

**Transcript of the February 4, 2009 UNC's Kenan-Flagler Business School General Management
Chat**

Amrinder_KFBS2009: Hi everyone, welcome to the General Management chat. I'm Amrinder, a 2nd year member of Admissions Advisory Board (AAB). Joining us today are 2nd year member of the General Management Club: Lily Nguyen, Enrique Bolanos and Torrey Bartlett. Also, Jennifer Brooks from the Center of Career Management (CMC) and Peggy Tate from the Admissions office.

Rakesh: Hi Lily

Lily_KFBS2009: Hi Rakesh

William L.: Hello

Kirti C.: Hi KFBS2009

Matthew L.: Hello

Jonathan S.: Hello

Pedro A.: Hello Amrinder

Torrey B.: Hello applicants

Matthew S.: hello

Santiago S.: hello

Pedro A.: Hello Torrey

OscarMendoza B.: Hello

Lily_KFBS2009: Hello everyone

Rakesh: Please throw some light on the activities of General Mgmt club

Torrey B.: Some of the activities the GM Club is responsible for are Career Treks, Interview Prep workshops, Intern panels with 2nd year students and leadership lectures

Mahesh: hello

Ran S.: Hi lily!

Enrique_KFBS2009: Hi Everyone!

Meghan G.: Hello!

Kirti C.: Hello Torrey

Ran S.: Hi Enrique

Sushant: Hello all!

John P.: Greetings!

Kate R.: hi everyone

Pedro A.: Hi Enrique

William L.: Hello

Sachi: hello

Kristin: hello

Matthew L.: This may sound like a silly question but is "General Management" an official concentration? General Management is not listed as one of the concentration's on KFBS's marketing materials.

Ran S.: General Management is not a concentration I think

Enrique_KFBS2009: Matthew - GM is not an official concentration. It is more of a career pursuit. General Managers can choose a concentration, or take a bit of everything. However, we look for leadership development rotational programs when we graduate.

Matthew L.: Thanks Enrique.

Austin B.: Question: what percentage of K-F MBA students pursue a General Management "concentration"?

Lily_KFBS2009: Hi Austin B, we don't have a % because it is the default concentration. The GM club is focused on leadership development programs and companies with rotational programs

Austin B.: Ah, I see

Sachi: How has on campus recruiting been going?

Jennifer_CMC: Sachi, On-campus recruiting has been down this year, as it is at every school. Most companies that recruit on campus (historically) are the Fortune 500, many of which are

in the middle of restructuring, layoffs, etc. There are some areas that have been less affected by the downturn.

Sachi: thanks

Santiago S.: Does General Management compete with choosing more than one concentration?

Torrey B.: Santiago - GM is really not a concentration so it will not interview with any course schedules to pursue any specific concentrations

Torrey B.: interfere, not interview, sorry

Liang Z.: Question: what are the career opportunities for GM concentration students?

Pedro A.: such as... Enrique

Enrique_KFBS2009: Liang - General Management is not a concentration. The career opportunities we look for are rotational programs, leadership development programs, programs which are designed for rapid development into general management roles.

Liang Z.: Hi Enrique, thanks for the clarification

Pedro A.: oh, thanks enrique

ranga b.: hello to everyone in the admission advisory panel, current Kenan Flagler students and my fellow applicants for the program. i wanted to start with a specific question addressed to the current students.

Kirti C.: What differentiates KFBS GM program from other schools ?

Lily_KFBS2009: Hi Kirti C. we focus on leadership development at UNC which is a key skill for General Managers. In addition, the club partners with other companies and has a lot of initiatives in getting these companies involved in UNC

Kirti C.: thanks Lily

Alexandra P.: Good afternoon everyone, do people usually pair the general management focus with another concentration?

Matt A.: can you provide some examples of leadership development rotational programs?

Enrique_KFBS2009: Matt - Leadership development rotational programs are designed by many companies. For example, GE, Bank of America, JNJ all have leadership development rotational programs. You spend about one year per rotation, for several years getting exposure to different areas of the company.

Matt A.: Thanks Enrique.

Ran S.: Will KFBS's general management education have some specific course for a certain industry, like general management for real estate?

Rakesh: Is anyone of you focusing on media and entertainment sector?

Peggy T.: Rakesh, there is no one on the chat in that sector. However, we do have a club in that area.

Rakesh: Thanks Peggy.

Liang Z.: I heard the Company like GE has leadership trainee program, how many opportunities are available for graduate?

Austin B.: can you elaborate on the types of rotational programs? which industries?

marc_kfbs2009: Austin: There are typically two main types of rotational program: a leadership development program, and a functional rotational program. The LDP covers a range of functions, while the functional programs may focus only on Marketing or Finance.

Austin B.: Thanks Marc, does one begin pursuing these programs through internships following the first year?

marc_kfbs2009: Austin: Many of the rotational programs have internship feeder programs, where the internship is representative of the full-time position. However, some companies with rotational programs will have a functional internship that may not be representative of the full-time position.

ranga b.: to the current students: we all know KFBS balances sound fundamentals of business admin , core topics with specialized topics, in your case how did you feel this working to your needs / how did you specifically benefit , please elucidate?

Lily_KFBS2009: Hi Ranga B. I feel that KFBS provides a great balance of teamwork and leadership activities that sets a MBA candidate up for a balanced leadership approach. Please let me know if you are looking for specific skills.

William L.: I have recently graduated college -- specifically in May 2008 and I am very interested in your MBA program. Does the Master of Accounting program allow a transition into the MBA program? I currently have 3 months of full-time work experience at a Fortune 100 company. And what steps do you suggest I take now in order to enhance my candidacy for admission in the next few years?

Torrey B.: William - You would be qualified for the MAC program but it would be very difficult to gain admission to the MBA program following that without significant work experience. If I were to give you advice to gaining admission to the MBA program, it would be to get a couple of years of good experience and apply...this will make you a much more attractive candidate.

William L.: Thank you Torrey.

