



# 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.

## CLASS PROFILE\*

|                   | MAJORS | BUSINESS MINORS | REAL ESTATE MINORS | BUSINESS OF HEALTHCARE MINORS |
|-------------------|--------|-----------------|--------------------|-------------------------------|
| CLASS ENTERING IN | 2025   | 2025            | 2025               | 2025                          |
| CLASS SIZE        | 530    | 103             | 26                 | 35                            |
| MEDIAN GPA        | 3.85   | 3.52            | 3.56               | 3.66                          |

\*Based on statistics at the time of admission.

## RANKINGS:

|     |                |
|-----|----------------|
| #6  | U.S. NEWS      |
| #9* | POETS & QUANTS |

\*Top-ranked public school.

STUDENTS WITH FOR-CREDIT IMMERSIVE INTERNATIONAL STUDY EXPERIENCE

**61%\***

STUDENTS WITH SECOND MAJOR OR MINOR OUTSIDE OF THE BUSINESS SCHOOL

**72%\*\***

\*Class of 2024 participation rate

\*\*Statistics from fall 2024 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>• Management and Corporate Communication</li> <li>• Operations Management</li> <li>• Legal &amp; Ethical Environment of Business</li> <li>• Leading and Managing</li> <li>• Principles of Marketing</li> <li>• Financial Accounting and Analysis</li> <li>• Corporate Finance</li> <li>• Business Analytical Applications</li> <li>• Strategic Management</li> <li>• Corporate Strategy</li> <li>• Intermediate Microeconomics or Applied Microeconomics for Business</li> </ul> |   |
| <p><b>AREAS OF EMPHASIS</b></p>    | <ul style="list-style-type: none"> <li>• Business of Health</li> <li>• Consulting</li> <li>• Entrepreneurship</li> <li>• Finance</li> <li>• Investment Banking</li> <li>• Investment Management</li> <li>• Managing People and Organizations</li> <li>• Marketing</li> <li>• Multinational Finance</li> <li>• Operations Management</li> <li>• Real Estate</li> <li>• Sustainability</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
- International Development Research Club (IDRC@UNC)
- Luther Hodges Scholars
- Marketing Club
- Minority Business Student Alliance
- Money Think
- Non-Profit & Public Sector Club
- Operations Club
- Pride@UNC
- Scholars of Finance
- Sigma Eta Pi
- Social Entrepreneurship Club
- Student Leadership Council
- Students 4 Students
- Sustainable Business Club
- Symposium Core Committee
- TAMID Group
- Tar Heel Alpha
- Undergraduate Business Ambassadors
- Venture Capital Club
- Wellness Advocates
- Women in Consulting at Carolina
- 180 Degrees Consulting

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

# 2023-2024 UNDERGRADUATE BUSINESS STUDENT OUTCOMES

| CLASS OF 2024             |            |
|---------------------------|------------|
| KNOWLEDGE RATE            | <b>95%</b> |
| % JOB SEEKERS EMPLOYED    | <b>97%</b> |
| EMPLOYED FULL-TIME        | <b>88%</b> |
| ENROLLED IN FURTHER STUDY | <b>9%</b>  |
| NOT SEEKING               | <b>2%</b>  |
| SUCCESS RATE              | <b>97%</b> |
| STILL SEEKING             | <b>3%</b>  |

| EMPLOYMENT BY INDUSTRY         | FULL-TIME   |               | INTERNSHIP  |               |
|--------------------------------|-------------|---------------|-------------|---------------|
|                                | MEAN SALARY | % OF STUDENTS | MEAN INCOME | % OF STUDENTS |
| FINANCIAL SERVICES             | \$91,386    | 45%           | \$17,450    | 51%           |
| CONSULTING                     | \$85,964    | 27%           | \$11,812    | 16%           |
| TECHNOLOGY/SCIENCE             | \$86,406    | 8%            | \$10,814    | 6%            |
| REAL ESTATE/CONSTRUCTION       | \$73,563    | 4%            | \$9,142     | 13%           |
| CONSUMER PACKAGED GOODS/RETAIL | \$60,333    | 3%            | \$8,400     | 1%            |
| MARKETING/ADVERTISING/PR       | \$65,200    | 2%            | \$11,367    | 2%            |
| HEALTHCARE                     | \$77,250    | 2%            | \$4,329     | 3%            |
| SPORTS/LEISURE                 | \$43,310    | 2%            | \$7,258     | 3%            |
| OTHER                          | \$90,900    | 5%            | \$10,780    | 1%            |

