Cameron School of Business

MBA Class of 2018

Professional MBA Handbook
Dear Class of 2018,

Welcome to the UNCW Cameron School of Business Professional MBA Program. You are entering this program at a very exciting time. We’ve got a completely updated curriculum, new high quality online course materials, and a very high quality, large group of fellow students.

The curriculum has been completely revamped as we have updated all of the courses in our program. We now have ten “core” classes in each of the essential business disciplines. The classes in our program are now all three credit hours each rather than the two credit hour versions we had before. This in itself is not particularly remarkable, but it does mean that every single class in the program is being revised and updated to the new format. So you are getting the freshest knowledge out there. Also, the new delivery format where students take three courses a semester in intensive five week sessions means that you can focus on one class at a time.

With the change in format it was time to commit to raising the bar on the quality of our online materials. With the five week intensive classes you will have approximately 15 hours of facetime with each instructor (each Monday you will meet for three hours). However, that leaves a significant amount of your learning activities taking place online. We have been offering a hybrid format for our professional MBA program for the last several years, and after some growing pains in the first couple of years, the format has turned out to be a big hit. The approach we used up until now basically asked the instructors to create their online materials using webcams and screen capture technology. In other words, the quality was variable and the format was inconsistent across classes. This year, we have invested in a small studio in Cameron Hall and will have much higher quality course materials to improve your learning experience.

Finally, I am very excited at the entering class that you are a part of. Your class is exceptional both in terms of its impressive background and in the numbers. One of the big differences between undergraduate education and graduate education is that undergrads learn primarily from the instructors, while in grad school you will learn as much from your fellow students as from the professor. That’s why having a group like yours representing a variety of industries, educational backgrounds and levels of experience is so valuable. In your class we have folks with backgrounds as diverse as tech and engineering, banking, health care, education and the military. The average age of the class is just above 33 years old, and many of the top employers in our area are represented in your cohort. Also exciting is the size of the class. We’ve been trending up on our numbers since a few years back, but this year’s class resembles the class sizes we used to have before all the online options became available.

So once again welcome, and congratulations on becoming a member of UNCW’s Professional MBA class of 2018!

Dr. Thomas Porter
Associate Dean/MBA Director
# PROFESSIONAL MBA STUDENT HANDBOOK

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UNCW CAMERON SCHOOL OF BUSINESS
PROFESSIONAL MASTER OF BUSINESS ADMINISTRATION

PROGRAM OBJECTIVES AND DEGREE REQUIREMENTS

MBA Program Objectives

The overall objective of the MBA program is the development of the broadly educated professional manager who is prepared to meet the demands and the changing needs in the global environment.

1. All programs use integrated learning methodology that parallels business practice for: preparation in the core functions of business including accountancy, economics, finance, marketing, business regulation and legal environment, information systems, and production and operations management.
2. Development of certain analytical and quantitative skills applicable to effective business decision-making.
3. Formation of thought about current and future challenges facing business leaders with emphasis on communications, teamwork, organizational change, information technology, total quality, the international dimension of business, technological innovation, social responsibility and ethics.

Degree Requirements

The specific catalog degree requirements for the MBA program include:

1. Forty-two credit hours of approved graduate credit must be satisfactorily completed for the degree. Classes begin in the fall and continue throughout the year (with appropriate breaks) until completion 21 months later. Each student must successfully complete a written analysis and oral presentation in MBA 553 Learning Alliance.

2. Each student must complete the approved course of study within five years of the date of first registration for graduate study.
Curriculum

Year 1

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Year 2

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A. Core Requirements (30 credit hours)

The following courses comprise the core of knowledge essential to an understanding of modern business and managerial practice

1. MBA 508 Accounting Credits: 3
2. MBA 562 Management Credits: 3
3. MBA 530 Economics Credits: 3
4. MBA 542 Marketing Credits: 3
5. MBA 532 Corporate Finance Credits: 3
6. MBA 515 Business Analytics Credits: 3
7. MBA 514 Information Analysis and Management Credits: 3
8. MBA 504 Business Law Credits: 3
9. MBA 516 Operations Management
10. MBA 558 Strategic Management Credits: 3

B. Applied Learning (6 credit hours)

The course below comprises the applied learning component of the program:

MBA 553 – Learning Alliance Integration: Credits 1-6
Learning Alliance: The learning alliance is a partnership between MBA student teams, Cameron School of Business, the Small Business Technology and Development Center and regional businesses. The goal of the alliance is to foster learning by both parties via the interactive exchange of ideas, data, study of the firm’s business processes and the firm’s competitive environment. The alliance will culminate in the development of strategic recommendations for the client from the MBA team.