Mahesh: ok Enrique, so you mean that general management is about a set of qualities to be taught, and a student from any stream can choose to learn those subjects, right?

Enrique_KFBS2009: Mahesh - General Management is more of a career pursuit. However, you can concentrate in finance, marketing, operations, etc. and still choose to pursue a career in General Management. The General Management Club tries to find opportunities for those students seeking a General Management career.

Mahesh: ok

Pedro A.: ok enrique, and will you suggest some classes given the student's interest?

Enrique_KFBS2009: Pedro - The first year you will have core classes which you will have to complete. After that, you have a bunch of electives you can choose from, given your interests.

Pedro A.: thank you,

Pedro A.: ok, but can we have meetings to discuss our interests?

Enrique_KFBS2009: Pedro - can you explain please? I'm not sure what you mean.

Pedro A.: I mean, before choosing a class, know for sure what I want

Pedro A.: do you understand me?

Pedro A.: for example as most of us have had different experiences...

Pedro A.: I would like some deep guidance

Enrique_KFBS2009: Pedro - There are a lot of resources here to help you choose a class. You can talk to 2nd year students, you can attend sessions we have where students discuss classes they have taken with other students, and you can also look up the class evaluations and see how students evaluated them.

Pedro A.: ok, thank you, that's great D. B.: Current Students: which companies have the most sought-after leadership development programs? Also, which ones hire the most KFBS grads for their leadership development programs?

marc_kfbs2009: DB: GE, J&J, Bank of America are some of the top leadership development programs, as well as the most opportunities at KFBS.

D. B.: Thanks, Marc!

Matthew L.: Is there a particular industry that KFBS General Management graduates go into? I know GM is broad so there are a lot of opportunities, but just curious if there is a concentration in any industry.

marc_kfbs2009: Matthew L: There is not a particular focus of industries. There are a lot that go into Financial Services, Manufacturing, Technology and other services.

Matthew L.: Thanks Marc. That's what I figured.

Shivesh K.: Hi Lily, what all companies in terms of Boutique consultancy come in UNC.

Lily_KFBS2009: Hi Shivesh, We have relationships with a lot of boutique consulting companies. They typically do not come on campus to recruit but there are resume drops for job postings

Shivesh K.: Thnx Lily

Amrinder_KFBS2009: Shivesh: List of companies commonly recruit at KFBS can be found here: [http://www.kenan-flagler.unc.edu/Programs/...](http://www.kenan-flagler.unc.edu/Programs/)

Sushant: Do full time MBA students attend any programs conducted by the Institute for Defense & Business?

Torrey B.: Sushant - not to our knowledge

Sushant: Thanks, Torrey - since KFBS conducts programs for serving military officers, are there any opportunities for full time MBA students to interact with them & learn from their experiences?

OscarMendoza B.: Hi everyone, I am interested in General Management and e-ship. I would like to know how current students feel how General Management and e-ship prepares students for real life situations?

Rakesh: I heard Dean James talking about Leadership Immersion Program. Is it a part of General Management?

Enrique_KFBS2009: Rakesh - Leadership Development is part of the entire program here at KFBS, not just General Management.

Torrey B.: Rakesh - The Leadership Immersion Program is brand new this year and is not specifically geared toward General Management in particular but for leaders. This is for 2nd year students who have had an impact on the school from a leadership standpoint and provides them with a unique opportunity to work with business leaders and faculty to become even better leaders. These could be students from any industry or career interest

Liang Z.: I have 7 years experience in High-Tech industry in various position, currently I am the product manager at HP. for mid term or long term career goal, I want to be a GM in a Hi-Tech company. could you elaborate the resource and opportunity I can get from UNC? thx

Jennifer_CMC: Liang, leadership development programs are highly selective. Normally, a company like GE will take 2-3 students per year from our school. It will be higher this year since we had students interning with GE last summer that got full-time offers.

Liang Z.: thx Jennifer

Ran S.: Liang,add my MSN

Kirti C.: How GM program is different from the specialty program like health care management ?

Santiago S.: Enrique, can students choose to pursue two concentrations?

Enrique_KFBS2009: Santiago - yes you can pursue two concentrations.

Santiago S.: Thx Enrique! I am thinking whether to choose two concentrations or none. This is because I want to enhance my finance knowledge, while keeping a strong focus on leadership. What would you advice for my case?

Virginia R.: This might seem like an awkward question - but how does one teach leadership?

Jared O.: I'm an applicant interested in pursuing a career in corporate strategy, but in-house, rather than with a mckinsey or bain - do companies recruit at KFBS for these kinds of positions

Jennifer_CMC: Jared O -- We typically see internal strategy under a finance or marketing umbrella when companies recruit. It tends to be a career path rather than a first-time out position.

Liang Z.: What are GE looking for from the UNC graduate?

Jennifer_CMC: Liang, GE (and other companies hiring for leadership development programs) look for depth of experience, excellent leadership and communication skills and a solid career focus. There is a myriad of other skills and traits these companies look for, but those are the common traits.

Liang Z.: thx Jennifer. Because I am very interested in Hi-Tech industry, preferably in the sustainability area (new energy, smart grid), other than GE, is there any other company offering the opportunities for UNC graduate?

Jennifer_CMC: Liang, you will not find many formal leadership development programs in the high-tech industry--most will hire through marketing or finance-- but the entrepreneurial aspect of those companies lends itself to building a general management type of career.

Liang Z.: I see, thx Jennifer

ranga b.: i understand KFBS has a strong focus on core values, how are things like corporate social responsibility integrated into the general curriculum

ranga b.: this is for lily

Lily_KFBS2009: Hi Ranga B. Our core values are intertwined in all of our courses. I also took a course on CSR taught by a visiting professor from Berkeley. It was a great course. In addition there are a lot of off campus and social activities that are geared toward corporate social responsibility

Shivesh K.: Lily: Being located near research triangle, what benefits do we get from entrepreneurship club and courses

William L.: Torrey, do you deem certain industries more favorable? For example, are pre-Corporate Finance and Management Consulting students considered more qualified candidates compared to pre-Marketing or Sales?

