstances, including enrollment limitations within the University. Application for readmission should be made as early as possible in the Office of Undergraduate Admissions.

Time Limitation for Completing Degree Requirements

Students who are candidates for the Bachelor of Science Degree in Business Administration are permitted to complete the degree requirements specified in the School of Business Administration catalog in effect at the time they were admitted to the School provided (1) that the necessary courses are available, and (2) that no more than four calendar years have elapsed since their admission to the School.

In the event that courses are not available or more than four years have elapsed since their admission, students must apply to the Assistant

Dean of the Undergraduate Program to update their program to fulfill the degree requirements currently in effect.

Degree Applications

All students must file an application for the degree. Applications for degrees to be conferred in May or August must be filed in the Office of the Director of the Undergraduate Program in Carroll Hall, Room 109, on or before February 1. Applications for degrees to be conferred in December must be filed on or before October 1. A student who has not filed an application may not be included in the list of graduating seniors.

Transcript of Record

A statement of official academic record includes all significant recorded information concerning the student's admission, classification, and scholarship. No partial or incomplete scholastic record will be given. If the student's scholarship has been such as to prevent his or her continuance in the University and is still in force at the date of record, a plain statement of such fact will be included.

A statement of honorable dismissal will not be granted to students whose conduct and character would not entitle them to remain in the University. In every transcript full mention will be made of any probation, suspension, or other temporary restriction imposed for unsatisfactory conduct and still in force when the statement is made.

The official academic record is used in the conduct of student personnel affairs. In special circumstances, however, this record is available to properly identified State and Federal investigative agencies. Any student who does not wish to have an official academic record made available may inform the Office of Records and Registration in writing that no outside inquirer shall have access to his or her official academic record without written consent.

Notice on "Directory Information" to All Students of The University of North Carolina at Chapel Hill

The University of North Carolina at Chapel Hill has routinely made public certain information about its students. Some typical ways this has been done include the following: names of students who are selected by the various honorary societies, who receive scholarships, who make the Dean's List, who hold offices, or who are members of athletic teams are frequently made public. To facilitate campus communication the University annually publishes the *Campus Directory*. Some professional and graduate school student groups publish directories of students in their departments or schools. The annual commencement program publishes the names of persons who have received degrees during the year.

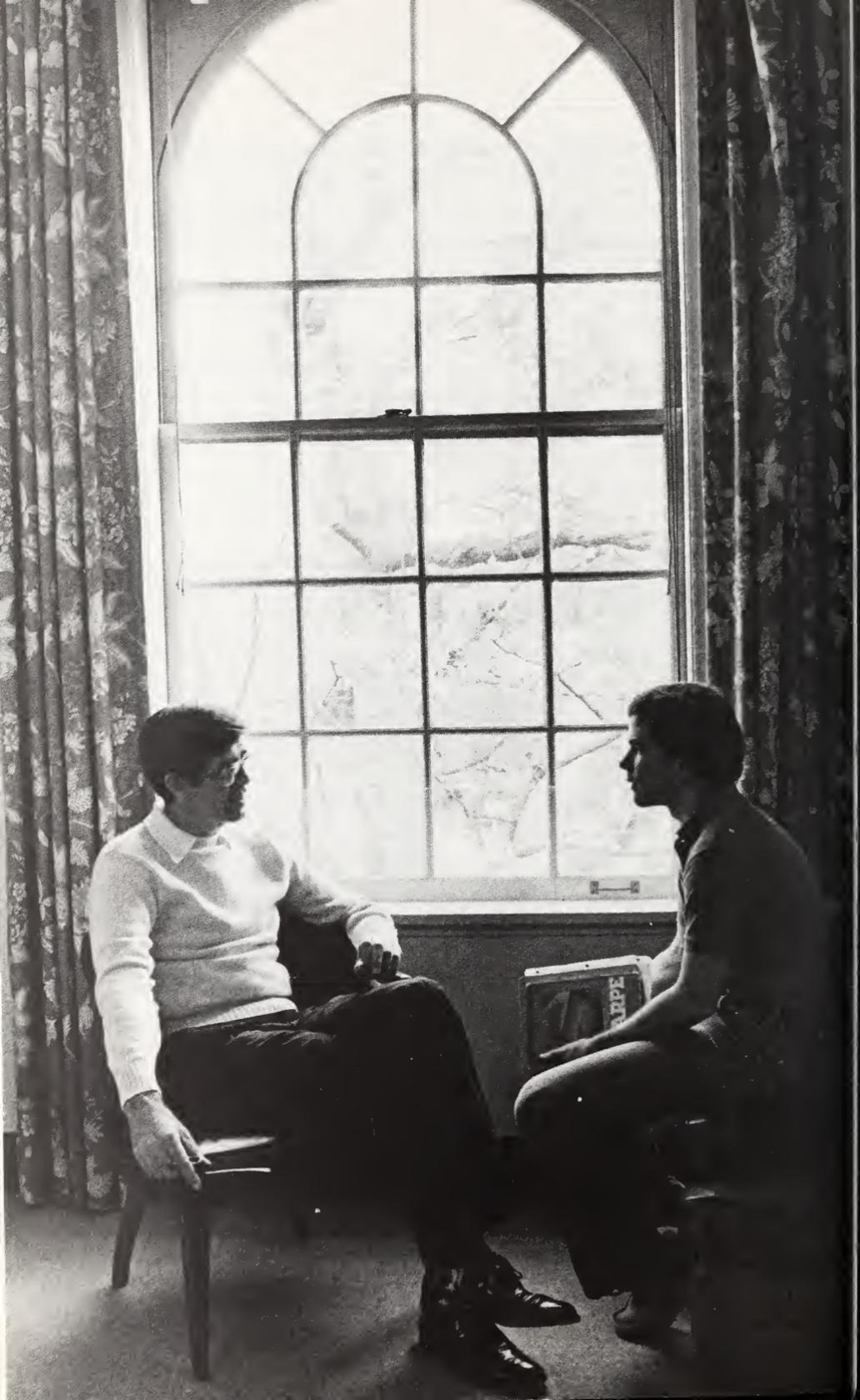
The Family Educational Rights and Privacy Act defines the term "directory information" to include the following categories of information: the student's name, address, telephone listing, date and place of birth, major field of study, participation in officially recognized activities and sports, weight and height of members of athletic teams, dates of attendance, degrees and awards received, and the most recent previous educational agency or institution attended by the student. The University will make public information about each student *limited* to these categories in ways such as those described above. Of course, information from all

these categories is not made public in every listing. The *Campus Directory*, for example, publishes only names, addresses, and telephone numbers.

Under a special provision of the FERPA regulations, the University will also disclose personally identifiable information from the education records of a student, without the student's prior written consent, to officials of another school or school system in which the student seeks or intends to enroll.

Students who do not wish to have any or all "directory information" made public and who do not want information about them to be disclosed to other schools, as set forth above, without their prior consent must notify the Office of Records and Registration, The University of North Carolina at Chapel Hill, of this fact in a signed and dated statement specifying items that are not to be published. This notice must be received by the Office of Records and Registration by the end of the registration period for the semester or session of first enrollment or, after an absence, of re-enrollment, and by the end of each fall registration period thereafter.