The design of the learning alliance is win-win. The MBA teams can apply classroom theory and learning to a real business environment. There are specific deliverables to the client. MBA student teams will present an environmental analysis where they provide detailed information on the environment in which the firm operates. This includes an industry analysis, competitive analysis and consumer analysis.

The final deliverable is a growth/profit strategy for the client firm. Potential projects include:

- Market Focus Analysis, e.g., best target of firm’s resources to increase sales
- Customer Profitability Assessment – CRM, e.g., identify most profitable customers and unprofitable ones
- New Product/Service Development
- New Market Entry (domestic or international)
- Restructure Supply Chain, e.g., electronic market places, formal relationships, necessary IT connections, etc.

Also, infrastructure recommendations to facilitate growth:

- Recapitalization for funding growth
- IT System’s Needs – hardware, software, and process
- Organizational Structure – especially given changes to market focus
- Human Resources – evaluation and compensation

C. Electives (6 credit hours)

Candidates will strengthen their knowledge and sharpen their skills in particular areas by taking courses in an elective area. Students may choose from electives offered in the program; from other graduate programs at UNCW (as approved by the MBA Director; or graduate courses taught at another accredited university (subject to approval by the MBA Director). Students should note that only grades of “C” or better are transferable toward the MBA degree, and must be in compliance with both the GPA and grade of “C” policy set by the Graduate School.

Industry Practicum: A second integrative mechanism is the MBA practicum. All second-year Cameron School of Business MBA students have the option to participate in a practicum, a consulting project for a business, not-for-profit, or public sector organization. The goal of the practicum is to give students an opportunity to improve management skills, to put theory into practice and to develop strategic recommendations that can be implemented.

Student teams, directed by a faculty leader, will work on a wide range of potential projects. The team will provide outstanding work and regular updates of progress and will ensure that appropriate levels of client confidentiality are maintained. The end product of each project will be a written report summarizing key insights, detailed specific recommendations, and next steps for
implementation. In addition, students will make a formal presentation of their findings to company representatives. Some MBA students have used the practicum project to develop a business plan for their own use. Their final presentation is made to potential investors for their business venture.

Projects will be conducted over the fall and spring semesters of the second year of MBA study. To fit ideally into an academic calendar, projects should run (after the proposal has been signed) from mid-October to mid-March. We realize, however, that business problems do not necessarily coincide with the academic calendar, and we will work to accommodate the client's needs.

**Electives:** In lieu of a practicum project, students may select a series of courses in order to increase functional knowledge in a specific topical area. Students can take advantage of electives offered in other departments on the UNCW campus, choose a certificate program at other accredited Universities, or enroll in directed independent study courses.

**Executive Challenge:** The third integrative mechanism is your capstone experience, the executive challenge. The executive challenge is the last course you take in the MBA program. It is a simulation of critical incidents faced by business organizations. Students will be called upon to identify key factors, incorporate the concepts, skills and knowledge presented and learned in the MBA program and to propose a course of action that will constructively address the challenge.

**Course Descriptions**

**Fall Semester – First Year**

MBA 508. Accounting (3) An intensive course in principles and theory of financial and managerial accounting, with an emphasis on financial analysis and managerial decision making.

MBA 562. Management (3) This course surveys management theories, research, and concepts about the structure and processes of complex business organizations. Emphasis on the development and assessment of core management skills. Topics include self-awareness, problem solving, conflict resolution, communication, motivation, team building, human resource management, and leadership

MBA 530. Economics (3) This course covers principles of micro and macroeconomics. The initial focus is on an analysis of decision making processes and economic equilibrium for consumers and individual firms. Also covered is basic data and measurements used in describing the macro economy.

**Spring Semester – First Year**

MBA 542. Marketing (3) An introduction to the principles of marketing and basic marketing methods and tools needed to make effective marketing decisions. Lectures and projects regarding new product development, customer relationship management, and other key marketing concepts will expose students to marketing principles and require them to formulate marketing tactics and strategies.
MBA 532. Corporate Finance (3) A broad survey of finance concerned with the money-management decisions of the individual and the firm. Study includes the tools and terms that the corporate and individual financial manager employs as he or she conducts his or her financial affairs. Value-creation for the firm, the use of financial statements, the importance of cash flows, the measurement of risk, investment decision-making, the use of the securities and derivatives markets, asset-pricing models, estimating value of income-producing assets and international financial issues will be reviewed. These topics and the foundation we build in this course will be supplemented with regular reference to contemporary issues in finance.