Torrey B.: William - that is tough to say but General Management roles are really geared more toward overall leaders then particular industry knowledge but in many cases a good understanding of Finance/Marketing and Operations is needed. Because of this Management Consulting is helpful because you often touch all of these areas but you can get these skills in just about any area

William L.: I see, thank you Torrey.

Matt A.: What percentage of GM students take on applicable GM internships after their first year? What percentage of these students find themselves continuing on with the same company upon graduating?

Enrique_KFBS2009: Matt - since GM roles are mostly rotations that take a while, most internships are not GM focused. There is simply not enough time to complete one or more rotations.

Matt A.: Thanks Enrique. If GM roles are not sought after from an internship stand point, where do most GM students find themselves during their first summer?

Enrique_KFBS2009: Matt - I did an marketing internship over the summer. However, next year I will be working in a different company, in a Commercial Leadership Development Program. However, this is just my experience. If you want more general information, Jennifer Brooks from the CMC can help.

Matt A.: Thanks Enrique

Alexander: Many people say that getting into a good program will be tough this year. Is it true? Have you seen an increase in the number of applications in round 2?

Peggy T.: Alexander, we are getting a strong candidate pool so far this year. We are just completing our second round so there will still be opportunities for qualified applicants.

Alexander: Thanks Peggy

Liang Z.: Hi Amrinder, do you see any impact on the UNC graduate to pursue a rotation role in company like GE in the current economy situation? thx

Sachi: how do you get the opportunity to participate in case competitions>

Cedric G.: Yes, I would also like to hear more about case competition opportunities...

Amrinder_KFBS2009: Sachi & Cedric g: The case competitions are announced throughout the year and you can join any of the available case competitions. The most popular ones are the Deloitte case competition, IBM and GE. There are many other case competitions in various functional areas.

Sachi: Thanks Amrinder

Ran S.: is there any general management course focus on a certain industry?

Mahesh: Hi, can anyone tell me about the program in detail, like what exactly is the content of the leadership development programme...how is it taught?

Ran S.: yeah i have the same question of Mahesh

marc_kfbs2009: Mahesh: The leadership development program is the position at a company, is this what you mean, or do you mean the Leadership Development Initiative class at KFBS?

Mahesh: marc, Leadership Development initiative class at KFBS..this is what i mean

marc_kfbs2009: Mahesh: The class at KFBS is a set of opportunities to learn, experience, and practice leadership. There are many formats, such as seminars, situations, and coaches. These can be tailored to develop your leadership in the areas that you would like to focus. You are not required to attend all events, so you select a subset.

Mahesh: thanks marc

ranga b.: lily: is there a specific focus on how to be profitable while being socially responsible , for example strategies to target the Bottom of pyramid group of consumers ?

Lily_KFBS2009: Hi Ranga B. We specifically address marketing to the bottom of the pyramid in our marketing classes. In my CSR class, the focus was on promoting CSR through profitability.

ranga b.: that is good , thanks for providing detailed information.

Rakesh: Torrey, are you guys taking Immersion Program for first time? Also, do you have a selection criteria for that program?

Torrey B.: Rakesh - the initial applications were due last week and there is a selection process consisting of essays and personal statements as well as prior leadership experience in the school. I believe that they are only taking 12 2nd years into the Pilot program

Rakesh: Thanks a lot Torrey.

Meghan G.: Hi - What % of students take advantage of the abroad program while they are at KFBS? And which locations are typically the most popular? Thank you in advance.

Amrinder_KFBS2009: Meghan: Quite a number of Kenan-Flagler join the international opportunities offered by KFBS.

Cedric G.: What percentage of KF students have lots of previous leadership positions, as in both college and at work?

marc_kfbs2009: Cedric: Leadership is an important criteria, but not everyone has a formal position of leadership, such as supervisor. There are many other ways in which one can lead others.

Cedric G.: Thanks

Emre A.: Hi everybody. Is there any opportunity to focus on Consumer Related issues in the Leadership Development Initiative class at KFBS?

Enrique_KFBS2009: Emre - the leadership development initiative here at KFBS is designed to give students opportunities to better their leadership skills. I don't think there are opportunities to focus on consumer related issues. However, there are other programs that might be of interest to you, like the STAR program.

Emre A. : Thanks a lot Enrique. Could you explain the STAR program please?

Ran S.: Jennifer, how about the VC industry

Ran S.: will KFBS has any special training on that area?

Jennifer_CMC: Ran, if you are asking about career opportunities in VC, it is difficult to enter straight out of b-school, but not impossible. We have several students a year do internships in local VC firms through the Carolina Venture Fellows Program.

Ran S.: thanx Jennifer, could you say more about the Carolina Venture Fellows Program? or give me a link to it.

Ivan M.: Ran: <http://www.kenan-flagler.unc.edu/Programs/...>

Ran S.: Thanks Ivan

Amrinder_KFBS2009: Ran S: You can get information on Carolina Venture Fellows Program: <http://www.kenan-flagler.unc.edu/Programs/...>

Kirti C.: Hi anyone has worked in health care management sector?

Lily_KFBS2009: Hi Kirti C, I worked in M&A Finance for Eli Lilly over the summer

Kirti C.: is it different experience from your other work?

Lily_KFBS2009: Hi Kirti C. I worked in Operations Management and then in Pharmaceutical Project management and Regulatory prior to B-School

Kirti C. : thats great !

Kirti C.: Do you require a medical background for that?

Lily_KFBS2009: Hi Kirti C. I have a chemical engineering undergrad with a focus on Biomedical field. But I don't have a medical background. Most skills (communication, leadership, taking initiative) are applicable to all fields

Kirti C.: thanks Lily

Meghan G.: Hi Lily - did you have prior M&A experience prior to b-school? Your internship is very impressive!

Lily_KFBS2009: Hi Meghan G. Thanks, I do not have any M&A experience prior to b-school

Rakesh: Hi Jennifer, I would like to know how does CMC help students trying to pursue opportunities available in media and entertainment sector.