Expenses and Financial Assistance

Tuition and Other Fees¹

The tuition rates for students registered in the School of Business Administration are as follows:

Resident of North Carolina, each semester	\$ 240.00
Nonresident of North Carolina, each semester	1,421.00
Fees, each semester	142.75

Estimated Expenses

The University estimates that the average cost of tuition and living expenses to an in-state student living in university residence halls is approximately \$4,300.50 per academic year. For out-of-state students, the estimated average cost is \$6,662.50 per academic year.

Estimated costs for an in-state student include:

Tuition	\$ 480.00
Fees	285.50
Residence hall, average double room	1,050.00
Meals, estimated	1,485.00
Books and supplies	300.00
Miscellaneous expenses, estimated	700.00
(clothing, travel, spending money, etc.)	
Total	\$4,300.50

Accommodations

The University provides residence hall accommodations for approximately 6,800 students, including undergraduate, graduate, and professional men and women. Three hundred and six apartments are available for student family housing. Further information is available from: Department of University Housing, Contracts Office, Carr Building, and from Manager, UNC Student Family Housing, Odum Village, Branson Street, Chapel Hill.

Nearly 1,500 men and women are housed in privately owned Granville Towers, just off the UNC Campus. These supervised residence halls have a cafeteria dining commons, and the fee includes room and board. Further information is available from Granville Towers, University Square, Chapel Hill.

Payments and Refunds

An applicant who has been offered admission for the fall or spring semester reserves a place by the payment of a \$25.00 nonrefundable enrollment deposit that is credited toward tuition for the semester for which the student is admitted. Such deposits are not required for the Summer Session. Advance deposits are not refundable if the applicant fails to enroll.

1. The University reserves the right to make changes in fees and tuition at any time.

Tuition and fees are assessed on a semester basis and are due at registration. Payments may be made in advance, in person or by mail. Accounts not paid in full by the first day of classes are subject to a late payment fee and the student's possible disenrollment. Payments may be mailed to: University Cashier, The University of North Carolina at Chapel Hill, 103 Bynum Hall, 008A, Chapel Hill, North Carolina 27514. Checks should be made payable to The University of North Carolina at Chapel Hill and should include the student's social security number on the face of the check.

If someone other than the student is responsible for payment of the bill, the University Cashier should be notified in ample time so that a bill may be sent to the proper agency or person. Students who are expected to receive financial aid, scholarship funds, or fellowship awards should bring with them sufficient funds to take care of living expenses for approximately fifteen days. This should provide sufficient time for appropriate funds to be made available.

If a student withdraws after the first week, the bill will be prorated on a weekly basis for the period the student attends. No refund will be made after the ninth week of any semester.

Scholarships and Financial Aid

The income from a number of endowed scholarships is available to students in the School of Business Administration who can show academic attainment as well as definite financial need. The University also has certain funds that may be loaned to worthy students who are dependent upon their own efforts to secure an education. In addition, a limited number of positions involving various kinds of work are available that enable students to earn a part of their expenses.

Under the Board of Governors general Minority Presence Grant Program, black students may be eligible for special financial assistance if they are residents of North Carolina, enrolled for at least three hours of degree-credit course work, and demonstrate financial need.

The Marvin B. Smith, Jr. Memorial Scholarship Fund awards several scholarships annually to rising juniors in the School of Business Administration. Recipients must be residents of North Carolina. The tenure of the scholarships is two years, provided the holders maintain high moral and scholastic standards. The criteria for selection are high scholastic rank, character, promise of business leadership, and financial need.

The Mary K. Brown Memorial Scholarship is awarded to a worthy student who is dependent upon his or her own efforts to secure an education. It was established in 1931 by Mrs. James M. Brown in memory of her daughter, who for several years was a secretary at the School of Commerce.

The John Duke Baldrige, Jr. Scholarship is designated for an undergraduate student in the School who demonstrates integrity, leadership, and courage. It was created by the family and friends of the late Mr. Baldrige, a 1953 graduate of the School of Business Administration.

The Braxton E. Barrett Scholarship was established in memory of Mr. Barrett by his son in 1980.

Business administration students concentrating in accounting are eligible for the Grant Gary Vernon Scholarship created by colleagues and friends to honor the late Mr. Vernon, a doctoral student in accounting at the School of Business Administration.

Two International Telephone and Telegraph Corporation Scholarships are awarded annually to students in the School of Business.

Students planning careers in accounting are eligible for the Deloitte, Haskins and Sells Scholarship, Dixon, Odom and Co. Scholarship, Ernst and Whinney Scholarship, Institute of Internal Auditors Award, Main Hurdman Scholarship, Peat, Marwick, Mitchell Scholarship, Price Waterhouse and Co. Scholarships, A.M. Pullen and Co. Scholarship, and the Touche Ross and Co. Award.

The Rex S. Winslow Scholarships are donated annually by the North Carolina Real Estate Educational Foundation. Preference is given to students in the School of Business Administration who contemplate careers in real estate.

Seniors and second-year Master of Business Administration students who plan careers in life insurance sales are eligible for the Manulife Insurance Scholarship.

The Triangle Advertising Federation Scholarship rotates among the School of Business Administration, School of Journalism, and Department of Radio, Television, and Motion Pictures. Every three years the School of Business Administration makes the award to an outstanding student.

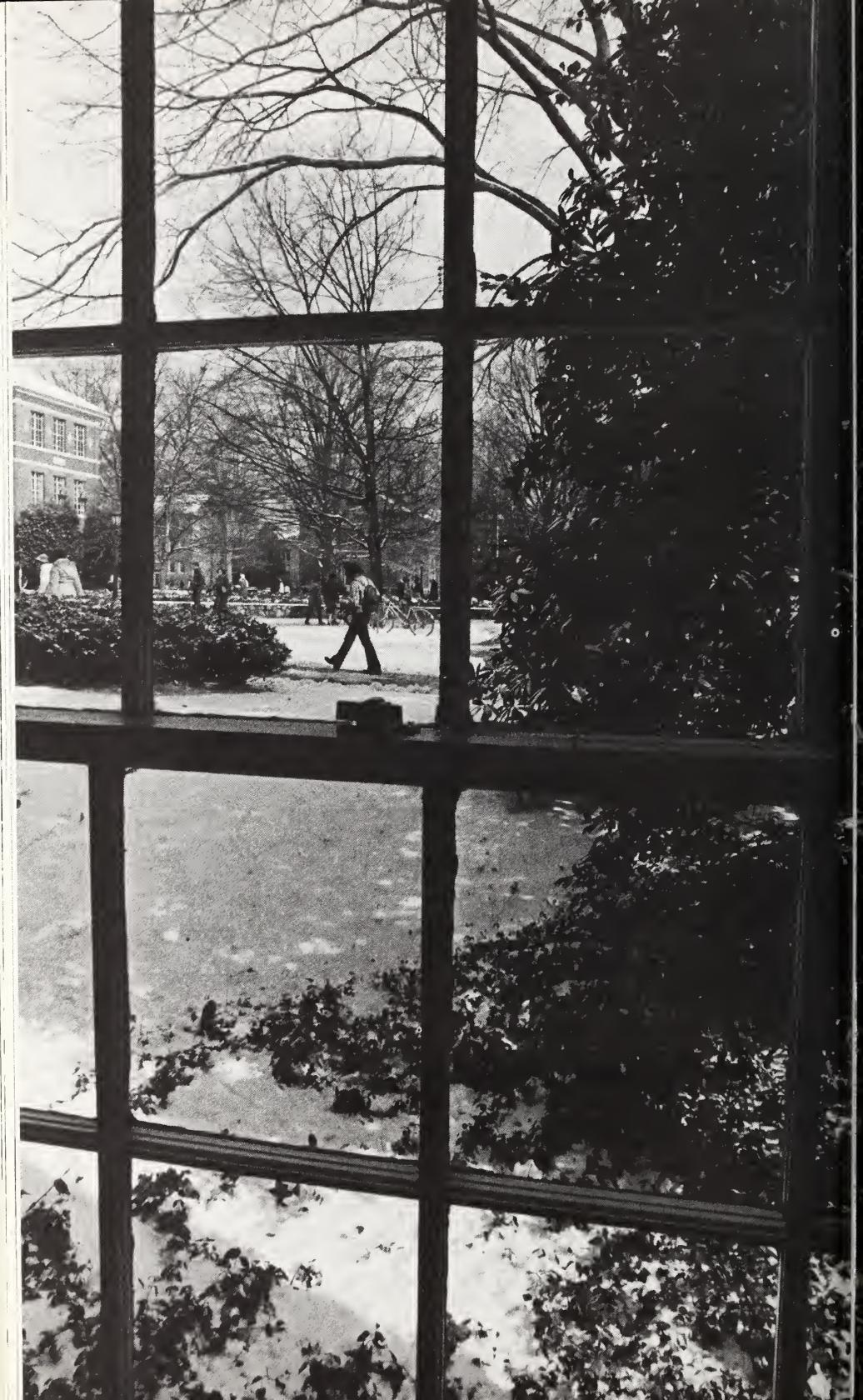
The Raleigh Sales Executive Club Loan Fund is available to students from North Carolina. Interest and repayment of these loans begin six months after the student's separation from the university.

