

The University of North Carolina at Chapel Hill
Kenan-Flagler Business School

CONNECT & ENGAGE



Undergraduate Business Overview & Outcomes



KENAN-FLAGLER BUSINESS SCHOOL
Undergraduate Business Program



Our Students Emerge As Leaders

UNC Kenan-Flagler is singular in the world of business education. For over a century, we've fostered a unique, applied-learning environment characterized by a culture of collaboration and world-class leadership development.

#8	U.S. NEWS & WORLD REPORT
	<ul style="list-style-type: none"> #8 OVERALL #7 MANAGEMENT #8 MARKETING #9 ENTREPRENEURSHIP #10 FINANCE #10 REAL ESTATE
#6	POETS & QUANTS



Class Profile*

CLASS ENTERING IN	MAJORS		MINORS	
	2021	2022	2021	2022
CLASS SIZE	390	386	70	79
MEDIAN GPA	3.8	3.86	3.75	3.74
MALE	57%	54%	53%	53%
FEMALE	43%	46%	47%	47%
UNDERREPRESENTED MINORITIES	18%	16%	14%	25%
FIRST GENERATION	12%	10%	6%	13%
INTERNATIONAL STUDENTS	10%	9%	10%	7%

*Based on statistics at the time of admission.

STUDENTS WITH FOR-CREDIT IMMERSIVE INTERNATIONAL STUDY EXPERIENCE **66%**

STUDENTS WITH SECOND MAJOR OR MINOR OUTSIDE OF THE BUSINESS SCHOOL **68%**



Undergraduate Business Curriculum

PREREQUISITE COURSES

- CALCULUS-BASED MATHEMATICS
- INTRODUCTION TO ECONOMICS
- INTRODUCTION TO FINANCIAL ACCOUNTING
- INTRODUCTION TO STATISTICS
- MICROECONOMIC THEORY



CORE COURSES

- BUSINESS ANALYTICS
- BUSINESS ETHICS
- CORPORATE FINANCE
- CORPORATE STRATEGY
- FINANCIAL ACCOUNTING
- LEADING AND MANAGING
- MANAGEMENT AND CORPORATE COMMUNICATION
- OPERATIONS MANAGEMENT
- PRINCIPLES OF MARKETING
- STRATEGIC MANAGEMENT



AREAS OF EMPHASIS

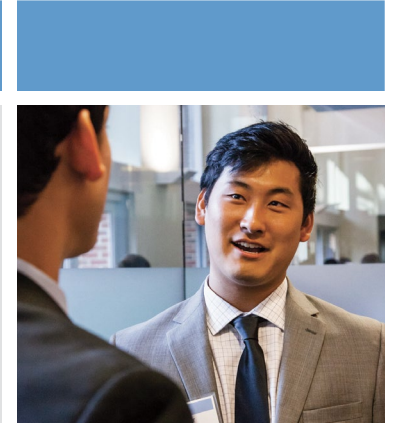
- CONSULTING
- ENTREPRENEURSHIP
- FINANCE:
 - INVESTMENT BANKING
 - INVESTMENT MANAGEMENT
 - MULTINATIONAL FINANCE
 - REAL ESTATE
- MARKETING MANAGEMENT & SALES
- OPERATIONS