Jennifer_CMC: Rakesh, media and entertainment is mostly an independent search, but we will assist students with their resumes, communication, portfolio development and networking. You will not see many entertainment companies on campus.

Santiago S.: Lily, do you know any students that work in risk management after their MBA?

Lily_KFBS2009: Hi Santiago, The corporate finance chat room will be held on 2/17. It is best if you ask this question at that time.

Santiago S.: Thx Lily! I plan to acquire general management skills through my MBA, while taking some courses in finance. In your opinion, the general management concentration would be my best option?

Lily_KFBS2009: Hi Santiago S. you get a concentration in GM if you don't declare another concentration. My recommendation is that you pursue a finance concentration if you are interested in it.

Santiago S.: Thx Lily!

Austin B.: Enrique, can you describe the Leadership Development Program you are pursuing next year?

Enrique_KFBS2009: Austin - I'll be working for a J&J company. The leadership development program consists of three rotations, each one lasting 9mos to 1yr. It is a fast track into general management.

Pedro A.: do you know Enrique what 3 areas will be?

Austin B.: Thanks Enrique. How does the General Management program help students pursue these leadership development and rotational programs?

Enrique_KFBS2009: Austin - we do a bunch of things. We organize career treks where we visit companies and have networking events. We help with resumes and hold practice interview sessions. We send out emails on events and job opportunities.

Austin B.: Thanks Enrique, so the GM program is more of a club format I am assuming...

Enrique_KFBS2009: Austin - the GM club is one of many clubs here. There is a finance club, a running club, a marketing club, an entrepreneurship club... however, we are heavily involved with the CMC and with the student body, trying to help students prepare for interviews and creating opportunities.

Austin B.: thanks Enrique.

Pedro A.: Enrique, could you mention the 3 areas in which you will rotate?

Enrique_KFBS2009: Pedro - I'm not sure because the rotations are designed for each specific person, depending on the strengths and development needs and also the needs of the company at the time. I do know that one rotation will involve sales, and one will involve marketing. Other than that, I don't have too many specifics.

Pedro A.: oh, thank you. it looks pretty good

Andres O.: Hey everyone this is Andres (from Buenos Aires)

Ryan O.: What is the STAR program

Torrey B.: Ryan - the STAR program is an opportunity for students to work on real-world consulting projects with companies in the area. There are teams made up of a 2nd year leader, 3-4 1st years and this year they added some undergrads to the teams so it gives you a great opportunity to participate and/or lead a diverse team and develop real world solutions that companies actually implement

Enrique_KFBS2009: Emre - you can find more information about the STAR program on the website, but it is basically a chance for students to work with real companies, driving projects, while they are studying their MBA. I did one last year for a start-up. It was a great experience and an opportunity to put what I was learning into practice.

Emre A.: Thanks Enrique...

Cedric G.: This question is for anyone and everyone: What misconceptions or did you have about B-school/ and what are some of the things that everyone should be ready for?

Emre A.: Cedric: Do not select all of your B-Schools from Top Schools.. guarantee yourself... there is a great competition among applicants because of the global crisis... people, who are laid off, are looking for an Masters Degree.

marc_kfbs2009: Cedric: The misconception is that everyone comes out of school with 10 job offers, in fact, it is very competitive, and you must work hard to be the best student if you are going to get an offer from the company you want. What you should be ready for is to work hard, and long hours. Don't let this scare you, it is very rewarding, and you will develop skills that you never knew existed, as well as see the world in a much different way, and understand the bigger picture.

Cedric G.: Thanks Marc, so the competition never stops eh... and I thought I was finally gonna get a break

Jason C.: What % of students are active in entrepreneurial endeavors? How many seek to actively launch new ventures upon graduation.

Peggy T.: Jason, many of our students have strong interest in entrepreneurship, though a small percentage actually begin a business right after the MBA.

Liang Z.: because I am interested in the sustainability area as a GM for the long term career goal, what are the resource KFBS has besides the Kennen insitite center of sustainable enterprise?

Jennifer_CMC: Liang, the Center for Sustainable Enterprise is an enormously helpful resource for our students. The Career Management Center works very closely with that office to provide assistance, support and job leads for our students.

Virginia R.: how would you say a recruiter typically describes a UNC grad?

Torrey B.: Virginia - typically recruiters feel that KFBS grads are very team oriented, hard working, and show strong leadership skills. They recognize that we spend a lot of time emphasizing leadership here and that it shows.

Virginia R.: thank you.

Ryan O.: What are the job oops for someone in GM

Jennifer_CMC: Ryan, only 4% of the Class of 2008 went into GM (mostly defined as leadership development programs), but more students get opps that are GM paths such as industry finance or marketing. In other words, you can find GM type careers in any number of functions or industries.

Ryan O.: thanks

Sushant: Lily - To what extent are electives/courses customizable for the general management program?

marc_kfbs2009: Sushant: The GM program is very flexible. After the core courses, you are free to take any class that you wish, as long as you meet the credit hour requirement. There is no minimum in any specific function.

Sushant: Thanks, Mark...does KFBS follow a bidding process for courses/electives?

marc_kfbs2009: Sushant: Yes there is a bidding process, but in my experience, I have gotten all of the classes that I wanted, and most people have the same experience.

Sushant: Thanks again, Marc.

Jared O.: Lilly - are you returning to Eli Lilly after b-school - how did u find your internship?

Lily_KFBS2009: Hi Jared O. I turned down an offer from Eli Lilly due to location. It was a great experience and I was able to work on a very important project. I definitely recommend looking into Eli Lilly if you are interested in HC.

ranga b.: i have a question for amrinder, imagine a live project scenario, where say your fundamentals in general mgmt and biz admin topics, fin, mkt, etc helped u view a problem from diff perspectives. now if you realize you need to get back to improve a specific competency say, you didnt estimate the cost feasibility well but did a brilliant marketing plan, do u have the oppurtunity to work more on your financials again at KF. How would that rotation work in reality under the course framework ?