| FULL-TIME COMPENSATION |            |
|------------------------|------------|
| SALARY DISCLOSURE RATE | <b>82%</b> |

|               | MEAN     | MEDIAN   |
|---------------|----------|----------|
| BASE SALARY   | \$84,945 | \$81,000 |
| SIGNING BONUS | \$8,629  | \$7,500  |

| EMPLOYMENT BY FUNCTION               | FULL-TIME   |               | INTERNSHIP  |               |
|--------------------------------------|-------------|---------------|-------------|---------------|
|                                      | MEAN SALARY | % OF STUDENTS | MEAN SALARY | % OF STUDENTS |
| FINANCE                              | \$91,210    | 43%           | \$16,886    | 55%           |
| • Investment Banking/Sales & Trading | \$104,756   | 19%           | \$22,326    | 26%           |
| • Internal Finance                   | \$71,875    | 1%            | \$10,533    | 2%            |
| • Real Estate                        | \$75,850    | 5%            | \$10,012    | 8%            |
| • Investments                        | \$88,571    | 5%            | \$11,115    | 9%            |
| • Other Finance                      | \$77,302    | 13%           | \$14,632    | 10%           |
| CONSULTING                           | \$85,197    | 28%           | \$11,947    | 18%           |
| MARKETING/SALES                      | \$65,427    | 12%           | \$9,599     | 4%            |
| ANALYTICS                            | \$80,050    | 4%            | \$11,218    | 6%            |
| OPERATIONS/PRODUCTION                | \$71,800    | 3%            | \$8,606     | 6%            |
| INFORMATION TECHNOLOGY               | \$119,875   | 3%            | n/a         | >1%           |
| GENERAL MANAGEMENT                   | \$86,600    | 1%            | n/a         | >1%           |
| OTHER                                | \$90,579    | 2%            | \$9,783     | 5%            |

| INTERNSHIP STATISTICS<br>CLASS OF 2025 |                 |
|----------------------------------------|-----------------|
| SUMMER 2024 INTERNSHIP                 | <b>99%</b>      |
| AVERAGE SUMMER INCOME                  | <b>\$14,046</b> |
| PAID / STIPEND                         | <b>94%</b>      |

Internship statistics reflect a 86% knowledge rate from anticipated Class of 2025 business majors.

| EMPLOYMENT BY REGION    |                |            |            |              |           |           |           |              |
|-------------------------|----------------|------------|------------|--------------|-----------|-----------|-----------|--------------|
| REGION                  | NORTH CAROLINA | NORTHEAST  | SOUTH**    | MID-ATLANTIC | WEST      | SOUTHWEST | MIDWEST   | OUTSIDE U.S. |
| FULL-TIME % OF STUDENTS | <b>35%</b>     | <b>26%</b> | <b>14%</b> | <b>10%</b>   | <b>2%</b> | <b>6%</b> | <b>6%</b> | <b>1%</b>    |
| INTERN % OF STUDENTS    | <b>43%</b>     | <b>25%</b> | <b>9%</b>  | <b>7%</b>    | <b>4%</b> | <b>3%</b> | <b>6%</b> | <b>2%</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>22%</b>   | <b>9%</b>   |

This report conforms to The National Undergraduate Business Symposium First Destination Reporting Standards (NUBS Standards), which can be found online at <https://go.unc.edu/NUBSReportingStandards>. The career outcomes data presented are based upon a Knowledge Rate of 95% (with a base survey Response Rate of 81%) for the Class of 2024. The full-time compensation data presented are based upon a Response Rate of 81% and a Salary Disclosure Rate of 85% for the Class of 2024. 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 (3%) or further education (0%). \*Other\* full-time industries include: Accounting (1%), Education (1%), and Government (0.5%). \*Other\* full-time functions include: Accounting (0.4%), Education (0.7%), Entrepreneur / Founder (1.4%), Human Resources (1.1%), Logistics (0.4%), and students who selected \*Other\* (1.8%).