MBA 515. Business Analytics (3) An introduction to data driven decision making using descriptive, predictive and prescriptive Business Analytics approaches. Topics included are data visualization, predictive techniques, data mining, simulation, optimization models, and decision analysis.

Summer Semester – First Year

MBA 553. Applied Learning Experience/Learning Alliance (6) Grading: Course grade for 6 credit hours and the final presentation will satisfy the oral competency requirement of the MBA program. Each team will present to an evaluation team composed of faculty members, an alliance executive, and a CEN/Outside executive (Note: Confidentiality agreement with partner may limit outside executive involvement). Presentations will be formal.

Fall Semester – Second Year

MBA 514. Information Analysis and Management (3) This course is designed to introduce major information technology (IT) concepts and important issues that business managers face when using, developing and managing information systems (IS). Strategic and tactical issues of information systems and technology are addressed as they support and lead the operations of the organization.

MBA 504. Business Law (3) Examination of the constitutional, legislative, judicial, regulatory, and public policy forces exerted on the business environment. Particular focus on contracts, torts, and property law.

Spring Semester – Second Year

MBA 516. Operations Management (3) Survey of the basic concepts, theories, and techniques for the management of operating systems. Development of concepts and decision processes critical to short-run and long range organizational decision making. Topics include product and process design, operations planning, project management, inventory management, capacity planning, quality and scheduling.

MBA 558. Strategic Management (3) Course focus will be on the challenges confronting firms competing domestically and internationally with an emphasis placed on the integration of strategies with the structures and systems needed for successful implementation.
General Academic Information

Transfer of Graduate Credits

You may transfer a maximum of twelve (12) semester hours of graduate credit from another accredited institution. The MBA director will evaluate all transfer credits as to the appropriate use of the credit relative to the lock-step program. The recognition of such credit meeting degree requirements will be granted through the use of a substitution form. This form will be initiated by the MBA director or the graduate programs administrator, then approved by the Cameron School of Business associate dean of graduate programs and external affairs and forwarded to the dean of the Graduate School for approval.

Under special circumstances, you may transfer additional credit by petition to the Graduate Council of the University. You may start this process by indicating your desire to seek additional transfer credits in a written memorandum to the MBA director. The petition must be endorsed by the Cameron School of Business associate dean of graduate programs and external affairs.

Withdrawal from a Course or the Graduate Program

If you wish to withdraw from a course or from the graduate program, you must complete a withdrawal form obtained directly from the Graduate School. Check the calendar of events for withdrawal deadlines. A grade of "W" is assigned when a withdrawal is processed before the published deadline; a grade of "WF" is assigned after the deadline. Contact the Cameron School of Business associate dean of graduate programs and external affairs for justified exceptions.

Degree Time Limit

You have five years from the date of your initial entrance into the Graduate School to complete your degree. When extenuating circumstances warrant, the Graduate School may grant you an extension. Consult the MBA director. You will not be permitted to register beyond five years without approval of the dean of the Graduate School.

Program Reenrollment

Because of the nature of the lock-step program, students leaving the program for any reason may not reenter until one year later. Reentry will be at the beginning of the semester in which the student left. A reenrollment form must be filed with the dean of the Graduate School. The reenrollment form is available in the Graduate Programs Office.

Grade of "I" (Incomplete)

An incomplete grade (I) may be given if the course instructor determines that exceptional circumstances warrant extending the time for a student to complete the course work. The instructor may set the maximum allowable period for completion of the course work, but the extensions will never exceed one year. If the time allowed is less than one year, this information will be transmitted to you in writing, with a copy to the dean of the Graduate School.
12 months, a grade change has not been submitted by the instructor, the incomplete automatically becomes a grade of "F." A grade of “F” renders you ineligible to continue in Graduate School.

**Attendance Policy**

Students are expected to be present at all regular class meetings and examinations for the courses in which they are registered. All faculty members are responsible for setting policy concerning the role of attendance in determining grades for their classes. It is the responsibility of the students to learn and comply with the policies set for each class in which they are registered.

**Graduate Catalog**

The Professional MBA program is governed by the policies and procedures in the Graduate Catalog. In the event there is any conflicting information between this handbook and the Graduate Catalog, the catalog shall govern.

**Grading and Retention**

**Grading**

Grading for MBA students enrolled in graduate courses is on a plus (+), minus (-) system awarded at the discretion of the faculty.

**Appeals**

If you protest a course grade, you should first attempt to resolve the matter with the instructor involved. If you fail to reach a resolution, you should contact the MBA director who will seek to mediate a solution between you and the instructor. If you fail to reach a satisfactory resolution, you may appeal the grade by following the procedure outlined below. Such appeals must be made by the last day of the next regular semester.