Mahesh: What is done in real world projects, s it actually working with companies or taking current issues and solving them in classroom?

Mahesh: *projects

marc_kfbs2009: Mahesh: In the classroom, we study a lot of cases, such as those published by HBS. These are real world situations that happened in the recent past. In addition, the professors often bring the current events into the classroom. The finance classes are especially lively now with the recent credit crises.

Liang Z.: another question, KFBS is very influential in the region, but when it comes to opportunity nation wide and globally, how would rate the resource?

Jennifer_CMC: Liang, not sure what you mean, but UNC is known nationally and globally for its strength in sustainability education. Our alumni can be found everywhere.

Liang Z.: again, thx Jennifer for your information

Joshua B.: My question is based on Liang's. Do you see a majority of student's leaving NC after KFBS, or are there a good number who end up accepting offers in-state. I'm looking to stay in NC after B-school based on family, etc...

Liang Z.: Thanks Joshua

Lily_KFBS2009: Hi Joshua B. I am staying in NC because of family. However it is difficult to find a job in NC through on-campus Recruiting. you will need to do your own off-campus search.

Joshua B.: Thanks Lily, that's what I had guessed.

David T.: Lily - why do you say it is hard to find jobs in NC through career services? Does that have to do with Wachovia and B of A?

Torrey B.: Joshua - just to follow on Lily's point, Charlotte is growing and there are considerable jobs in that area so as long as you aren't necessarily looking to stay in the RTP there should be opportunities

David T.: why*

Jennifer_CMC: David T-- Many companies in the area are small and tend not to recruit through our office because of just-in-time hiring. Career services, especially on-campus recruiting, are designed for companies that can forecast hiring. We still have contacts with the local firms, but hiring will look very different.

David T.: gotcha, thanks Jennifer

Liang Z.: Hi Torrey, what does RTP stand for? thx

Torrey B.: RTP = Research Triangle Park, this is generally referred to as the business area of the Raleigh/Durham/Chapel Hill area

Liang Z.: thx Torrey for the clarification

Krishna C.: Does have a prior MBA hinder a individuals chances of getting into KFBS?

Peggy T.: Krishna, a prior MBA should not be a hindrance but we will want to understand why you believe another MBA is desirable and what you hope to achieve after your MBA.

Krishna C.: Thanks Peggy

William L.: I have a general question: how do students place in terms of Bulge Bracket Investment Banks and top Management Consulting firms?

Jennifer_CMC: William L, the stats from the Class of 2008 indicate that 11% of our students went into investment banking; 19% in management consulting. These numbers are consistent year to year.

William L.: Thanks Jennifer.

Emre A.: Enrique: Are there any students who were accepted to UNC with 550-600 score and a tough professional background? Or does UNC eliminated students according to their GMAT scores?

Enrique_KFBS2009: Emre - I'm not exactly sure what the stats are, but you can find them on the website. However, the range is somewhere around 590 - 750. Regardless, the school takes everything into account. You are not necessarily eliminated just because of a low GMAT score.

Emre A.: Thank you Enrique..

Joylynn: In response to marc_kfbs2009's note to Cedric on jobs after graduation: Is there a percentage of MBA grads that don't secure jobs after graduation? Do you have any foresight on what the job opportunities will be for MBA's entering school in 2009.

marc_kfbs2009: Joylynn: There are figures on the percent that don't have jobs at graduation, but I'm not sure of the number. For the most part, most people don't have a job because they are searching for a better offer, or are doing something entrepreneurial. This year is a little different because of the economy. I do not know what the prospect will be for those graduating in 2011, it will depend on how the economy recovers.

Kirti C.: What are necessary required skills apart from Pre-Curriculum classes at UNC ?

Amrinder_KFBS2009: Kirti C: Usually the Analytical Skills Workshops (ASW) is sufficient. I only did ASW II and it was sufficient at least for me. Also they're review sessions for the core courses to put you up to speed.

Kirti C.: Thanks Amrinder

Liang Z.: Actually Thx lily, it's too late here in China, I not starting to make mistake :)

Cedric G.: Does anyone know if there are many career changers pursuing Sustainable Ent?

marc_kfbs2009: Cedric: Most (>90%) of MBAs are career changers. So, I would imagine that most of those in sustainable enterprise are also career changers.

Torrey B.: Cedric - many of the students going into Sustainable Enterprise are career switchers as with many different areas coming out of b-school. Sustainable Enterprise is a relatively new career pursuit (compared to Finance/Consulting etc...) and for many students b-school may be their 1st exposure to SE and they combine SE with Corporate Finance or GM or Marketing

Cedric G.: Thanks Torrey, thats what i was hoping to hear

Krishna C.: Are sports and others community related activities at the corporate level give importance in the overall make up of a individuals profile?

Peggy T.: Krishna, we look at all your experiences in leadership or community activities as we assess your profile.

Virginia R.: question for a current KF student : what made you choose Kenan-Flager over other schools?

Pedro A.: good question there

Amrinder_KFBS2009: Virginia: Brand name, costs and financial aid.

Virginia R.: thanks.

marc_kfbs2009: Virginia: For me it was the quality of education, and the culture of the students. Everyone is very personable, great to work with, and collaborative.

Virginia R.: thanks marc.

Andres O.: Lili, How is the on-campus recruiting scheduled?, do companies go to recruit at UNC at the same time that they go to recruit at Duke?. thanks.

Jennifer_CMC: Andres, oftentimes companies recruit at the same time for Duke and UNC. Every school has designated times for companies to recruit.

Andres O.: Thanks Jennifer.

ranga b.: is there provision for sufficient counselling to ensure the candidates dont loose focus and not become dis-oriented especially if there is so much felxibility and rotation . how would i be helped in my attempts to discover myself ?