# EMPLOYER ENGAGEMENT OPPORTUNITIES

## ACADEMIC CALENDAR

### Spring 2025

|                 |                   |
|-----------------|-------------------|
| Classes begin   | Jan. 8            |
| Holiday         | Jan. 20           |
| Well-being days | Feb. 10 & Apr. 17 |
| Spring Break    | Mar. 8-16         |
| Holiday         | Apr. 18           |
| Classes end     | Apr. 28           |
| Exams end       | May 8             |
| Graduation      | May 10            |

### Fall 2025

|                 |                   |
|-----------------|-------------------|
| Classes begin   | Aug. 18           |
| Holiday         | Sept. 1           |
| Well-being days | Sept. 15 & Oct. 7 |
| Fall Break      | Oct. 16-17        |
| Holiday         | Nov. 26-28        |
| Classes end     | Dec. 3            |
| Exams end       | Dec. 12           |

## 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)



UNDERGRADUATE BUSINESS  
**SYMPOSIUM**  
Connect. Engage. Grow.

## 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**



# RECRUITING AT UNC KENAN-FLAGLER BUSINESS SCHOOL

|                                                                                                                                          |                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                          |
|------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>UNDERGRADUATE BUSINESS</b></p>                                                                                                     | <p><b>EMPLOYER RELATIONS TEAM</b><br/>919-962-0339<br/>UBP-Recruiting@kenan-flagler.unc.edu</p>                                                                                                                                                                                         | <p><b>Undergraduate Business Program</b><br/>UNC Kenan-Flagler Business School<br/>McColl Building, CB 3490<br/>Chapel Hill, NC 27599-3490<br/><b>go.unc.edu/UBP-Recruiters</b></p>                                                      |
| <p><b>UNIVERSITY CAREER SERVICES (UCS)</b><br/>A key recruiting partner of the Undergraduate Business Program</p>                        | <p><b>EMPLOYER ENGAGEMENT TEAM</b><br/>919-962-6507<br/>employer_engagement@unc.edu</p>                                                                                                                                                                                                 | <p><b>University Career Services</b><br/>219 Hanes Hall, CB 5140<br/>Chapel Hill, NC 27599<br/>To post a job or an internship for undergraduates at UNC-Chapel Hill:<br/><b>careers.unc.edu/employers</b><br/><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><br/>919-962-0929<br/>EmployerEngagementTeam@kenan-flagler.unc.edu</p>                                                                                                                                                               | <p><b>Career and Leadership for MBA &amp; Alumni</b><br/>UNC Kenan-Flagler Business School<br/>McColl Building, CB 3440<br/>Chapel Hill, NC 27599-3490<br/><b>mba.unc.edu</b></p>                                                        |
| <p><b>MASTER OF ACCOUNTING</b></p>                                                                                                       | <p><b>Shannon Keith</b><br/>Director of Career Services<br/>919-962-6378<br/>Shannon_Keith@kenan-flagler.unc.edu</p> <p><b>Master of Accounting (MAC)</b><br/>mac_info@unc.edu</p>                                                                                                      | <p><b>Master of Accounting (MAC)</b><br/>UNC Kenan-Flagler Business School<br/>McColl Building, CB 3490<br/>Chapel Hill, NC 27599-3490<br/><b>mac.unc.edu</b></p>                                                                        |
| <p><b>ALUMNI</b></p>                                                                                                                     | <p><b>Sandra Chandler</b><br/>Senior Associate Director, Employer Engagement &amp; Recruiting<br/>919-962-1627<br/>Sandra_Chandler@kenan-flagler.unc.edu</p> <p><b>Career and Leadership for MBA &amp; Alumni</b><br/>919-962-3570<br/>EmployerEngagementTeam@kenan-flagler.unc.edu</p> | <p><b>Career and Leadership for MBA &amp; Alumni</b><br/>UNC Kenan-Flagler Business School<br/>McColl Building, CB 3440<br/>Chapel Hill, NC 27599-3490<br/><b>kenan-flagler.unc.edu/alumni</b></p>                                       |
| <p><b>EXECUTIVE DEVELOPMENT</b></p>                                                                                                      | <p><b>UNC Executive Development</b><br/>1-800-UNC-EXEC<br/>919-962-3452<br/>unc_exec@unc.edu</p>                                                                                                                                                                                        | <p><b>UNC Executive Development</b><br/>Rizzo Center<br/>130 DuBose Home Lane<br/>Chapel Hill, NC 27517<br/><b>ExecDev.unc.edu</b></p>                                                                                                   |