



UNC Kenan-Flagler awards 13 new scholarships for its online business certificate program

Expands scholarship to North Carolina State University

The University of North Carolina's Kenan-Flagler Business School has awarded 13 Student Ambassador scholarships for UNC Business Essentials, an online business certificate program.

UNC Business Essentials is designed to provide non-business majors with the essential business knowledge, skills and confidence to differentiate themselves in today's competitive job market. Any student, graduate or individual who wants to strengthen his or her understanding of core business principles can take the online business training program. The Student Ambassador scholarship allows the selected recipients to take the program, which is valued at \$3,200, free of charge.

As UNC Business Essentials enters into its second year, the Student Ambassador scholarship has been expanded to include six students at North Carolina State University in addition to seven students at UNC- Chapel Hill.

The UNC students are Grace Bevilacqua, Lauren Dixon, Sam Ellis, Molly Emmett, Matt Favicchio, Kathleen Lockwood, Keri Majikes. The N.C. State University students are Andrew Austin, Matt Avery, Amber Kenney, Jessica Leslie, Emily Peterson and Ryan Walker.

"While not every college student needs to major in business, everyone can benefit from a firm grasp of business fundamentals," said Jessica Brack, managing director of UNC Business Essentials. "UNC Business Essentials was designed to help non-business majors become fluent in the language of business as they pursue their career goals. Student and recent graduates can develop the knowledge and competitive advantage they need to prepare for their careers and enhance their job prospects."

The UNC Business Essentials program includes six courses: Introduction to Business, Financial Accounting, Economics and Finance, Marketing, Business Operations and Business Communication.

Successful completion of the program allows participants to cite the UNC Business Essentials Certificate from UNC's Kenan-Flagler Business School on their resumes.

The online business training program has no residential requirements, and students can work on their own schedule without interrupting their day-to-day activities or compromising the learning experience.

Russell Martin is a past scholarship recipient who has completed the online program. “UBE's online delivery and self-paced learning program gave me the flexibility I needed to easily tailor the course load to fit with my academic schedule,” Russell said. “While this accessibility and freedom made the program very doable, the quality of the course content was superb, giving me the knowledge and confidence to successfully utilize a broad range of key business concepts in interviews and in practice.”

Martin, a rising junior studying philosophy and economics, credits having the UNC Kenan-Flagler business certificate program on his resume as helping him secure his summer position working in the securities division for Goldman Sachs in New York.

The UNC Business Essentials business certificate program was developed by combining UNC’s expertise in curriculum with Avalon Consulting’s experience in e-learning and instructional design. UNC partnered with TopSchool for the student portal and information system and Agilix for the course management system.

For more information on UNC Business Essentials, go to <http://www.kenan-flagler.unc.edu/businessessentials/>, call 1-866-821-9458 or visit the Student Ambassador blogs at <http://blogs.kenan-flagler.unc.edu/ube/>.

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