The R. P. Stephen Davis Loan Fund was established in 1977 by Mr. Davis of Charlotte, an alumnus of the School and a graduate of The Executive Program. The revolving fund will make loans available to students in the School of Business Administration.

The Harold A. Berry Scholarship was established by the Purchasing Managers Association of the Carolinas-Virginia in 1983. It is available to a student planning a career in production management.

The Sam Breen Scholarship was established in 1982 by the late Mr. Breen.

More information about scholarships and loans may be obtained by writing to the Assistant Dean of the Undergraduate Program in Business Administration in advance of registration.



Academic Resources and Services

Libraries

The University Library of more than 3 million volumes includes substantial collections in business administration and economics. The Business Administration and Social Sciences Division of the Davis Library is organized to serve the library needs of students and faculty of the School. This division contains current scholarly and professional journals in business and economics and the major business services. It offers online computer searches of bibliographies and indexes that include all presently available business data bases. The library is a depository for the publications of the federal government and the United Nations. These collections, along with the unique collection of state publications, constitute basic research materials of specific value in business administration and economics.

University Career Planning and Placement Services

The Office of University Career Planning and Placement Services helps students plan for their chosen careers and search for employment. Its services include on-campus interviews with representatives from business and industry, government, educational institutions, and nonprofit organizations; job vacancy notebooks; job referrals; a credentials mailing service (for graduate schools or selected employment settings); career and employer literature; and assistance with summer employment and internships. The staff sponsors career panels, career and graduate school fairs, workshops on job-seeking, resume-writing, and interviewing throughout the year, and offers a video-taped practice interview. Counselors are also available for individual employment counseling, by appointment. The office is in 211 Hanes Hall, and the hours are 8:00 to 4:30, Monday through Friday.

University Counseling Center

The University Counseling Center offers students guidance in making a career choice and in dealing with personal problems.

Lectures, Observation Trips, and Clinics

Students are expected to take advantage of the opportunities to attend lectures offered by prominent organizational leaders who are invited to the University for this purpose.

In addition to formal lectures, the School arranges for business leaders to come to the University for informal discussion of current business problems in their respective fields in order to provide the student with a clearer understanding of business practice.

From time to time the classes in business administration visit manufacturing firms and other business organizations to make firsthand observation of business operations.

The Business Community

The School of Business Administration enjoys a distinctive relationship with the business community through the Business Foundation of North Carolina. Founded in 1946 by business leaders of the region, the Business Foundation has provided the School with a private endowment of \$11 million, among the largest of any state university school of business administration in the United States.

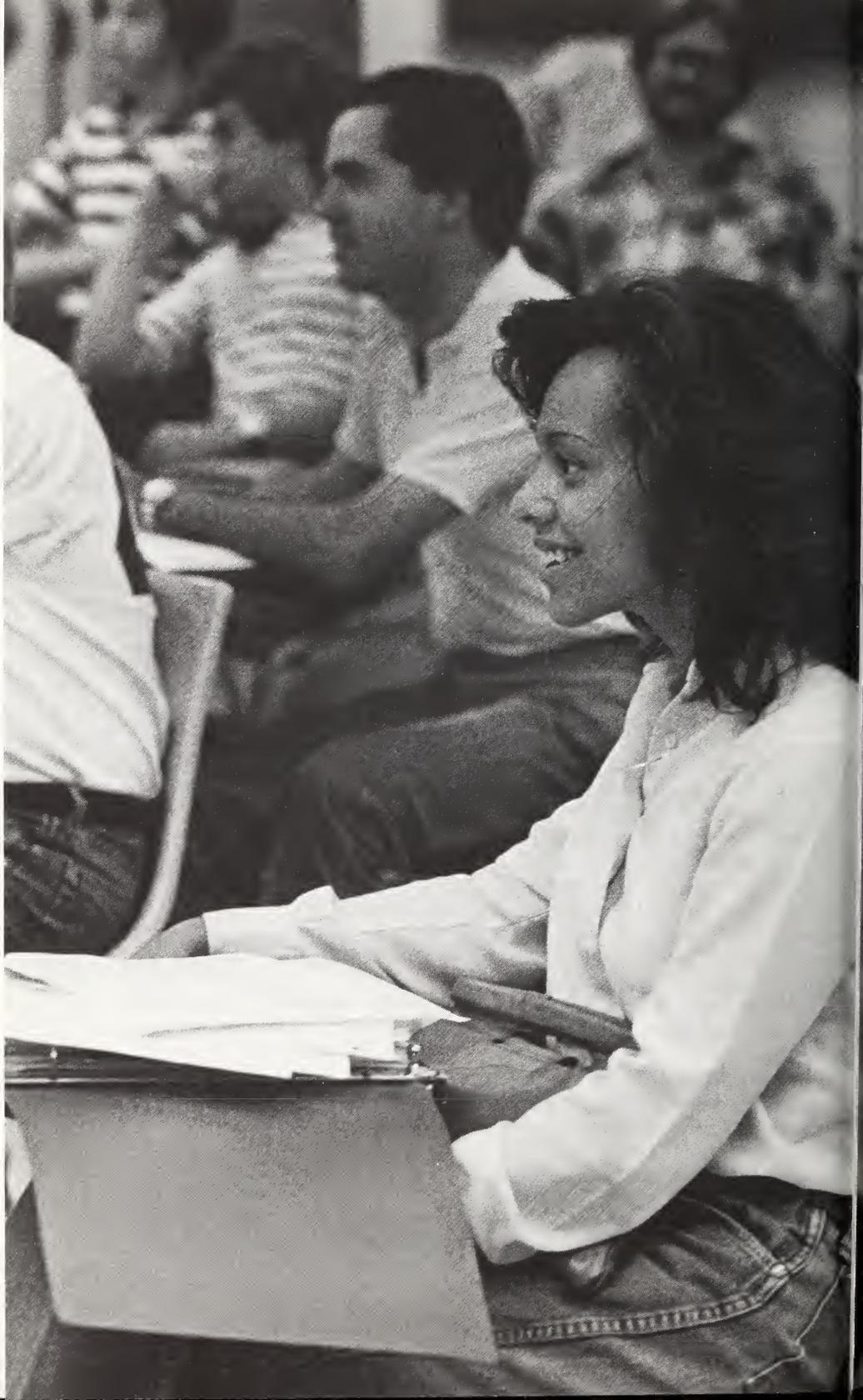
Income from the endowment and funds provided through a program of annual gifts are used to support faculty, students, and activities of the School. The impact of these resources is evident in the quality of the faculty and student body that have been drawn together at the School of Business Administration.

