



UNC
KENAN-FLAGLER
BUSINESS SCHOOL



MBA

SUMMER PROGRAMS

ANALYTICAL SKILLS WORKSHOP (ASW)

TOOLS OF FINANCIAL MARKETS



ASW OFFERINGS

Courses

These four classes lay the foundation for several Mod I and Mod II core courses:

Analytical Tools Provides a review of the techniques of data analysis, sampling and estimation, hypothesis testing, multiple regression and decision analysis.

Financial Accounting Prepares you for the fundamentals of financial statement preparation and financial statement analysis.

Finance (ASW II only) Touches on basic concepts of finance, including time value of money, valuation, portfolio theory, the role of financial markets, asset pricing and the risk-return trade-off.

Microeconomics (ASW II only) Introduces students to two broad decision areas: (1) analysis of the markets where the firm buys inputs and sells its output and (2) setting prices and production levels for the firm. Also provides an introduction to Excel applications and an applied mathematics review. (1/2 course)

Workshops

Career Management Center Workshops (ASW II only) Begin your career search and establish a relationship with the members of the Career Management Center with the following workshops:

- Resume Writing
- Networking
- Researching Industries and Functions
- Conducting a Personal Career Assessment Using CareerLeader®

Case Analysis Coursework in Mods I and II will involve case studies. This workshop will teach you how to effectively break down, analyze and present a case.

Excel 101 Teaches those with a working knowledge of Excel more advanced uses.

Advanced Excel Teaches those with a working knowledge of Excel more advanced uses.

PowerPoint for Presentation Skills Teaches effective presentation skills essential for the Program and beyond.

U.S. Language & Culture (ASW II only) Designed to give international students an understanding of life at UNC Kenan-Flagler, in Chapel Hill and in the United States. We'll deal with issues such as American English, U.S. culture and other topics that will help facilitate international students' success.

Business Writing Essentials Provides the essential tools needed for effective business writing from cover letters to case write-ups.

Money and Financial Aid Learn about tuition charges and the ins and outs of financial aid.

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he MBA Program offers two summer sessions prior to the start of the academic year. Most students participate in one or both sessions. ASW offers incoming students these dynamic enrichment opportunities.

EXPLORE EVERYTHING KENAN-FLAGLER HAS TO OFFER.

“Coming from a liberal arts background, I felt ASW prepared me to enter the fall semester with a foundation of quantitative skills. It’s a great way to learn about the school and community and there are many opportunities to start your career preparation and studies.”

— MARY KNIGHTON-BRENNER,
MBA 2013



TRANSITION FROM WORK TO STUDY WITH EASE.

“Coming into the MBA Program I had very strong quantitative skills. However, having not stepped inside a classroom in a few years, ASW afforded me the opportunity to revisit concepts and theories I studied as an undergrad. I was able to ease back into the routine of being a busy MBA student, and by the time orientation arrived, I was well prepared and relaxed.”

— JOHN ALLEN, MBA 2013



NETWORK WITH CLASSMATES; EXPERIENCE CHAPEL HILL LIFE.

“Networking is an important activity in any business school experience. ASW allowed me a unique opportunity to begin networking with my classmates and learn about their backgrounds which served as the foundation for many friendships.”

— MICHAEL DONOVAN, MBA 2013



MASTER ESSENTIAL TOOLS FOR MBA PROGRAM SUCCESS.

“ASW provides an opportunity for students to meet and socialize with their fellow classmates, freshen up on their academics and comfortably settle in to life in Chapel Hill. ASW prepares you to hit the ground running when the real work begins in Mod I.”

— JAMES PACALA, MBASA PRESIDENT, MBA 2012

FEATURED FACULTY FOR ANALYTICAL SKILLS WORKSHOPS

Sridhar Balasubramanian
Associate Professor, Marketing

Larry Chavis
Assistant Professor of Entrepreneurship

Tim Flood
Adjunct Assistant Professor, Management and Corporate Communication

Mark H. Lang
Professor, Accounting

Alan W. Neebe
Professor, Operations, Technology and Innovation Management

Arzu Ozuguz
Assistant Professor, Finance

C. J. Skender
Adjunct Professor, Accounting

Judy Tisdale
Associate Professor, Management and Corporate Communication Program

PLANNED SOCIAL EVENTS

- Carolina Inn Fridays on the Front Porch (family-friendly)
- Durham Bulls Game (family-friendly)
- He's Not Here
- Jordan Lake Picnic (family-friendly)
- Town Hall Grill in Southern Village
- Pool Party at Alta Springs (family-friendly)
- Top of the Hill

ASW FEE STRUCTURE*

ASW I Cost (two full courses)	\$2,500
Financial Accounting	
Analytical Tools	
ASW II Cost (for ASW I attendees)	
Microeconomics and Finance	\$1,700
Finance only	\$1,300
1/2 Microeconomics only	\$750
ASW II Cost (for non-ASW I attendees)	
1 Full Course	\$1,500
2 Full Courses	\$2,500
1/2 Microeconomics	\$800

* Subject to change; student loans available. Students are required to pay a non-refundable deposit of \$200 for each individual course (including the Microeconomics half course).



“Being a career switcher, I was concerned about gaining exposure to Bloomberg and FactSet as early as possible. The Tools of Financial Markets gave me the exposure and afforded the opportunity to experience the power and effectiveness of the Capital Markets Lab, which is an incredible resource.”

— JEB TERRY, MBA 2011

TOOLS OF FINANCIAL MARKETS

Tools of Financial Markets provides students with an early introduction to the financial technology tools used each day by Wall Street professionals.

Program Benefits

- Access to Bloomberg and other financial technology that hone marketable interview skills and enhance effectiveness in summer internships beginning day one
- Research opportunities, using identical technology that interviewers and recruiters use, for knowledgeable and well-trained presentation in interviews
- Dynamic financial technology training in a pressure-free setting with no competing demands or distractions

Each day features multiple sessions and practical application. Bloomberg and Factset trainers will be onsite to provide detailed and specific product training on the latest offerings for each software package. The last day of the program features a “competitive” valuation exercise with hands-on use of Bloomberg and FactSet applications. This exercise will not only prepare you for your upcoming financial studies, but also assist participants in preparing for job/internship interviews.

Given the demands of the regular core MBA academic program, the last day session emphasizing valuation and interview preparation is only offered during this program. Also, only participants of Tools of the Financial Market will receive custom Bloomberg and Factset overview guides for a recent merger and acquisition (and previous years’ guides as well).

The required materials fee is \$900. Registration is through the same system used for other ASW courses. The program is limited to 45 students and registration is on a first-come, first-served basis. You must enroll in ASW I or ASW II to be eligible to enroll in this course.

Shaping Leaders | Driving Results®

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