Leadership Begins With Student Clubs And Organizations

- 180 DEGREES CONSULTING
- ASCEND
- BUSINESS TECHNOLOGY CLUB
- CAROLINA CASE CHALLENGE
- CAROLINA REAL ESTATE CLUB
- CAROLINA THINK
- CAROLINA WOMEN IN BUSINESS
- COMMUNITY, EQUITY & INCLUSION BOARD
- CONSULT YOUR COMMUNITY
- DEAN'S ADVANCEMENT COUNCIL
- DELTA SIGMA PI
- FAMILY BUSINESS CLUB
- FUTURE BUSINESS LEADERS OF AMERICA
- GLOBAL PROGRAMS SPECIALISTS
- HEALTHCARE CLUB
- INTERNATIONAL BUSINESS CLUB
- KENAN SCHOLARS
- MARKETING CLUB
- MINORITY BUSINESS STUDENT ALLIANCE
- MONEY THINK
- OPERATIONS CLUB
- PRIDE@UNC
- SUSTAINABILITY CLUB
- SYMPOSIUM CORE COMMITTEE
- TAMID
- UNDERGRADUATE ACCOUNTING CLUB
- UNDERGRADUATE AMBASSADORS
- UNDERGRADUATE CONSULTING CLUB
- UNDERGRADUATE FINANCE SOCIETY

CONTACT STUDENT LEADERS:
KENAN-FLAGLER.UNC.EDU/STUDENT-LIFE/UNDERGRADUATE/CLUBS



2020-2021 Undergraduate Business Student Outcomes

CLASS OF 2021	
KNOWLEDGE RATE	96%
% JOB SEEKERS EMPLOYED	98%
EMPLOYED FULL-TIME	89%
ENROLLED IN FURTHER STUDY	9%
NOT SEEKING	0%
SUCCESS RATE	98%
STILL SEEKING	2%

FULL-TIME COMPENSATION		
SALARY DISCLOSURE RATE	96%	
	MEAN	MEDIAN
BASE SALARY	\$71,976	\$72,000
SIGNING BONUS	\$7,629	\$7,000

INTERNSHIP STATISTICS CLASS OF 2022	
SUMMER 2021 INTERNSHIP	97%
AVERAGE SUMMER INCOME	\$12,658
PAID / STIPEND	92%

Internship statistics reflect a 43% response rate from anticipated Class of 2022 business majors.

EMPLOYMENT BY INDUSTRY	FULL-TIME		INTERNSHIP	
	MEAN SALARY	% OF STUDENTS	MEAN INCOME	% OF STUDENTS
FINANCIAL SERVICES	\$77,778	43%	\$13,216	43%
CONSULTING	\$74,019	20%	\$13,053	15%
TECHNOLOGY / SCIENCE	\$65,998	10%	\$16,008	13%
REAL ESTATE / CONSTRUCTION	\$64,941	7%	\$14,038	5%
CONSUMER PACKAGED GOODS	\$71,000	3%	\$9,753	7%
HEALTHCARE	\$61,000	3%	\$8,843	3%
MARKETING / ADVERTISING / PR	\$59,778	3%	\$9,768	3%
RETAIL	\$58,800	2%	\$4,500	1%
AEROSPACE	\$68,500	1%	NA	0%
MEDIA / ENTERTAINMENT	\$52,667	1%	\$10,994	2%
SPORT / LEISURE	\$43,750	1%	\$9,461	2%
OTHER	\$65,977	5%	\$7,041	6%

EMPLOYMENT BY FUNCTION	FULL-TIME		INTERNSHIP	
	MEAN SALARY	% OF STUDENTS	MEAN INCOME	% OF STUDENTS
FINANCE	\$76,425	45%	\$13,622	41%
• Investment Banking / Sales & Trading	\$82,160	45%	\$15,716	46%
• Internal Finance	\$71,964	9%	\$10,070	23%
• Real Estate	\$69,636	10%	\$10,647	9%
• Investments	\$80,167	11%	\$16,052	13%
• Other Finance	\$69,000	25%	\$13,415	9%
CONSULTING	\$75,610	23%	\$12,491	20%
MARKETING / SALES	\$61,152	13%	\$8,862	14%
ANALYTICS	\$69,917	5%	\$15,648	6%
OPERATIONS / PRODUCTION	\$64,995	4%	\$9,366	4%
GENERAL MANAGEMENT	\$57,800	2%	\$9,421	3%
INFORMATION TECHNOLOGY	\$70,000	2%	\$19,630	3%
ENTREPRENEUR / FOUNDER	\$30,000	1%	NA	0%
OTHER	\$61,964	5%	\$12,529	9%

EMPLOYMENT BY REGION								
REGION	NORTH CAROLINA	NORTHEAST	SOUTH*	MID-ATLANTIC	WEST	SOUTHWEST	MIDWEST	OUTSIDE U.S.
FULL-TIME % of students	34%	25%	17%	8%	7%	5%	3%	0%
INTERN % of students	38%	21%	17%	7%	5%	5%	6%	1%

*NC not included.

