



# UNDERGRADUATE BUSINESS OVERVIEW & OUTCOMES



KENAN-FLAGLER BUSINESS SCHOOL  
Undergraduate Business Program



# OUR STUDENTS EMERGE AS LEADERS.

The Undergraduate Business Program at UNC Kenan-Flagler prepares today's students to become tomorrow's leaders. With the essential skills, knowledge, and experience needed for long-term career success, our graduates enter the business world ready to make an impact, ready to inspire others, and ready tackle key challenges, close to home and around the world.

<b>#8</b>	<b>POETS &amp; QUANTS</b>
	#8 Overall
	#1 Highest Return on Investment (ROI)

**TOP 10**  
**UNDERGRADUATE**  
**BUSINESS SCHOOL**  
**TO WATCH**

- Poets & Quants

## CLASS PROFILE\*

CLASS ENTERING IN	MAJORS		MINORS	
	2023	2024	2023	2024
CLASS SIZE	415	466	104	104
MEDIAN GPA	3.86	3.78	3.75	3.69

\* Based on statistics at the time of admission.

STUDENTS WITH FOR-CREDIT  
 IMMERSIVE INTERNATIONAL  
 STUDY EXPERIENCE

**62%\***

STUDENTS WITH SECOND  
 MAJOR OR MINOR OUTSIDE  
 OF THE BUSINESS SCHOOL

**72%\*\***

\* Average of last 4 years

\*\* Statistics from fall 2023 admitted class

## UNDERGRADUATE BUSINESS CURRICULUM

<p><b>PREREQUISITE COURSES</b></p>	<ul style="list-style-type: none"> <li>• Introduction to Business: People, Profit and Planet</li> <li>• Calculus-Based Mathematics</li> <li>• Introduction to Statistics</li> <li>• Introduction to Economics</li> </ul>	
<p><b>CORE COURSES</b></p>	<ul style="list-style-type: none"> <li>• Analytical Applications</li> <li>• Business Ethics</li> <li>• Corporate Finance</li> <li>• Corporate Strategy</li> <li>• Financial Accounting</li> <li>• Intermediate Microeconomics</li> <li>• Leading and Managing</li> <li>• Management and Corporate Communication</li> <li>• Operations Management</li> <li>• Principles of Marketing</li> <li>• Strategic Management</li> </ul>	
<p><b>AREAS OF EMPHASIS</b></p>	<ul style="list-style-type: none"> <li>• Consulting</li> <li>• Entrepreneurship</li> <li>• Finance:             <ul style="list-style-type: none"> <li>◦ Investment Banking</li> <li>◦ Investment Management</li> <li>◦ Multinational Finance</li> </ul> </li> <li>• Marketing Management &amp; Sales</li> <li>• Operations</li> <li>• Real Estate</li> </ul>	

## LEADERSHIP BEGINS WITH STUDENT CLUBS AND ORGANIZATIONS

- Accounting Club
- Ascend
- Association of Latino Professionals for America
- Bandana Project
- Business Cares Club
- Business Technology Club
- Carolina Case Challenge
- Carolina Real Estate Club
- Carolina Sport Business Club
- Carolina Women in Business
- Community, Equity & Inclusion Board
- Consulting Club
- Consult Your Community
- Dean's Advancement Council
- Diverse Abilities in Business
- Eta Omega Chi
- Family Business Club
- Finance Society
- Future Business Leaders of America
- Global Programs Specialists
- Healthcare & Business Club
- International Business Club
- Luther Hodges Scholars
- Marketing Club
- Minority Business Student Alliance
- Money Think
- Non-Profit & Public Sector Club
- Operations Club
- Pride@UNC
- Scale and Coin
- Scholars of Finance
- Sigma Eta Pi
- Social Entrepreneurship Club
- Students 4 Students
- Sustainable Business Club
- Symposium Core Committee
- TAMID Group
- Tar Heel Alpha
- Undergraduate Business Ambassadors
- Venture Capital Club
- Wellness Advocates
- 180 Degrees Consulting

**Contact student leaders:**  
[go.unc.edu/ubclubs](http://go.unc.edu/ubclubs)

# 2022-2023 UNDERGRADUATE BUSINESS STUDENT OUTCOMES

CLASS OF 2023	
KNOWLEDGE RATE	<b>95%</b>
% JOB SEEKERS EMPLOYED	<b>98%</b>
EMPLOYED FULL-TIME	<b>88%</b>
ENROLLED IN FURTHER STUDY	<b>9%</b>
NOT SEEKING	<b>1%</b>
SUCCESS RATE	<b>98%</b>
STILL SEEKING	<b>2%</b>

FULL-TIME COMPENSATION	
SALARY DISCLOSURE RATE	<b>100%</b>

	MEAN	MEDIAN
BASE SALARY	\$86,444	\$83,000
SIGNING BONUS	\$8,080	\$8,000

INTERNSHIP STATISTICS CLASS OF 2024	
SUMMER 2023 INTERNSHIP	<b>98%</b>
AVERAGE SUMMER INCOME	<b>\$13,752</b>
PAID / STIPEND	<b>100%</b>

Internship statistics reflect a 52% response rate from anticipated Class of 2024 business majors.