You should present your appeal in writing to the associate dean of the Cameron School of Business. The associate dean will confer with your instructor and seek resolution by mutual agreement. If a resolution cannot be reached, the associate dean will transmit the written appeal to the dean of the Graduate School. The dean of the Graduate School will convene the Grades Appeal Committee.

**Retention**

Graduate students in good standing (maintaining satisfactory grades and making substantial progress toward the completion of their degree) may be continuously eligible to enroll for a period up to five (5) years of the date of their first registration for graduate study at UNCW. Under exceptional circumstances, you may address an appeal to the dean of the Graduate School for an extension of time up to one year. Consult the MBA director for additional information.
Three grades of "C" (includes C+) or one grade of "F" results in your dismissal from the graduate program. Further, if you fall below a 3.0 GPA at any time, you are placed on academic probation and have three subsequent courses to bring your GPA up to at least 3.0. In addition, you must have at least a 3.0 GPA to begin any program-specific culminating requirement (specifically for the MBA, the oral practicum and written presentation to the project client and the faculty member supervising the project).

**Preregistration and Registration**

The graduate programs administrator will provide you with preregistration/registration information each semester. Students are provided information on classes required and elective options available. Students receiving financial aid should preregister. Students preregister or register by SeaNet. Instructions will be provided in the admissions packet. If fees are not paid by the due date, your classes will be dropped for nonpayment. Late registration will encumber an additional fee. Contact the graduate programs administrator if you have questions or problems.

**Financial Support**

A variety of funds are available to MBA students for student financial support. All students are encouraged to apply. Granting of support is based on merit and/or financial need. Students should complete the application forms in the acceptance package and the FAFSA form that is available at http://uncw.edu/finaid/forms.html.

The Cameron School of Business and the University of North Carolina Wilmington provide three means for students to gain financial support while in the graduate program.

1. **Graduate Assistantships**: A limited number of graduate assistantships are available. Students work 10 hours a week and are paid $5,000 per academic year (20 hour/week assistantships may also be available). Assistantship applications are available on our Web site. A faculty committee reviews the applications in July and students awarded assistantships are then notified of their work assignments for the fall and spring semesters.

2. **Out-of-State Tuition Remission**: Limited out-of-state tuition remission funds are available. Out-of-state tuition remission reduces tuition and fees to in-state rates. Any student awarded an out-of-state tuition remission is expected to begin the process to claim in-state residency in the second year of the program. Consult the graduate programs administrator for clarification.

3. **Scholarships**: A variety of scholarships based on need and merit are also available.
   a. Direct scholarships from the Cameron School of Business are available and are based on need. The amounts vary annually and allocation is based on student credit hours. Applications are requested early in the spring semester.
   b. Scholarship opportunities offered by the Graduate School can be found at: http://uncw.edu/gradschool/currentstudents/scholarshipsandfellowships.html
c. General scholarship funds are awarded by the MBA program each academic year. No application is required (i.e. all students are considered for scholarships). All students are notified of additional scholarship opportunities.

## General Information

### Parking

Parking permits are issued by the Auxiliary Services office located in the Warwick Center. The cost of the parking permit is added to the student’s tuition bill.

Professional MBA students pay for part-time parking. This allows parking on campus after 4 p.m. and anytime on Saturday and Sunday. Students who need to visit campus during other hours should contact the Graduate Programs Office for a temporary parking permit.

### MBA Orientation

Prior to the start of classes, all MBA students are required to complete MBA orientation which is held on campus in various UNCW facilities. The primary objective of orientation is to introduce the students to the MBA program. During orientation, students participate in team-building activities designed to foster trust, collaborative skills, an understanding of team concepts and esprit de corps.

### Graduation

Students should complete their degree requirements at the end of the spring semester of the second year. Graduation ceremonies are held each year in May.
A student must have no less than a 3.0 GPA on all graduate-level courses in order to be eligible for graduation. Grades of A, B, C, F, S, U and W are permanent grades and can be changed only by the instructor with the approval of the appropriate dean in cases of arithmetical or clerical error or as a result of protest of grade.

**MBA Calendar**

Below are some important dates. A full calendar can be found on the UNCW Registrar Web site at [http://www.uncw.edu/reg](http://www.uncw.edu/reg) and on the Cameron School of Business Web site at [http://csb.uncw.edu/mba/docs/Schedule%20Fall%202016%20MBA%20Class%20of%202018.pdf](http://csb.uncw.edu/mba/docs/Schedule%20Fall%202016%20MBA%20Class%20of%202018.pdf)

**E-Mail Accounts**

UNCW strongly encourages the use of campus e-mail for all communication. A class distribution list, or e-mail listserv, is maintained by the Graduate Programs Office. When students enroll for the MBA program, they are assigned an e-mail account by UNCW. Students, faculty and administrators of the MBA program are on the listserv. Anyone who is subscribed to the listserv may post a message. The listserv is intended to facilitate communication among the MBA Association, MBA study groups and administration of the MBA program. Students are expected to check their UNCW email daily.