Lily_KFBS2009: Hi Ranga B. There are a lot of self assessment tools that are provided to students when they start. You can also get a lot of support from staff and faculty.

ranga b.: ok

ranga b.: thanks , i also had a question abt cross training and coming back to redevelop competencies

ranga b.: which was addressed to amrinder

Lily_KFBS2009: Hi Ranga B. I definitely believe that cross-training is a valuable aspect of going to school. I am focused on corporate finance but I am taking a lot of OB and Strategy courses. Companies are looking for well-rounded individuals.

ranga b.: how do you go back and retrain ?

Lily_KFBS2009: Hi Ranga B. You will graduate with your core competencies. Overall I think your employer will have ongoing training to continue to develop your skills

ranga b.: lily thanks for patiently explaining. appreciate it. In your opinion how can i prepare myself for the general mgmt curriculum before the course start ?

ranga b.: what would be your tips and suggestions ?

Lily_KFBS2009: Hi Ranga B, I would look in Vault.com or Wetfeet.com and understand the different industries that are available and what focus area you would like to work in. Make sure to look at your resume and understand where your strengths are so that you can leverage on your background. I would also review calculus, accounting and micro/macro if you can.

ranga b.: thanks for those suggestions.

Virginia R.: how involved are your alumni?

marc_kfbs2009: Virginia: Alumni are very involved. It is part of the KFBS, and great UNC spirit. You will find that alumni are passionate about the school, and helping the students pursue their passions.

Krishna C.: Does KFBS have tie up with other internationally famous business schools for student exchange programs ?

Amrinder_KFBS2009: Krishna: We have links with numerous schools. You can find the information here:<http://www.kenan-flagler.unc.edu/Programs/...>

Liang Z.: Is Duke Energy a major recruiter of UNC graduate? I read a lot of news about this company and particuly interested in its smart grid initiative

marc_kfbs2009: Liang: KFBS is a core school for Duke Energy's recruitment. They are also very close by. We have many alumni there.

Liang Z.: great! Marc, could you elaborate what kind of positions Duke energy offer to UNC MBA graduate?

marc_kfbs2009: Liang: Duke Energy's position is called CAP (Commercial Associate Program). They have career paths in finance, M&A, Rates and Regulations, Sustainability, and other initiatives such as Save-A-Watt. They are very active in alternative energy, but keep in mind that the main source of energy at utilities currently comes from fossil and nuclear sources.

Liang Z.: I see Marc, I would look at it as both a challenge and an opportunity, with the green initiative world wide, I believe energy company will pay more attention on the sustainability area

Santiago S.: Enrique, is the Leadership Initiative part of the general management focus of the school?

Enrique_KFBS2009: Santiago - The Leadership Initiative is part of the curriculum of the MBA program. There are certain leadership activities, seminars, exercises... that you must do as part of the program.

Pedro A.: to students in the club: how many years do you think it will take you to become a general manager?

David T.: Jennifer - what firms have come to campus this year thus far looking for interns and full-timers?

Jennifer_CMC: David, too many to mention. Do you have a specific employer in mind? We are in the midst of intern recruiting now.

David T.: haha, that is good to hear. I have specific interest in the investment management/hedge fund area

Sushant: Peggy: It appears the number of applicants for MBA programs have increased significantly this year. I'm guessing KFBS is/will experience the same (more so since it is one of the few programs with a confirmed loan program for international students). Is there a likelihood of increased intake at KFBS this year?

Peggy T.: Sushant, we believe our class size is one of the strengths of our program. There are no plans to change this.

Sushant: Thanks, Peggy - that's good to know!

Enrique_KFBS2009: Does anyone have a question that has not been answered?

Sushant: Yes, Enrique - Since KFBS conducts exclusive programs for military officers, are there opportunities to interact with them to learn from their experiences?

Pedro A.: hello enrique, me

Pedro A.: to students in the club: how many years do you think it will take you to become a general manager?

Torrey B.: Pedro - that really depends on the type of company and the type of program you end up with. General Managers at larger companies such as BofA or GE tend to be very high level positions and may take upwards of 10 years to achieve that status. At smaller companies you may have a chance sooner than that. Also, if you do go to a larger company and are in a Leadership Development/Rotation program, this usually will fast track you to more senior roles and will cut that time considerably

Pedro A.: thank you Torrey, but for example on your personal case, what do you expect?

Torrey B.: Pedro - it's hard to say but since I will be in a LD/Rotation program I am hoping to move up rapidly and have a 5-7 year window on achieving some kind of significant leadership role

Pedro A.: thank you Torrey

Pedro A.: so, in which areas will be your rotation, torrey?

William L.: I have a question regarding the MAC program: where do students usually work? I did not major in Accounting in college, but I have a 3.55 overall GPA and 3.7 for my Liberal Arts major. Will a non-accounting major hurt my candidacy?

Jennifer_CMC: William L, we are not experts on the MAC program, but my experience tells me that they look primarily for students with very high grades in undergraduate. Most of the grads will go into public accounting.

William L.: I see.

Ran S.: William, are you applying for a master ?

AN: Peggy, Do the candidates who have secured admission hear of them sooner then the deadline ?

Peggy T.: An, we release the decision via e-mail to everyone in that deadline at the same time.

AN: Thanks Peggy

Krishna C.: How does admissions team at KFBS convert percentage scores or CGPA scores into a GPA score, cause each of them is based on a different scale ?

Peggy T.: Krishna, several members of our admissions team have lots of experience with international schools and are able to help us understand these GPAs.

Krishna C.: thanks peggy

Joylynn: One student mentiond the "culture" at UNC has a reason the school was a top choice, Can you describe the culture at the school?

Joylynn: Without visiting campus it's hard to know what culture is like there.

Enrique_KFBS2009: Joylynn - the culture is one of collaboration and teamwork. You really have to be here to experience it but that is the best way I can explain it. Students generally have an interest in helping each other out.

Cedric G.: How do most students take care of their financial obligations while in school? Are there certain jobs on or off campus that many MBA students acquire? or are most people living on loans...?

marc_kfbs2009: Cedric: Most people handle the financial obligations with student loans. You can qualify for full tuition, and for living expenses. I do not know of anyone that is working.

Cedric G.: Thanks

Kirti C.: can you describe a day at UNC?