In addition to financial support, the School's relationships with business, government, and various nonprofit organizations have provided a continuous intellectual exchange on problems of mutual interest.

Gifts through the Business Foundation and other individual and corporate bequests have created professorships, scholarships and special education funds at the School. These include:

Anna H. and John W. Hanes Fund
Burlington Industries Professorship in Business Administration
Drexel Industries Research Professorship
Julian Price Professorship
Luther Hodges Distinguished Professorship
Meade H. Willis, Sr. Professorship in Investment Banking
Robert March Hanes Professorship in Business Administration
Peat, Marwick, Mitchell Professorship in Professional Accounting
R. J. Reynolds Industries Professorship in Applied Behavioral Science
Wachovia Bank and Trust Company Professorship in Banking
Willard J. Graham Professorship in Business Administration
Archie K. Davis Management Lecture Fund
Belk Fund
Collier Cobb and Associates MBA Program Development Fund
DuPont Fund
Harry W. Cherry Accounting Education Fund
Henry A. Latane Interdisciplinary Research Fund
James A. Rider Fund
Jefferson Standard Life Insurance Company Business Education Fund
L. L. Woodbury Executive Program Faculty Development Fund
C. Knox Massey Professorship
MBA Alumni Fund
Mellon Bank Fund
North Carolina Motor Carriers Association Graduate Research Fund
North Carolina National Bank Business Education Fund
North Carolina Realtors Association Fund
Pilot Life Insurance Company Business Education Fund
Procter & Gamble Fund

Reynolds Student Investment Trust
Richardson Foundation Endowment
Sarah Graham Kenan Foundation Fund
Western Electric Fund
Xerox Corporation Fund
Unrestricted Endowment Fund, Anonymous Donor
AMF Award for Excellence in Teaching in the Undergraduate Program
E. E. Maddrey Award for Excellence in Teaching in the MBA Program
Maurice W. Lee Doctoral Student Teaching Awards
Allied Chemical Foundation MBA Fellowships
A. M. Pullen and Co. Scholarship
Braxton E. Barrett Undergraduate Scholarship Fund
Burlington Industries MBA Fellowships
Business Foundation Doctoral Fellowships
Business Foundation MBA Fellowships
Business Foundation MBA Loan Fund
CIGNA MBA Fellowship
Deloitte, Haskins and Sells Scholarship
Dixon, Odom & Co. Accounting Scholarship
Ernst and Whinney Scholarship in Public Accounting
Evelyn N. Bost MBA Fellowship
Executive Program MBA Fellowship
Grant Gary Vernon Scholarship
Harold A. Berry Scholarship
Internal Auditors Institute Award
International Telephone and Telegraph Corporation Scholarships
John Duke Baldrige Scholarship Fund
Julian Price Doctoral Fellowships
Levi Strauss Foundation MBA Fellowship
Lewis S. Morris MBA Fellowship
Main Hurdman Accounting Scholarship
Manulife Insurance Scholarship
Maurice W. Lee MBA Fellowships
Monsanto Scholarship
Norman Block Award
Peat, Marwick, Mitchell Scholarship
Price Waterhouse Scholarships
Rex S. Winslow Scholarships
R. J. Reynolds Industries MBA Fellowships
R. P. Stephen Davis Loan Fund
Richard I. Levin MBA Emergency Loan Fund
Ryan Homes MBA Fellowship
Sam Breen Scholarship
Superior Oil Company Scholarships
Touche Ross & Co. Award in Accounting
Wachovia Corporation MBA Fellowships



Courses¹

The following courses are prerequisites for all Business Administration courses numbered 90 or 100: BUSI 24, BUSI 71 and BUSI 72, ECON 10 and ECON 100 or 101.

***24 Applied Business Statistics with Computer Applications (3).** Prerequisite, Mathematics 22 or 31 and Statistics 23. Statistical techniques for analyzing business problems. Topics include estimation, hypothesis testing, regression, analysis of variance; also an introduction to the use of the computer. Fall and spring. Staff.

***After receiving credit for BUSI 24, business majors may not receive credit for Economics 70.**

71 Basic Accounting Principles (3). Prerequisite, Economics 10 or equivalent. Role of accounting; basic concepts and methodology; mass data processing; valuation and income determination principles; management and internal control problems of basic financial statement components. Fall and spring. Staff.

72 Elementary Management Accounting (3). Prerequisite, Business Administration 71 or equivalent and prerequisite or corequisite Economics 100 or 101 or equivalent. Elements of accounting for management planning, budgeting, and control. Emphasis is on management uses of accounting information. Fall and spring. Staff.

74 General Accounting (3). Prerequisite, junior-senior standing. Nonbusiness administration students only. Basis for evaluation, interpreting, and reporting financial information. Accounting process, determination of cost and income, sources and uses of capital, changing price levels, income taxes. Fall. Staff.

97 Selected Topics in Business Administration (3). Prerequisite, permission of the instructor. Individual study in a special field with the direction of a member of the department. Fall and spring. Staff.

98 Honors Course (3). Reading and preparation of an essay under the direction of a member of the faculty. Fall. Staff.

99 Honors Course (3). Reading and preparation of an essay under the direction of a member of the faculty. Spring. Staff.

Courses for Graduates and Advanced Undergraduates

110 Deterministic Models for Decision Problems (3). Prerequisite, Business Administration 24 or equivalent. The use of quantitative tools for formulating, solving, and analyzing deterministic decision problems. Topics include matrix algebra, linear programming, network models, and dynamic programming. Fall and spring. DesJardins, Moore, Neebe, Rubin.

111 Probabilistic Models for Decision Problems (3). Prerequisite, Business Administration 24 or equivalent. The use of quantitative tools for formulating, solving, and analyzing probabilistic decision problems. Topics include decision analysis, simulation, queueing, inventory control, and reliability. Spring. DesJardins, Moore, Neebe, Rubin.

120 Risk Management (3). Analysis of the financial problems inherent in the multitude of static risks that confront the business enterprise, and evaluation of the

1. For courses open to graduate students, see Graduate School of Business Administration catalog.

alternative methods of dealing with such problems utilized in modern scientific risk management. Fall and spring. J. F. Lee.

