



Student Ambassador Scholarship Program Builds Momentum With 19 New Scholarships

The University of North Carolina's Kenan-Flagler Business School has awarded 19 Student Ambassador scholarships for UNC Business Essentials, the online business certificate program designed to provide non-business majors with the essential business knowledge, skills and confidence to differentiate themselves in today's competitive job market.

The nineteen UNC-Chapel Hill students who received the scholarship, valued at \$3,200, will serve as UNC Business Essential ambassadors for the upcoming academic year by educating others about the online business certificate program and its benefits. These students are Lucy Barber, Bryan Burton, Shamra Byrne, Wenjun Chen, Catherine DiPaci, Lucy Emerson, Christie Harrison, Matt Hoehn, Issac Kaufman, Sahar Kazemzadeh, Allen Liu, Daniel Miller, Ariel Price, Kelsey Rozier, Lauren Salvia, Shana Smith, Lauren Stewart, Taylor Sullivan, and Connie Tran.

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 students to cite the UNC Business Essentials Certificate from UNC's Kenan-Flagler Business School on their resumes.

Russell Martin, a former UNC Business Essentials Student Ambassador, reflects on how the program also facilitated his internship search. "During interviews, my ability to apply concepts learned in the course gave me the confidence to present and structure my responses to questions in a relevant and accurate manner...but another benefit to the UBE program also became increasingly obvious; having UNC's Kenan-Flagler Business School as a credential certainly made an impact on recruiters."

The online 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. Jessica Brack, managing director of UNC Business Essentials, highlights the flexibility of the program, "This program is 100% online, can be started at anytime, and can be tailored to any schedule. We even have Kenan-Flagler graduate students available 24/7 via discussion boards to help ensure that participants gain a thorough understanding of the materials."

UNC Business Essentials 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, call 1-866-821-9458 or go to <http://www.kenan-flagler.unc.edu/businessessentials/>. To hear what past and current Student Ambassadors have to say about Business Essentials and how it has helped them prepare for the business world, visit the Business Essentials blog at <http://blogs.kenan-flagler.unc.edu/ube/>.

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