Lily_KFBS2009: Hi Kirti C. It depends on if you are 1st or 2nd year. There are a lot of classes, group meetings, individual study time, lots of emails and then a rush home to cook dinner. I am so glad that I decided to go to business school.

Joylynn: Are there opportunities to study abroad at UNC?

Amrinder_KFBS2009: Joylyn: The Study Abroad information can be found here: [http://www.kenan-flagler.unc.edu/Programs/...](http://www.kenan-flagler.unc.edu/Programs/)

Joylynn: thanks.

Kelly H.: Current students - for those of you who have friends in other MBA programs, what would you say is unique about UNC vs. other schools?

marc_kfbs2009: Kelly: I think that what makes KFBS unique from the other students is the collaborative culture. Most schools have a culture in which students are very competitive against each other. Here, we are competitive, but we also take time to help each other.

Kelly H.: Thanks, Marc - why do you think that is? Is it the type of students that the adcom selects, or is it something that is fostered in the classroom? (or both..or something else..?)

marc_kfbs2009: Kelly: I think it is the type of student that we attract, and that admissions selects. It seemed that on day one, everyone had a team spirit. The attitude was NOT "This is what I accomplished at my job, and why I'm more important than you." It was a spirit that "I enjoy working with others, seeing them succeed, and I want to help you succeed."

Amrinder_KFBS2009: Hi everyone, we have approximately 15 minutes left for the chat. Feel free to ask us any last minute questions.

Andres O.: Does UNC have grades non-disclosure policy (like Ross Business School and others)?

Jennifer_CMC: Andres, I know that CMC does not divulge grades to employers, but that doesn't mean they don't ask the students!

Andres O.: Thanks. My question was oriented as to competition in class. Some schools say that grades non-disclosure policy helps the program to make it more team-oriented.

Torrey B.: I am entering a rotational program with the Global Human Resources group with Bank of America

Pedro A.: Human Resources, thank you!

Torrey B.: you're welcome

Liang Z.: Hi Marc, have a very practical question here, for conventional company like Duke Energy, do you see international graduate join that company?

marc_kfbs2009: Liang: I think it would be possible for an international student to join an energy club. A friend of mine that is from China had an offer from Progress Energy.

Liang Z.: Hi Marc, thanks for sharing that information, I would definitely learn more about these opportunities, and particularly your Chinese friend if you don't mind :)

John P.: Can someone clarify the differences between leadership and management? This came up in a discussion recently and I would like some feedback here.

Lily_KFBS2009: Hi John P. There are a lot of books written on this, but I would say that leadership is about influence and management is about coordination. You will get both skills at UNC

John P.: Thanks Lily,

Santiago S.: Mark, to now if someone is "fits" in KFBS, what would be the most importante characteristic that he or she should have?

Enrique_KFBS2009: Santiago - you will be a good fit here if you are hardworking, like to have fun, and like to be part of a team. As I mentioned earlier, it is a very collaborative environment.

Santiago S.: Thanks Enrique

marc_kfbs2009: Santiago: Team spirit would be the most important. Of course we look for excellence, and leadership, but it is very important that a person can think about the success of the team, and not just their personal gain.

Kirti C.: Is it really hectic schedule ?

Lily_KFBS2009: Hi Kirti C. First semester was kind of hectic, but this is where you are going through all of your core classes so it is both hectic and exciting. The remainder of the time you can plan your own schedule and add flexibility. Having a hectic time depends on what you want. I tend to take on a lot of work and projects, so I like to stay busy

Kirti C.: Thanks a lot Lily. I am also excited to join MBA program and ready to work hard.

David T.: Jennifer/Lily - what recruiting have you seen from Investment Management firms and hedge funds if any? Additionally, have Goldman, JP Morgan, Morgan Stanley, BofA etc had a presence on campus this year?

Jennifer_CMC: David, Yes, all of the companies you named recruit on campus. We have relationships with many investment management companies, hedge funds, etc., mostly built through our alumni. Our CMC director is from Wall Street, so all of these areas are his specialty.

David T.: Awesome. I'm becoming more excited everyday about getting to CH. Thanks Jennifer.

Pedro A.: So, I am interested in Operations, Enrique Mentioned Sales and Marketing, you Torrey Human Resources, so how do you fit Operations Management with General Management, Torrey or Enrique?

Enrique_KFBS2009: Pedro - different programs have different rotations. For example, you may search for rotational programs with a company like UPS. However, the idea behind General Management is knowing a bit of everything. It is being able to manage the entire enterprise.

Pedro A.: I know, Do you feel ready for that Enrique?

Enrique_KFBS2009: Pedro - that's what the program is for. It's designed to prepare you for that.

Pedro A.: thank you!

Torrey B.: Pedro - I have 5 years of Operations Management experience before and many of my classes (whether in Operations or not) I found very relevant to my time as a Ops Manager. We have leadership classes, org development/behavior classes, as well as technical classes (ops/finance/mkting) that will prepare you for whichever career area you choose to focus in

Pedro A.: that is Great Torrey, thank you too!

Ran S.: Are there many students in KFBS interested about VC?

Ran S.: Venture Capital for media?

Jennifer_CMC: Ran, VC for media is a little too specific but I would say less than 10 students per year focus on VC as a career.

Ran S.: thanx Jennifer

Lesha B.: For someone who wants to pursue entrepreneurship, how's does the general management program help with that? Are the core classes where someone would get that knowledge and training or would that continue through the classes for that particular concentration

Lesha B.: i dont know if someone else already asked this question but i got stuck working through an issue at work and just now got to take my lunch :(

Torrey B.: Lesha - General Management helps with everything

Enrique_KFBS2009: Lesha - General Management is not a program, or a concentration. It is a career pursuit. There is a General Management Club which is dedicated to helping students pursue a career in General Management. However, General Management applies to everything. If you want to be an entrepreneur, you will be managing an enterprise - you will be a general manager.