121 Life Insurance and Estate Planning (3). Basic life insurance, corporate employee benefits, and estate planning. Includes wills, trusts, taxation, and business insurance. Fall and spring. J. F. Lee, Peirce.

122 Advanced Risk Management and Insurance (3). Prerequisite, Business Administration 120 or equivalent. An analysis of risk measurement and a study of insurance devices to combat risk in the business firm. Fall and spring. J. F. Lee.

126 Introduction to Real Property (3). An introduction to the social, political, economic, and investment aspects of real property. Fall or spring. Hekman.

130 Operations Management (3). Analysis of the production/operations function in both manufacturing and nonmanufacturing organizations. Developing production policies that support total organizational goals under varying constraints. Fall and spring. Staff.

131 Operations Management Analysis (3). Prerequisite, Business Administration 130 or equivalent. A case analysis course in which the principles of operations management are applied to the solution of selected problems considering the total objectives of the organization. Fall and spring. Elvers, Hyer, McLaughlin.

133 Design and Operation of Production Systems (3). Prerequisite, Business Administration 130 or equivalent. Analysis of the problems of planning and scheduling the production-operating function of a business enterprise. Topics include forecasting, job-shop scheduling, assembly-line balancing, project management. Fall. Elvers, Fischer, Hyer, Mazzola.

137 Operations Logistics Management (3). Prerequisite, Business Administration 130 or equivalent. The integration of various managerial activities, e.g., purchasing, inventory control, which deal with the flow of materials into, through, and out of an organization. Fall and spring. Fischer, Maruchek, Mazzola.

140 Legal Environment of Business (3). An introduction to the legal system with special emphasis upon its relationship to business. Topics covered include an introduction to the judicial system, torts, and contracts. Fall and spring. Mann, Peirce, Roberts, Stewart.

141 Commercial Law (3). Prerequisite, Business Administration 140 or equivalent. Not open to students who have taken Business Administration 144. A detailed examination of commercial law topics including sales, commercial paper, bank deposits and collections, secured transactions, suretyship, bank regulations, and bankruptcy. Fall and spring. Stewart.

142 Managerial Law (3). Prerequisite, Business Administration 140 or equivalent. Not open to students who have taken Business Administration 144. A detailed examination of the legal aspects of business organizations, including agency, joint ventures, partnerships, limited partnerships, corporations, and securities regulation. Fall and spring. Mann.

143 Antitrust Law (3). Prerequisite, Business Administration 140 or equivalent. A detailed examination of the federal regulation of competition, including monopolies, oligopolies, horizontal and vertical restraints of trade, and price discrimination. Fall. Roberts.

144 Business Law (3). Prerequisite, Business Administration 140 or equivalent. Not open to students who have taken either Business Administration 141 or Business Administration 142. A survey of commercial paper, secured transactions, sales, agency, partnerships, limited partnerships, corporations, and securities regulation. Fall and spring. Staff.

145 Labor Law (3). Prerequisite, Business Administration 140 or equivalent. The main focus of the course is on the Employer-Employee Relationship under the NLRA, including: employer/union unfair labor practices; picket, boycott, and strike activity; fair employment practices and the nonunionized employment environment. Fall. Peirce.

150 Organizational Behavior (3). An introduction to the study of human behavior in organizations. Examines from a managerial perspective the impact of individual, group, and organizational variables on organizational performance and employee satisfaction. Fall and spring. Blackburn, Kesner, Rosen.

152 Social Psychology of Organizations (3). Prerequisite, Business Administration 150 or equivalent. Systems analysis of behavior in organizations and its application to the management of human resources. Fall and spring. Adams.

153 Social-Technical Systems (3). Prerequisite, Business Administration 152 or equivalent. Advanced readings and intensive analysis and discussion of cases and problems in social-technical systems. Spring. Adams.

154 Personnel Development (3). Prerequisite, Business Administration 150 or equivalent. Analysis of problems, methods, and incentives in the development of personnel. Emphasis is on the development of supervisors and executives. Spring. Bell.

157 Personnel Management (3). Prerequisite, Business Administration 150 or equivalent. Problems, policies, and procedures in the management of personnel, including topics such as staffing, performance appraisal, training, compensation, benefits and services, safety and health, equal employment, discipline, justice. Fall and spring. Blackburn, Jerdee, Rosen.

158 Introduction to Labor-Management Relations (3). An introduction to labor-management relations with particular emphasis on the collective bargaining process. Spring. Bigoness.

160 Principles of Marketing (3). Marketing organization and methods with emphasis on the social and economic aspects of distribution, consumer problems, marketing functions and institutions, marketing methods and policies. Fall and spring. Staff.

161 Advertising (3). Prerequisite, Business Administration 160 or equivalent. The organization and functions of advertising. Topics include economic and social aspects; types of advertising and purposes; media types, selection, and evaluation; advertising research. Fall and spring. Armstrong, Brucks, Littlefield.

163 Sales Management (3). Prerequisite, Business Administration 160 or equivalent. An overview of the sales management process, including sales force planning, budgeting, recruiting, selection, training, compensation, supervision, and control. Fall and spring. Hughes, Perreault, Schurr.

164 Consumer Behavior (3). Prerequisite, Business Administration 160 or equivalent. Review of conceptual models and empirical research in consumer behavior.

Topics include decision processes, social and cultural influences, information processing, and ethical issues. Fall and spring. Brucks, Didow, Schurr.

165 Retailing (3). Prerequisite, Business Administration 160 or equivalent. A study of the place of retailing in the economy. Topics include development of the present retail structure, functions performed, principles governing effective operations, modern store policies and practices, and managerial problems. Fall or spring. Armstrong, Krusa.

166 Distribution Management (3). Prerequisite, Business Administration 160 or equivalent. The area of distribution in business, including retailing, wholesaling, marketing logistics, distribution analysis. Fall or Spring. Staff.

168 Introduction to Marketing Research (3). Prerequisites, Business Administration 24 and 160 or equivalents. An introduction to research methodology with emphasis upon the compilation, analysis, and interpretation of data used in the planning and control of marketing operations. Fall or spring. Kendall, Russ.

169 Marketing Policies (3). Prerequisites, Business Administration 160 or equivalent, and senior standing. A problem method course dealing with specialized marketing functions and policies; includes product and line, brands, channels of distribution, prices and pricing, promotion, and diagnosis and control. Fall and spring. Armstrong, Perreault, Schurr.

NOTE: During the academic year registration in BUSI 170 through BUSI 179 is limited to students who have been admitted into the accounting concentration or have received permission of the Undergraduate Program. Entry into the accounting concentration is based upon the average of grades received in BUSI 71 and BUSI 72. For the academic year 1983-84 the required entry level quality point average for BUSI 71/72 is 2.50.

170 Intermediate Accounting I (3). Prerequisite, Business Administration 72 or equivalent. Review of accounting cycle; income measurement and valuation issues related to assets, current liabilities, and long-term liabilities; leases; revenue realization applications. Fall and spring. Allen, Plumlee, Reynolds.

171 Intermediate Accounting II (3). Prerequisite, Business Administration 170. Income measurement and valuation issues related to stockholders' and partners' equity; price-level and fair value issues; accounting changes; pensions. Fall and spring. Allen, Plumlee, Reynolds.