To send an e-mail to the listserv, use the following address: mba2018@lists.uncw.edu

**Study Rooms**

Your student I.D. will allow you 24/7 access to the Computer Information Systems (CIS) building that has a computer lab, iPrint center, and two study rooms equipped with plasma screens, cameras, and white boards. You must make a reservation with the Graduate Programs Office to use the study rooms.

**Establishing North Carolina Residency**

Under North Carolina law, legal residence means more than simply living in the state. More specifically, it means maintaining a domicile (permanent home of indefinite duration) as opposed to a temporary residence incident to enrollment in a college, university or technical institute of the state. As a starting point, if you have living parents, your domicile is presumed to be that of your parents, but it may be changed to qualify you for in-state tuition if your legal residence can be demonstrated. Marriage does not prevent you from becoming a legal resident for tuition purposes, nor does marriage ensure that you will become a resident.

To determine whether you can become a legal resident of North Carolina for tuition purposes, you must demonstrate intent to make North Carolina your permanent dwelling place of indefinite duration by performing residentiary acts. These acts should be undertaken immediately upon your arrival to campus and North Carolina (preferably within the first month). Some important residentiary acts are:
• Convert your automobile registration to North Carolina

• Obtain a North Carolina Driver’s License (or NC Identification Card from the Driver's License office)

• Register to vote in North Carolina and vote when possible

• List your personal property at the New Hanover County Tax Office for taxation

• File a North Carolina tax return as a resident at the next appropriate time

• Convert your banking, club/organization membership, etc., to North Carolina

These actions **begin** the one-year (12 month) waiting period to attain residency.

To become a North Carolina resident, you must demonstrate that you are financially independent of your parents or guardian if your parents or guardian are non-residents of North Carolina and you must demonstrate a visible means of support substantiating the claim of financial independence. If you have not been entirely self-supporting during the last 12 months, a completed affidavit will be required from your parent(s) to indicate the amount of support provided.

Further and equally important, once you have clearly established residency intent and financial independence, you must maintain a North Carolina residence for **12 months** immediately before the semester the in-state status can be made effective. The **only exceptions** to the required 12-month residency period apply in some, but not all, cases to individuals marrying a North Carolina resident who has maintained residency 12 months or longer and to individuals whose parents have been North Carolina residents 12 months or longer and are legal dependents of their parents.

If you desire a residence change, you must complete a Residence and Tuition Status Application and submit it to the dean of the Graduate School. Applications can be obtained from the Graduate School. **No status change can be made without submission of this application.** The 12-month residency waiting period must be completed before the first day of the semester in which in-state residency is being requested. You must submit your application up to 60 days **before** the start of the semester in which your in-state status can become effective, although the entire 12-month residency period may not have been satisfied at the time your application is filed.

To avoid being billed as an out-of-state resident, you should file a status change before the tuition bills are due so that the Graduate School will have time to process the application and notify Student Accounts as to your status change. A decision on your residency status will be mailed to you approximately 10 days after the application is reviewed by the Graduate School. If you are denied North Carolina residency for tuition purposes, you may appeal the decision. You can, and should, appeal to clarify points and to present additional arguments in your favor.
## CONTACTS/PHONE NUMBERS

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<th>Title</th>
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<tr>
<td>Dr. Rob Burrus</td>
<td>CSB Dean</td>
<td>Cameron Hall Suite 100</td>
<td>962-7672</td>
<td><a href="mailto:burrusr@uncw.edu">burrusr@uncw.edu</a></td>
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<tr>
<td>Dr. Thom Porter</td>
<td>CSB Assoc. Dean of Graduate Programs/ MBA Director</td>
<td>CIS Building Room 1022</td>
<td>962.7466</td>
<td><a href="mailto:portert@uncw.edu">portert@uncw.edu</a></td>
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<td>Candace Wilhelm</td>
<td>Director Graduate Programs</td>
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<td>Donna Avondolio</td>
<td>Graduate Programs Assistant</td>
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<td><a href="mailto:avondoliod@uncw.edu">avondoliod@uncw.edu</a></td>
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<td>Kimberly Harris</td>
<td>Graduate Assistant Specialist</td>
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<td>Career Placement</td>
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<td></td>
<td>962-7072</td>
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