CT, MA, ME, NH, NJ, NY, RI, VT

AL, AR, FL, GA, KY, LA, MS, SC, TN

DC, DE, MD, PA, VA, WV

AK, CA, HI, ID, MT, NV, OR, UT, WA, WY

AZ, CO, NM, OK, TX

IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI

TOP 3 FULL-TIME DESTINATIONS		
NEW YORK, NY	CHARLOTTE, NC	ATLANTA, GA
19%	19%	12%

This report conforms to The National Undergraduate Business Symposium First Destination Reporting Standards (NUBS Standards), which can be found online at (<http://tinyurl.com/NUBSStandards>). The career outcomes data presented are based upon a Knowledge Rate of 96% (with a base survey Response Rate of 86%) for the Class of 2021. The full-time compensation data presented are based upon a Response Rate of 96% and a Salary Disclosure Rate of 96% for the Class of 2021. Success Rate defined as students with a positive outcome (full-time employment, continuing education, or military service plus those who are not seeking employment or continuing education). Still Seeking statistic includes students either still seeking employment (1.5%) or further education (0.3%). *Other* full-time industries include: Accounting (0.4%), Education (0.4%), Energy (0.4%), Hospitality (0.4%), Non-profit (0.4%), Pharma/ Biotech (0.8%), Transportation/Logistics (0.4%), and students who selected "Other" (1.9%). *Other* full-time functions include: Accounting (0.4%), Education (0.4%), Human Resources (0.4%), Logistics (0.4%) and students who selected "Other" (3.8%).

Employer Engagement Opportunities

Academic Calendar

Spring 2022

Classes Begin	January 10
Holiday	January 17
Break	March 14-18
Wellness Day	April 14
Holiday	April 15
Classes End	April 27
Exams End	May 6
Graduation	May 8

Experiential Learning Activities

The UBP team works with employers and student club leaders to facilitate experiential learning activities including employer treks, industry bootcamps, case competitions and networking connections. Contact UBP-Recruiting@kenan-flagler.unc.edu to learn more.



University Career Services (UCS)

UCS manages on-campus recruiting for all undergraduate and graduate students (except MBA, MAC, Medical, Law, and Dental) at UNC. UCS is a full-service career office that offers a variety of resources and activities (in-person and virtual).

Undergraduate Business Symposium

This premier career event for undergraduate students provides career education, networking, and skill development through interactive panels, specialized workshops, and learning opportunities involving more than 450 students and over 125 company representatives. The event typically is held in September on an annual basis.



symposium.kenan-flagler.unc.edu

Student Teams Achieving Results (STAR)

The STAR program is an experiential learning program that teams UNC Kenan-Flagler Business School undergraduate and MBA students supported by expert faculty to address complex business challenges for global or local companies, not-for-profit organizations, or government agencies. With valuable corporate partner input, the students and faculty advisors develop strategic and creative recommendations that offer extraordinary value at a significant savings compared to traditional consulting services. www.star.unc.edu



Assured Enrollment Program

This program is designed to effectively acclimate a select group of students who secured assured enrollment to the Undergraduate Business Program upon entering the university.

Students in the Assured Enrollment Program have the opportunity to engage in leadership development training, enroll in a specially designed course to learn about business and career development, explore global business through immersive international experiences, and network with UNC Kenan-Flagler faculty, staff, students and alumni.