172 Advanced Accounting (3). Prerequisite, Business Administration 171. Advanced problems involving foreign exchange, business combinations, home office and branches, consolidations, and not-for-profit entities. Fall and spring. Davidson, Reynolds.

173 Cost Accounting (3). Prerequisite, Business Administration 72 or equivalent. Study of cost accounting systems, including cost accumulation, cost measurement, and choice of costs to be included in the measurement. Fall and spring. Blocher, Brummet, Chow, Rockness.

174 Management Analysis, Reporting, and Control (3). Prerequisite, Business Administration 173. Development of systems, concepts, and analytical methods to serve the information needs of management in decision making and control. Fall and spring. Rockness.

175 Auditing (3). Prerequisite, Business Administration 72 or equivalent. A course in auditing theory and practice. Auditing standards, procedures, rules of

professional conduct, and related materials of professional importance are studied. Fall and spring. Bylinski, Terrell.

176 Advanced Management Accounting (3). Prerequisite, Business Administration 173. Use of quantitative methods in management accounting applications. Design and implementation of management control systems. Fall and spring. Chow, Rockness.

177 Principles of Federal Income Taxation (3). Prerequisite, Business Administration 72. Underlying principles of the Federal income tax law; problem recognition and tax planning emphasis. Fall and spring. Bowen, Hoffman, Langenderfer, Renfer.

178 Accounting Theory (3). Prerequisite, Business Administration 171. Structure of accounting theory, current accounting issues, and accounting environmental issues. Fall and spring. Bowen, Davidson, Langenderfer, Reynolds.

179 Certified Public Accounting Problems (3). Prerequisite, major in accounting and approval of the instructor. A review of the general and specialized accounting problems that constitute the subject matter of C.P.A. examinations. Summer. Langenderfer.

180 Principles of Financial Management (3). Theoretical foundations of optimal financial policy. Problems and cases provide application of theory to financial decisions involving cash flow, capital structure, capital budgeting. Fall and spring. Harris, Selby.

182 Theory and Application of Financial Management (3). Prerequisite, Business Administration 180 or equivalent. A follow-up course to Business Administration 180 that goes more deeply into the theory and application of financial management. Emphasis is placed on investment, financing, and dividend decisions. Fall and spring. Pringle.

185 Financial Institutions and Markets (3). Prerequisite, Business Administration 180 or equivalent. Analysis of the operating policies of financial institutions and the effect of such policies upon the structure of the capital markets. Fall and spring. Carleton, Eisenbeis.

186 Investments (3). Prerequisite, Business Administration 180 or equivalent. A survey of investment principles and practice. Emphasis is given to the problems of security analysis and portfolio management with special attention to the investment problems of the individual investor. Fall and spring. Cole, McEnally, Rendleman.

189 International Finance (3). Prerequisite, Business Administration 180 or equivalent. An introduction to the international aspects of financial decision making. Builds on the foundation laid in the basic financial management course. Emphasis on topics of primary interest to the treasurer of a multinational corporation. Particular attention to the determination of exchange rates. Fall. Eaker.

190 Administrative Policy (3). Prerequisites, Business Administration 130, 140, 150, 160, 180, English 32, and Speech requirement. Open only to seniors majoring in business administration. Comprehensive analysis of administrative policy-making from a total organization point of view, use of case analysis and written reports to develop integrative decision skills. Fall and spring. Anderson, Dearborn, Didow, Elvers, Kesner, F. Lee, Levin, Russ.

191 Introduction to International Business (3). Prerequisite, senior standing.



Professor Junius Terrell

Problems in operating overseas, including analysis of differences in country settings, legal and financial systems, and governmental policies affecting foreign operations. Fall or spring. Graham.

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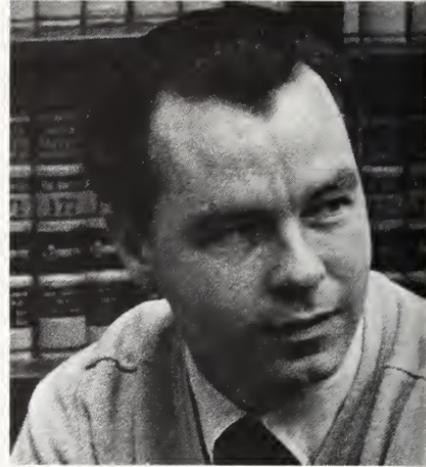
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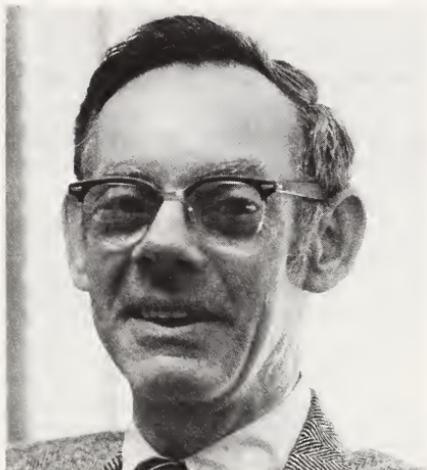
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Appendix

Residence Status for Tuition Purposes¹

The following sections summarize important aspects of the residency law. A complete explanation of the Statute and the procedures under the Statute is contained in *A Manual to Assist the Public Higher Education Institutions of North Carolina in the Matter of Student Residence Classification for Tuition Purposes*. This *Manual* and other information concerning the application of this law are available for inspection in the Admissions Offices of the University. Copies of the *Manual* are also on reserve at the Robert B. House Undergraduate Library.

All students are responsible for knowledge of the contents of the Statute and the *Manual*.

General. Every applicant for admission is required to make a statement as to his or her length of residence in North Carolina. The tuition charge for legal residents of North Carolina is less than for nonresidents. To qualify for in-state tuition, a legal resident must have maintained his or her domicile in North Carolina for at least twelve months immediately prior to the beginning of the term for which classification as a resident for tuition purposes is sought. The student must also establish that his or her presence in the State during such twelve-month period was for purposes of maintaining a bona fide domicile rather than for purposes of mere temporary residence incident to enrollment in an institution of higher education. A student seeking classification as a resident for tuition purposes must complete an application for resident status (obtainable at his or her admissions office) and return it to the proper admissions office before the end of the term for which resident status for tuition purposes is sought. The last day of the final examination period is considered the last day of the term. Every student must be classified either resident or nonresident before enrolling. Unless the student supplies enough information to allow the admissions officer to classify the student as a resident for tuition purposes, the student will be classified a nonresident for tuition purposes.

When an enrolled student has applied to be classified a resident for tuition purposes and receives an institutional request for more information in connection with that application before the end of the term for which classification is sought, the student must respond to that request no later than three weeks after the end of the term. If the student does not receive the request for supplemental information until after the end of the term in question, he or she must supply the requested information within three weeks of receipt of the request. Failure to supply the requested information within the specified time limit will result in a continuation of the student's "nonresident" classification unless good cause is shown for such failure.

Domicile. Domicile means one's permanent dwelling place of indefinite duration, as distinguished from a temporary place of abode; synonymous with "legal residence."

