

## **UNC Kenan-Flagler awards scholarships for its online business certificate program**

The University of North Carolina's Kenan-Flagler Business School has awarded seven Student Ambassador scholarships to the UNC Business Essentials, an 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.

Seven students at UNC-Chapel Hill received the Student Ambassador Scholarship, which is valued at \$3,200. These students are Tirza Calderon, Kathleen Cline, Amanda Conklin, Rachel Myrnick, Jennifer Nicolaisen, Kevin Overby and Julisa Schmoke.

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.

Molly Emmett, a current UNC Business Essentials Student Ambassador, reflects in her blog about how the program helped her in a recent internship. "As a non-business major or minor, the opportunity and decision to intern for a large retail company was taking me a bit outside my comfort zone and knowledge base, but working through Business Essentials helped me gain a better perspective and business-minded outlook at work every day." Emmett comments that the marketing course was especially relevant during her internship because it helped connect the concepts she was learning through observation on the job and exemplified the importance of marketing for a retail organization.

The online program has no residential requirements. Students can have rich learning experiences and work on their own schedules.

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