EMPLOYMENT BY INDUSTRY	FULL-TIME		INTERNSHIP	
	MEAN SALARY	% OF STUDENTS	MEAN INCOME	% OF STUDENTS
FINANCIAL SERVICES	\$94,314	42%	\$16,044	35%
CONSULTING	\$89,521	25%	\$14,437	24%
REAL ESTATE/CONSTRUCTION	\$79,062	10%	\$10,401	8%
TECHNOLOGY/SCIENCE	\$80,090	7%	\$14,349	8%
GOVERNMENT	\$73,250	2%	\$8,000	1%
MARKETING/ADVERTISING/PR	\$61,250	3%	\$12,066	2%
CONSUMER PACKAGED GOODS/RETAIL	\$83,200	2%	\$7,965	5%
MANUFACTURING	\$68,000	1%	n/a	>1%
HEALTHCARE	\$75,166	1%	\$25,400	1%
SPORTS/LEISURE	\$56,500	1%	\$5,005	2%
TRANSPORTATION/LOGISTICS	\$76,075	1%	\$14,349	8%
OTHER	\$63,923	5%	\$10,942	12%

EMPLOYMENT BY FUNCTION	FULL-TIME		INTERNSHIP	
	MEAN SALARY	% OF STUDENTS	MEAN INCOME	% OF STUDENTS
FINANCE	\$92,050	48%	\$15,419	42%
• Investment Banking/Sales & Trading	\$103,577	21%	\$19,644	14%
• Internal Finance	\$73,786	3%	\$9,375	2%
• Real Estate	\$87,806	7%	\$11,259	8%
• Investments	\$81,928	7%	\$18,357	7%
• Other Finance	\$83,175	10%	\$11,842	10%
CONSULTING	\$88,211	29%	\$13,482	27%
MARKETING/SALES	\$67,127	7%	\$9,501	6%
ANALYTICS	\$69,654	4%	\$11,539	3%
OPERATIONS/PRODUCTION	\$78,267	3%	\$12,089	7%
INFORMATION TECHNOLOGY	\$107,000	1%	\$19,254	2%
GENERAL MANAGEMENT	\$78,427	1%	\$13,208	1%
OTHER	\$72,042	6%	\$12,094	8%

EMPLOYMENT BY REGION								
REGION	NORTH CAROLINA	NORTHEAST	SOUTH**	MID-ATLANTIC	WEST	SOUTHWEST	MIDWEST	OUTSIDE U.S.
FULL-TIME % OF STUDENTS	<b>34%</b>	<b>22%</b>	<b>18%</b>	<b>10%</b>	<b>5%</b>	<b>4%</b>	<b>6%</b>	<b>1%</b>
INTERN % OF STUDENTS	<b>40%</b>	<b>22%</b>	<b>11%</b>	<b>11%</b>	<b>3%</b>	<b>7%</b>	<b>5%</b>	<b>1%</b>

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

\*\* NC not included.

TOP 3 FULL-TIME DESTINATIONS		
CHARLOTTE, NC	NEW YORK, NY	ATLANTA, GA
<b>25%</b>	<b>19%</b>	<b>12%</b>

This report conforms to The National Undergraduate Business Symposium First Destination Reporting Standards (NUBS Standards), which can be found online at (<http://tinyurl.com/NUBStandards>). The career outcomes data presented are based upon a Knowledge Rate of 95% (with a base survey Response Rate of 76%) for the Class of 2023. The full-time compensation data presented are based upon a Response Rate of 76% and a Salary Disclosure Rate of 100% for the Class of 2023. 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 (2%) or further education (0%). \*Other\* full-time industries include: Aerospace (0.4%), Education (0.4%), Hospitality (0.4%), Media / Entertainment (0.4%), Pharma/Biotech (0.4%), and students who selected \*Other\* (3.2%). \*Other\* full-time functions include: Education (0.8%), Accounting (0.4%), Advertising / Public Relations (0.4%), and students who selected \*Other\* (4.8%).

# EMPLOYER ENGAGEMENT OPPORTUNITIES

## ACADEMIC CALENDAR

### Spring 2024

Classes begin	Jan. 10
Holiday	Jan. 15
Well-being days	Feb. 12-13 & Mar. 28
Spring Break	Mar. 11-15
Holiday	Mar. 29
Classes end	Apr. 30
Exams end	May 10
Graduation	May 11

### Fall 2024

Classes begin	Aug. 19
Holiday	Sept. 2
Well-being days	Sept. 3 & Sept. 23
Fall Break	Oct. 17-18
Holiday	Nov. 27-29
Classes end	Dec. 4
Exams end	Dec. 13

## 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 400 students and over 125 company representatives. The event typically is held in September on an annual basis.

[symposium.kenan-flagler.unc.edu](https://symposium.kenan-flagler.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 specially designed courses 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. Each spring the UBP hosts a networking event with employers and these students.

## 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](mailto: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, 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).

[careers.unc.edu](https://careers.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 even 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.