Burden of Proof and Statutory Prima Facie Evidence. The student has the burden of establishing facts which justify his or her classification as a resident for tuition purposes. The balancing of all the evidence must produce a preponderance of evidence supporting the assertion of in-state residence. Under the statute proof

1. The information in this section comes from three sources: (i) North Carolina General Statutes, Sec 116-143.1, (ii) *A Manual to Assist the Public Higher Education Institutions of North Carolina in the Matter of Student Residence Classification for Tuition Purposes*. Revised September 1983, (iii) Chancellor's Rules and Procedures for Residence Classification of Students for Tuition Purposes.

of resident status is controlled initially by one of two evidentiary beginning points which are stated in terms of prima facie evidence.

a. Even if the student is an adult, if his or her parents (or court-appointed guardian in the case of some minors) are not legal residents of North Carolina, this is prima facie evidence that the student is not a legal resident of North Carolina unless the student has lived in this state the five consecutive years prior to enrolling or re-registering. To overcome this prima facie showing of nonresidence, the student must produce evidence that he or she is a North Carolina domiciliary despite the parents' nonresident status.

b. Conversely, if the parents of the student are domiciliaries of North Carolina under the Statute, this fact constitutes prima facie evidence that the student is a domiciliary of North Carolina. This prima facie evidence may also be overcome by other evidence of legal residence. If the student has neither living parents nor legal guardian, the prescribed prima facie evidence rule cannot and does not apply.

Statutory Exceptions

a. *Grace Period.* If a student has been properly classified as a resident for tuition purposes and, thereafter, his or her state of legal residence changes, the student does not automatically lose the benefit of the in-state tuition rate immediately. Instead the statute provides for a grace period if the following conditions are satisfied:

1. The student must have been properly classified as a resident for tuition purposes, on the basis of a valid finding that the student in fact was a legal resident of North Carolina and had been such for the requisite twelve-month period prior to classification;

2. At the time of subsequent change of legal residence to a state other than North Carolina, the student must have been enrolled in a public institution of higher education in North Carolina.

The extent of this grace period (during which the in-state rate is applicable in spite of the fact that the student is not a legal resident of North Carolina) is twelve months from the date of change in legal residence plus any portion of a semester or academic term remaining, as of the expiration date of the twelve-month period, in which the student is enrolled.

b. *Qualifying Periods for Spouses.* By virtue of the provisions of G.S. 116-143.1, if a student otherwise can demonstrate compliance with the fundamental statutory requirement that he or she be a legal resident of North Carolina before the beginning of the term for which resident status is sought, the second statutory requirement relating to duration of residence may be satisfied derivatively, in less than twelve months, by reference to the length of the legal residence of the student's spouse, if the spouse has been a legal resident of the State for the requisite twelve-month period.

c. *Reacquisition of Resident Tuition Status.* The prescribed twelve-month period of legal residence may also be shortened if the person seeking to be classified as a resident for tuition purposes was formerly classified a North Carolina resident for tuition purposes, abandoned North Carolina domicile, and re-established North Carolina domicile within twelve months after abandoning it. Students should consult their admissions offices for a detailed explanation of the conditions which must be met to qualify under this section.

Married Persons. The domicile of a married person, irrespective of sex, is determined by reference to all relevant evidence of domiciliary intent. No person is precluded, solely by reason of marriage to a person domiciled outside of North Carolina, from establishing or maintaining legal residence in North Carolina. No person is deemed, solely by reason of marriage to a person domiciled in North

Carolina, to have established or maintained a legal residence in North Carolina. The fact of marriage and the place of the domicile of his or her spouse are deemed relevant evidence to be considered in ascertaining domiciliary intent.

Minors. A minor is any person who has not reached the age of eighteen years. The domicile of a minor is presumed under the common law to be that of the father, subject to rebutting evidence. If the father is deceased, the domicile of the minor is that of the surviving mother. If the parents are divorced or legally separated, the domicile of the minor is that of the parent having custody by virtue of a court order; or, if no custody has been granted by virtue of court order, the domicile of the minor is that of the parent with whom he or she lives; or, if the minor lives with neither parent, in the absence of a custody award, the domicile of the minor is presumed to remain that of the father. If the minor lives for part of the year with each parent, in the absence of a custody award, the minor's domicile is presumed to remain that of the father.

In determining residence status for tuition purposes, there are two exceptions to the above provisions:

1. If a minor's parents are divorced, separated, or otherwise living apart and one parent is a legal resident of North Carolina, during the time period when that parent is entitled to claim, and does claim, the minor as a dependent on the North Carolina individual income tax return, the minor is deemed to be a legal resident of North Carolina for tuition purposes, notwithstanding any judicially determined custody award with respect to the minor.

If, immediately prior to his or her eighteenth birthday, a person would have been deemed to be a North Carolina legal resident under this provision but he or she achieves majority before enrolling in an institution of higher education, that person will not lose the benefit of this provision if the following conditions are met:

a. Upon achieving majority the person must act, as much as possible, in a manner consistent with bona fide legal residence in North Carolina; and

b. The person must begin enrollment at an institution of higher education not later than the fall academic term next following completion of education prerequisite to admission at the institution.

2. If, immediately prior to beginning an enrolled term, the minor has lived in North Carolina for five or more consecutive years in the home of an adult relative (other than a parent) who is a legal resident of North Carolina, and if the adult relative, during those years, has functioned as a de facto guardian of the minor, then the minor is considered a legal resident of North Carolina for tuition purposes. If a minor qualified for resident status for tuition purposes under this provision immediately prior to his or her eighteenth birthday, then, upon becoming eighteen, he or she will be deemed to be a legal resident of North Carolina of at least twelve months' duration.

Even though a person is a minor, under certain circumstances the person may be treated by the law as being sufficiently independent from his or her parents as to enjoy a species of adulthood for legal purposes. If the minor marries or obtains a judicial decree of emancipation under N.C. Gen. Stat. § 7A-717, *et seq.*, he or she is emancipated. The consequence, for present purposes, of such emancipation is that the affected person is presumed to be capable of establishing a domicile independent of that of the parents; it remains for that person to demonstrate that a separate domicile in fact has been established.

Aliens. Aliens who are permanent residents of the U.S., or who hold a visa which will permit eventual permanent residence in the U.S., are subject to the same considerations with respect to determination of legal residence as citizens. An alien abiding in the United States under a visa conditioned at least in part upon

intent not to abandon a foreign domicile (B, F, H, and J visas) cannot be classified a resident. An alien abiding in the United States under a visa issued for a purpose which is so restricted as to be fundamentally incompatible with an assertion by the alien of bona fide intent to establish a legal residence (C, D, and M visas) cannot be classified a resident.

Possession of certain other immigration documents may also allow an alien to be considered for in-state tuition status. For more details aliens should consult their admissions offices and the *Manual*. Aliens must file a Residence Status Supplemental Form in addition to the forms normally required of applicants for resident status for tuition purposes.

Military Personnel. The domicile of a person employed by the Federal Government is not necessarily affected by assignment in or reassignment out of North Carolina. Such a person may establish domicile by the usual requirements of residential act plus intent. No person loses his or her in-state resident status solely by serving in the armed forces outside of the State of North Carolina.

Prisoners. There are special provisions concerning domicile of prisoners. For more information, persons to whom these provisions may apply should consult the *Manual*.

Property and Taxes. Ownership of property in or payment of taxes to the State of North Carolina apart from legal residence will not qualify one for the in-state tuition rate.