Global Learning Opportunities in Business Education (GLOBE®)

The GLOBE® program brings together three of the world's best business schools to provide 18 UNC select undergraduate students a premier business education that spans the globe. UNC partners with the Chinese University of Hong Kong (CUHK) and the Copenhagen Business School (CBS) to offer a unique, integrated global business curriculum that spans 3 semesters and 3 continents to prepare students as future managers and business leaders.

In each region, 54 GLOBE® students participate in interactive off-site visits and capstone studies with public and private sector organizations to engage in dynamic learning.



Selected Employer Partners

ACCENTURE
ALPHASIGHTS
AMAZON
ANHEUSER-BUSCH
BAIN & COMPANY
BANK OF AMERICA
BARCLAYS
BARINGS
BOSTON CONSULTING GROUP

CAPITAL ONE
CISCO
COMCAST/NBCUNIVERSAL
CREDIT SUISSE
DELOITTE
DEUTSCHE BANK
EY
GARTNER
GOLDMAN SACHS

HARRIS WILLIAMS & CO.
IBM
INSIGHT SOURCING GROUP
J.P. MORGAN
KPMG
THE LINK GROUP
MCKINSEY & COMPANY
MORGAN STANLEY
NEWELL BRANDS

ORACLE
PRICEWATERHOUSECOOPERS
PROCTER & GAMBLE
RAYMOND JAMES
RED VENTURES
REGIONS BANK
TRUIST
WELLS FARGO
WALMART

Recruiting at UNC Kenan-Flagler Business School

UNDERGRADUATE BUSINESS	EMPLOYER RELATIONS TEAM 919.962.0339 UBP-Recruiting@kenan-flagler.unc.edu	Undergraduate Business Program UNC Kenan-Flagler Business School P 919.962.3235 McColl Building, CB 3490 Chapel Hill, NC 27599-3490 kenan-flagler.unc.edu/programs/undergraduate-business/career/for-recruiters
UNIVERSITY CAREER SERVICES (UCS) A key recruiting partner of the Undergraduate Business Program	EXTERNAL RELATIONS & RECRUITMENT TEAM RODERICK LEWIS 919.962.6507 Rockrick.Lewis@unc.edu JULIE PENDERGRAPH 919.962.7886 Julie_Pendergraph@unc.edu	University Career Services 219 Hanes Hall, CB 5140 P 919.962.6507 Chapel Hill, NC 27599 To post a job or an internship for undergraduates at UNC-Chapel Hill: careers.unc.edu/employers careers.unc.edu
MBA PROGRAMS • FULL-TIME MBA • MBA@UNC • EXECUTIVE MBA	EMPLOYER ENGAGEMENT & RECRUITING TEAM 919.962.0929 EmployerEngagementTeam@kenan-flagler.unc.edu	Career and Leadership for MBA & Alumni UNC Kenan-Flagler Business School P 919.962.0929 McColl Building, CB 3490 Chapel Hill, NC 27599-3490 EmployerEngagementTeam@kenan-flagler.unc.edu
MASTER OF ACCOUNTING	ANNA MCKEOWN WESSLER 919-619-6606 Anna_Mckeownwessler@kenan-flagler.unc.edu	Master of Accounting (MAC) UNC Kenan-Flagler Business School P 919.962.3209 McColl Building, CB 3490 Chapel Hill, NC 27599-3490 mac_info@unc.edu
ALUMNI	SANDRA CHANDLER 919.962.1627 Sandra_Chandler@kenan-flagler.unc.edu	Career and Leadership for MBA & Alumni UNC Kenan-Flagler Business School P 919.962.3533 McColl Building, CB 3490 Chapel Hill, NC 27599-3490 EmployerEngagementTeam@kenan-flagler.unc.edu
EXECUTIVE DEVELOPMENT	MILES ROSEN 919.962.3452 ExecDev@kenan-flagler.unc.edu	UNC Executive Development UNC Kenan-Flagler Business School P 919.962.3452 Rizzo Center, CB 3445 Chapel Hill, NC 27599-3445