[star.unc.edu](https://star.unc.edu)



## TRICONTINENTAL EXCHANGE IN BUSINESS AND LEADERSHIP EDUCATION (TREBLE)

TREBLE is a new collaboration for UNC with Singapore Management University and Copenhagen Business School offering an 18-month immersive cross-cultural business educational experience. Fifteen undergraduates will be selected from each university to live and learn on three continents providing students exposure to business environments and practices in the U.S., Asia and Europe.

In addition to academic pursuits, students will hone their soft skills through immersive experiences in diverse geographic and cultural settings and will be able to grow their global network. Students in the first TREBLE cohort will begin their exchange at UNC Kenan-Flagler in August 2025.

# SELECTED EMPLOYER PARTNERS

Accenture  
Ally Financial  
AlphaSights  
Amazon  
**Bain & Company**  
**Bank of America**  
Barclays  
Barings  
BlackRock

**Boston Consulting Group**  
Capital One  
Cisco  
Comcast / NBCUniversal  
Credit Suisse  
**Deloitte**  
Deutsche Bank  
Eastdill Secured  
**EY**

Gartner  
**Goldman Sachs**  
Harris Williams & Co.  
IBM  
**Insight Sourcing Group**  
**J.P. Morgan Chase**  
**KPMG**  
The Link Group  
McKinsey & Company

**Morgan Stanley**  
Oracle  
**PricewaterhouseCoopers**  
**Procter & Gamble**  
Raymond James  
**Red Ventures**  
Regions Bank  
**Truist**  
**Wells Fargo**

Bolded names represent employers who onboarded the greatest number of full-time hires and interns from UNC Kenan-Flagler's Undergraduate Business Program in the past three academic years (Class of 2021, 2022, 2023).

# RECRUITING AT UNC KENAN-FLAGLER BUSINESS SCHOOL

<p><b>UNDERGRADUATE BUSINESS</b></p>	<p><b>EMPLOYER RELATIONS TEAM</b>            919-962-0339            UBP-Recruiting@kenan-flagler.unc.edu</p>	<p><b>Undergraduate Business Program</b>            UNC Kenan-Flagler Business School            McColl Building, CB 3490            Chapel Hill, NC 27599-3490  <b>go.unc.edu/UBP-Recruiters</b></p>
<p><b>UNIVERSITY CAREER SERVICES (UCS)</b>            A key recruiting partner of the Undergraduate Business Program</p>	<p><b>EXTERNAL RELATIONS &amp; RECRUITMENT TEAM</b>  <b>Kelsey Williams</b>            Interim Associate Director of External Relations            919-843-9533            kelsey.williams@unc.edu</p>	<p><b>University Career Services</b>            219 Hanes Hall, CB 5140            Chapel Hill, NC 27599            To post a job or an internship for undergraduates at UNC-Chapel Hill:  <b>careers.unc.edu/employers</b>  <b>careers.unc.edu</b></p>
<p><b>MBA PROGRAMS</b></p> <ul style="list-style-type: none"> <li>• Full-Time MBA</li> <li>• MBA@UNC</li> <li>• Executive MBA</li> </ul>	<p><b>EMPLOYER ENGAGEMENT &amp; RECRUITING TEAM</b>            919-962-0929            EmployerEngagementTeam@kenan-flagler.unc.edu</p>	<p><b>Career and Leadership for MBA &amp; Alumni</b>            UNC Kenan-Flagler Business School            McColl Building, CB 3440            Chapel Hill, NC 27599-3490  <b>mba.unc.edu</b></p>
<p><b>MASTER OF ACCOUNTING</b></p>	<p><b>Shannon Keith</b>            Director of Career Services            919-962-6378            Shannon_Keith@kenan-flagler.unc.edu</p> <p><b>Master of Accounting (MAC)</b>            mac_info@unc.edu</p>	<p><b>Master of Accounting (MAC)</b>            UNC Kenan-Flagler Business School            McColl Building, CB 3490            Chapel Hill, NC 27599-3490  <b>mac.unc.edu</b></p>
<p><b>ALUMNI</b></p>	<p><b>Sandra Chandler</b>            Senior Associate Director, Employer Engagement &amp; Recruiting            919-962-1627            Sandra_Chandler@kenan-flagler.unc.edu</p> <p><b>Career and Leadership for MBA &amp; Alumni</b>            919-962-3570            EmployerEngagementTeam@kenan-flagler.unc.edu</p>	<p><b>Career and Leadership for MBA &amp; Alumni</b>            UNC Kenan-Flagler Business School            McColl Building, CB 3440            Chapel Hill, NC 27599-3490  <b>kenan-flagler.unc.edu/alumni</b></p>
<p><b>EXECUTIVE DEVELOPMENT</b></p>	<p><b>UNC Executive Development</b>            1-800-UNC-EXEC            919-962-3452            unc_exec@unc.edu</p>	<p><b>UNC Executive Development</b>            Rizzo Center            130 DuBose Home Lane            Chapel Hill, NC 27517  <b>ExecDev.unc.edu</b></p>



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[www.kenan-flagler.unc.edu](http://www.kenan-flagler.unc.edu)