



UNC Kenan-Flagler creates scholarship program  
to provide non-business majors with business skills and knowledge

The University of North Carolina's Kenan-Flagler Business School has created a new scholarship to the UNC Business Essentials program for non-business majors.

UNC Business Essentials is an online certificate program that provides students with the essential business knowledge, skills and confidence to differentiate themselves in the competitive job market.

The UNC Business Essentials Student Ambassador scholarship, valued at \$3,200, was awarded to seven undergraduate students: Annie Clark, Jay Jeffords, Mykia Johnson, Russel Martin, NC Nwoko, Erica Pressley and Nathan Stephenson.

"After work experience and studying abroad in Asia, I've come to the realization that in today's world, an understanding of business is practically required," said Annie Clark, a scholarship recipient who recently returned from Thailand. "However, I take all my classes in the College of Arts & Sciences and rarely have I had a chance to take a course on anything related to business. As a Student Ambassador, I have the excellent opportunity of taking the UNC Business Essentials class and sharing my experience with other Carolina students. The knowledge I gain and the skills I develop will transfer to any career I have in the future."

While not every college student needs to major in business, learning the essential concepts of business can help prepare anyone to make an impact in their career, said Susan Cates, associate dean of UNC Executive Development at UNC Kenan-Flagler.

The online program has no residential requirements, and students can work on their own schedules without interrupting their day-to-day activities. It includes a total of six courses: Introduction to Business, Financial Accounting, Economics and Finance, Marketing, Business Operations and Business Communication.

Students who successfully complete the program can list the UNC Business Essentials Certificate from UNC Kenan-Flagler on their resume.

“It's a scary time to graduate,” said Clark. “We know the market doesn't look good right now and students are not guaranteed positions just because they have a B.A. Competition is fierce; as students with little work experience, anything you can do to make yourself stand out helps.”

“The UNC Business Essentials program also gives job seekers confidence in interviews and the workplace,” said Jessica Brack, Managing Director of UNC Business Essentials. “Many UNC Business Essentials students are recent college graduates preparing to enter the workforce. The knowledge and experience they gain from the program translates to marketable business skills in an interview.”

For more information on UNC Business Essentials, go to:

<http://www.kenan-flagler.unc.edu/businessessentials/> or call 1-866-821-9458.

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