Lesha B.: Yes this is why i didn't want to miss out on any of that knowledge or classes because as an entrepreneur I will need to have a great foundation

Enrique_KFBS2009 Lesha - the program here will give you that great foundation.

Lesha B.: I'm glad to know it isnt just certain classes that are offered

Lesha B.: thanks!

Lesha B.: I'm so excited for Mondays decisions. Thanks Enrique for your help.

Enrique_KFBS2009: Best of luck Lesha!!

Liang Z.: It's 2:30 AM here in Shanghai, so I am afraid this will be my last question. One of the reasons I see UNC as my best fit school is the High-Tech resources in the RTP area. company such as Lenovo, Intel, IBM, Erricon. will they provide many resource for UNC students for intern and job opportunities?

Jennifer_CMC: Liang -- those companies have been hit pretty hard with the recession, but yes, in a good year, they are very loyal recruiters.

Liang Z.: thx Jennifer

Neha: Hi

Torrey B.: Hi Neha

Neha: Hey Torrey

Ran S.: Jennifer, how is the intership for this year, how tough it is ?

Jennifer_CMC: Ran -- it's rough. Students are very focused now on developing their networking skills along with prepping for the on-campus interviews we have. It's critical to be "on your game" when you are in an interview since recruiters can be as picky as they want this year.

Ran S.: thanx Jennifer, but at least some big companies show a desire to recruit someone right?

Jennifer_CMC: Ran -- yes we still have companies on campus!

Ran S. : thankx Jennifer

Sushant: How often does KFBS revise the curriculum / coursework? When is the next review due?

Torrey B.: Sushant - there is a Curriculum Advisory Board that is made up of students and faculty and they do constantly take feedback from students and try to make changes that will benefit the school population. This is done at least once or twice per year

Sushant: That's good to know, thanks Torrey!

Enrique_KFBS2009: Does anyone have any questions that were not answered?

Virginia R. : one more, how often do professors use the case study method?

marc_kfbs2009: Virginia: It depends on the course, and the professor. There is a range of 2 or 3 cases per Mod, all the way up to a case every day. More of the basic courses that teach a lot of concepts have fewer cases, whereas the courses that apply knowledge use cases almost every day.

Enrique_KFBS2009: Virginia - Most classes use cases. It varies, but you can expect of a mix of cases, lectures, and assignments.

Virginia R.: thanks.

Amrinder_KFBS2009: We have 5 minutes left on the chat session. Please ask us any last minute questions.

Cedric G.: How many of you were on the wait list before being admitted?

Torrey B.: Cedric - I was on the waiting list before being admitted and I know a number of other people who also got in

Cedric G.: Did you find out about any financial aid or scholarships upon initial admission?

Lily_KFBS2009: Hi Cedric G. You get a pretty detailed information packet that includes financial aid.

Cedric G.: Thanks Lily and Torrey

Austin B.: thanks guys, this has been helpful.

Alexandra P.: I have to run, thank you for all the great information!

Rakesh: Amrinder, I would like to know about job opportunities available to international students given stricter visa regulations in US

Jennifer_CMC: Rakesh -- International students are hit harder, of course, when the US economy goes down. Many are planning on returning to their home countries or regions as quite frankly, job opportunities may be better there than in the US this year.

Ivan M.: To all current KFBS students: What one thing would you most recommend for someone starting business school?

Pedro A.: I like Ivan's question!

Paul G.: good question Ivan

ranga b.: good question ivan

Lily_KFBS2009: Hi Ivan M. I recommend saving some extra money. Think about your career path, in this economy you really have to leverage the strengths in your resume

marc_kfbs2009: Ivan: Come prepared to focus on the MBA. If you're trying to sell a home, or rent it out, while taking classes, it can be very time consuming.

ranga b.: the unc students on the chat, do any of you have interest in teaching mgmt fundamentals at KF or picture any specific contribution to the school as an alumni. how would you being helping the next batch ?

Lily_KFBS2009: Hi Ranga B. I will come back on campus to help recruit students and in the future if I am lucky I would like to work in the CMC department

Ivan M.: Thank you Lily and Marc

Enrique_KFBS2009: Ranga - I don't plan on teaching. However, I do plan on contributing as an alumni.

Rakesh: Jennifer, does CMC provide contacts with international companies in Europe/Asia for recruiting?

Jennifer_CMC: Rakesh -- yes, of course, we will help as much as we can with international contacts. Again, we would rely on our alumni as much as possible.

Rakesh: Thanks Jennifer. It was really nice chatting with all of you. I look forward to be a part of KFBS community.

Torrey B.: Last chance....any more questions?

Cedric G.: Thanks for your time!

Amrinder_KFBS2009: Thank you to everyone for participating in the chat session. Good luck with your future endeavor. The chat transcript will be available on the admissions web page approximately in a week.

Joylynn: What grading system is used at UNC, letter grades or pass fail?

Enrique_KFBS2009: Joylynn - it is pass/fail.

Torrey B.: Good Luck

Jared O. : random, but important question - how much do apartments go for in chapel hill - COL is a big consideration for me in choosing a school

Amrinder_KFBS2009: Jared: The cost varies and you'll be sent the details once you're in. It's usually in the \$600-\$1000 range for a single room.

Liang Z.: Thanks all for the great information, happy Chinese new year!

Kirti C.: Thanks a lot to the team KFBS for such informative chat.

Enrique_KFBS2009: Good luck everyone!!!

Pedro A.: thank you, se ya at CH

Kirti C.: Wish u all the best!

Rup B.: Thanks KFBS friends!

Joylynn: Thanks!

Joshua B.: Thanks everyone, great chat! Hope to see you all next year in CH!

Lily_KFBS2009: Good luck!

Sushant: Thank you & have a good day!

Joylynn: Thanks for your time and information

Liang Z.: have a good day everyone , bye

ranga b.: thanks for taking the time, good luck to the current students

Peggy T.: Thank you for your participation in today's chat. We hope it was helpful to all of you.

Mahesh: Thank You

ranga b.: thanks lily, enrique

Kirti C.: Have a good day! bye