Change of Status. A student admitted to initial enrollment in an institution (or permitted to re-enroll following an absence from the institutional program which involved a formal withdrawal from enrollment) is classified by the admitting institution either as a resident or as a nonresident for tuition purposes prior to actual matriculation. In the absence of a current and final determination of the student's residence prior to matriculation, the student is classified a nonresident for tuition purposes. The institution will thereafter reach a final determination of the student's residence status. A residence classification once assigned (and confirmed pursuant to any appellate process invoked) may be changed thereafter (with a corresponding change in billing rates) only at intervals corresponding with the established primary divisions of the academic calendar.

Transfer Students. When a student transfers from one North Carolina public institution of higher education to another, he or she is required to be treated as a new student by the institution to which he or she is transferring and must be assigned an initial residence classification for tuition purposes. The residence classification of a student by one institution is not binding on another institution. The North Carolina institutions of higher education will assist each other by supplying residency information and classification records concerning a student to another classifying institution upon request.

The transfer into or admission to a different component of the same institution (e.g., from an undergraduate to a graduate or professional program) is not construed as a transfer from one institution to another and thus does not by itself require a reclassification inquiry unless (1) the affected student requests a reclassification inquiry or (2) the transfer or enrollment occurs following the lapse of more than one quarter, semester, or term during which the individual was not enrolled as a student.

Responsibility of Students. Any student or prospective student in doubt concerning his or her residence status bears the responsibility for securing a ruling by completing an application for resident status and filing it with the admissions officer. The student who, due to subsequent events, becomes eligible for a change in classification, whether from out-of-state to in-state or the reverse, has the responsibility of immediately informing the Office of Admissions of these circumstances in writing. Failure to give complete and correct information regarding residence constitutes grounds for disciplinary action.

It is the responsibility of the student to pay tuition at the rate charged and billed while an appeal is pending. In effect, the student who is classified as a nonresident at the time of tuition billing pays the nonresident rate. Conversely, if a student is classified as a resident at the time of billing, he or she pays the resident rate. Any necessary adjustments in the rate paid will be made at the conclusion of the appeal.

If a student, who has been found to be a nonresident for tuition purposes, receives an erroneous notice from an institutional officer identifying the student as a resident for tuition purposes, the student is not responsible for paying the out-of-state tuition differential for any enrolled term beginning before the classifying institution notifies the student that the prior notice was erroneous.

If a student is classified a resident for tuition purposes after submitting falsified residency information or after knowingly withholding residency information, the student's application for in-state tuition status is fraudulent. The institution may re-examine any application suspected of being fraudulent, and, if warranted, will change the student's residence status retroactively to the beginning of the term with respect to which the student originally made the fraudulent application. If this occurs the student must pay the out-of-state tuition differential for all the enrolled terms intervening between the fraudulent application and its discovery. Further, knowing falsification of responses on a resident status application may subject the applicant to disciplinary consequences, including dismissal from the institution.

Appeals of Rulings of Admissions Officers. A student appeal of a classification decision made by any admissions officer must be in writing and signed by the student and must be filed by the student with that officer within fifteen working days after the student receives notice of the classification decision. The appeal is transmitted to the Residence Status Committee by that officer, who does not vote in that committee on the disposition of such appeal. The student is notified of the date set for consideration of the appeal, and, on request of the student, he or she is afforded an opportunity to appear and be heard by the Committee. Any student desiring to appeal a decision of the Residence Status Committee must give notice in writing of that fact, within ten days of receipt by the student of the Committee's decision, to the Chairman of the Residence Status Committee, and the Chairman promptly processes the appeal for transmittal to the State Residence Committee.

Students or prospective students who believe that they are entitled to be classified residents for tuition purposes should be aware that the processing of requests and appeals can take a considerable amount of time and that applications for classification should not be delayed until registration, when the number of applications make accelerated handling impossible.

University Calendar 1984-1985

Summer Session 1984

First Term

May 21, Monday	Registration.
May 22, Tuesday	First day of classes.
May 23, Wednesday	Last day for late registration.
May 28, Monday	Holiday, Memorial Day.
May 29, Tuesday	Last day to drop classes.
June 22, Friday	Last day of classes.
June 25-26, Monday-Tuesday	Final examinations.

Second Term

July 2, Monday	Registration.
July 3, Tuesday	First day of classes.
July 4, Wednesday	Holiday, Independence Day.
July 5, Thursday	Last day for late registration.
July 10, Tuesday	Last day to drop courses.
August 3, Friday	Last day of classes.
August 6-7, Monday-Tuesday	Final examinations.

Fall Semester, 1984

August 15, Wednesday	Fall semester opens.
August 19, Sunday	Residence halls open for freshmen and transfer students.
August 20-21, Monday-Tuesday	Orientation of freshmen and transfer students.
August 22, Wednesday	Residence halls open for returning students.
August 22-24, Wednesday-Friday	Registration.
August 27, Monday	Classes begin for all students. Late registration begins. Fee of \$5.00 charged for late registration.
August 31, Friday	End of late registration and change in schedules. No registration accepted after this date.
September 3, Monday	Holiday, Labor Day.
September 10, Monday	Last day to drop a course for credit on student's financial account.
October 5, Friday	Last day for dropping courses and last day for Pass/Fail declaration.
October 9, Tuesday	Last day for filing applications with Dean for degree to be awarded in December.
October 12, Friday	University Day.
October 12, Friday	Fall Recess. Instruction ends at 5:00 P.M.
October 17, Wednesday	Instruction resumes at 8:00 A.M.

October 26, Friday	Last day to withdraw for credit on student's financial account. Last day to withdraw without the semester being counted as a term in residence.
October 29-November 2, Monday-Friday	Pre-registration for spring semester.
November 21, Wednesday	Thanksgiving Recess. Instruction ends at 1:00 P.M.
November 26, Monday	Instruction resumes at 8:00 A.M.
December 7, Friday	Last day of classes.
December 10, Monday	Reading Day.
December 11-20, Tuesday-Thursday	Examinations.

Spring Semester, 1985

January 6, Sunday	Semester opens.
January 6, 12:00 noon, Sunday	Residence halls open for new students.
January 7, Monday	Residence halls open for returning students.
January 7-8, Monday-Tuesday	Registration/schedule changes.
January 9, Wednesday	Classes begin. Late registration begins. Fee of \$5.00 charged for late registration.
January 15, Tuesday	End of late registration and change in schedules. No registration accepted after this date.
January 22, Tuesday	Last day to drop a course for credit on student's financial account.
February 1, Friday	Last day for filing applications with Dean for degree to be awarded in May.
February 19, Tuesday	Last day for dropping courses and last day for Pass/Fail declaration.
March 1, Friday	Spring Recess. Instruction ends at 5:00 P.M.
March 11, Monday	Instruction resumes at 8:00 A.M.
March 12, Tuesday	Last day to withdraw for credit on student's financial account. Last day to withdraw without the semester being counted as a term in residence.
April 1-5, Monday-Friday	Pre-registration for summer and fall.
April 8, Monday	Holiday, Easter Monday.
April 25, Thursday	Last day of classes.
April 26, Friday	Reading Day.
April 29-May 8, Monday-Wednesday	Examinations.
May 12, Sunday	Commencement.



