



UNC  
KENAN-FLAGLER  
BUSINESS SCHOOL

The University of North Carolina at Chapel Hill  
Kenan-Flagler Business School



# MBA SUMMER PROGRAMS

Analytical Skills Workshop (ASW)  
Tools of Financial Markets (TOFM)

“ASW was one of the key drivers for my decision to attend UNC Kenan-Flagler.”

Charles Townsend  
MBA Class of 2015



# ASW Courses

## Analytical Tools

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

Related concepts include:

- INTRODUCTION TO EXCEL SOLVER
- DESCRIPTIVE STATISTICS
- INTRODUCTORY PROBABILITY CONCEPTS
- RANDOM VARIABLES

## Finance

Touches on basic concepts of finance, including time value of money, valuation, portfolio theory, the role of financial markets, asset pricing and risk-return.

Related concepts include:

- CALCULATING VALUES  
PRESENT & FUTURE VALUES  
ANNUITIES  
PERPETUITIES
- VALUING CASH FLOWS  
BOND PRICING  
CAPITAL INVESTMENTS  
EQUITY VALUATIONS
- FINANCIAL MARKETS  
INSTITUTIONAL BACKGROUND  
BASIC PRICING CONCEPTS (CAPM)  
BASIC INVESTMENT TOOLS (PORTFOLIO THEORY)



## MASTER ESSENTIAL SKILLS FOR MBA PROGRAM SUCCESS

“Coming into the MBA Program, I had strong quantitative skills but had not been in a classroom for many years. ASW enabled me to revisit concepts I had seen previously as an undergraduate, while also introducing me to a whole new world of business terminology, frameworks, theories and other information I had not seen before. By easing back into the classroom and learning how to be a student again, I was well prepared and relaxed for the start of the academic year.”

Matt Schey  
MBA Class of 2015

## Financial Accounting

Prepares you for the fundamentals of financial statement preparation and financial statement analysis (balance sheet, income statement, statement of cash flows).

Related concepts include:

- KNOWLEDGE OF THE ACCOUNTING CYCLE
- RECORDING SIMPLE FINANCIAL TRANSACTIONS
- UNDERSTANDING THE SYSTEM OF DEBITS AND CREDITS
- FINANCIAL REPORTING CONCEPTS
- ANNUAL REPORTS

## SUMMER ASW FEE STRUCTURE

ASW Cost – Includes mandatory two courses (Required of all enrolled ASW students)	\$3,000
Additional/Third Course (Recommended for most students)	\$1,000
Workshops (Career, case analysis, presentation skills, etc.)	INCLUDED
Microeconomics Primer	INCLUDED
Lunches/Social Events	INCLUDED

Register for ASW and TOFM through your personal Admitted Student Website URL

ASW participants are required to take a minimum of two academic courses from among Analytical Tools, Financial Accounting and Finance. Most students elect to take all three courses. Each academic course meets daily, and workshops are offered periodically throughout the ASW calendar.

Students are required to pay a non-refundable deposit of \$500 to enroll in ASW. Student loans available.

# ASW Workshops

## Career Management Center Workshops

Begin your career search and establish a relationship with the members of the Career Management Center with the following workshops:

- RESUME WRITING
- DEFINING AND REFINING YOUR "ELEVATOR PITCH" TO PROSPECTIVE EMPLOYERS
- NETWORKING
- RESEARCHING INDUSTRIES AND FUNCTIONS
- CONDUCTING A PERSONAL CAREER ASSESSMENT USING CAREERLEADER®

## Microeconomics (primer)

Introduces students to two broad decision areas:

- ANALYSIS OF THE MARKETS: WHERE THE FIRM BUYS INPUTS AND SELLS ITS OUTPUT
- SETTING PRICES AND PRODUCTION LEVELS FOR THE FIRM

## Case Analysis

Coursework in Mods I and II will involve case studies. This workshop will teach you how to effectively assess, analyze, and present a business case utilizing the case method.

## The MBA Classroom

Introduces students to critical communication and technology platforms, academic systems, and classroom policies for successfully navigating the MBA Program.

## Excel

Teaches those with an introductory knowledge of Excel, additional critical skills.

## Advanced Excel

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

## PowerPoint for Presentation Skills

Teaches effective presentation skills essential for the MBA Program, internships, and career success.

## Student Presentations

Provides students with practice and feedback related to presentation structure, slide design, and delivery.

## U.S. Language & Culture

Gives international students an understanding of life at UNC Kenan-Flagler, 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.

## SOCIAL EVENTS MAY INCLUDE:

- Top of the Hill Welcome Social
- Carolina Inn Fridays on the Front Porch
- Durham Bulls Game
- Jordan Lake Picnic
- Movie Night in Southern Village
- Pool Party
- UNC Basketball Museum
- Tobacco Road Sports Cafe

## EXPOSURE TO CAREER MANAGEMENT RESOURCES

“ As a career switcher, I found the ASW career workshops invaluable. These workshops allowed additional time to explore career concentrations, refine my resume and “elevator pitch,” to network with classmates, and to familiarize myself with the resources of the Career Management Center (CMC). Learning to utilize the abundance of digital resources and interacting with the CMC staff during the summer months provided an important head start to my career switch process. ”

David A. Bookhout  
MBA Class of 2015



## NETWORK WITH CLASSMATES

“ Networking is an important activity in any business school experience. ASW provided a unique opportunity to network with my classmates, to learn about their backgrounds and careers, all while socializing with them during a fun summer in Chapel Hill. ASW provided the foundation for most of the new friendships I have today. ”

Jessica Fischburg  
MBA Class of 2015

INTERNATIONAL STUDENT  
TRANSITION TO LIFE IN CHAPEL  
HILL AND THE UNITED STATES

“ I strongly recommend attending ASW. Beyond being a great learning and social environment, ASW enabled me to comfortably transition from my life in Brazil to Chapel Hill and the U.S.

Housing, insurance, banking, buying a car and getting a driver's license are just a few of the items I was able to accomplish prior to the heavy workload and time commitment experienced with the start of classes in August.

ASW enabled me to be fully settled into Chapel Hill early.”

Gustavo Poletto  
MBA Class of 2014

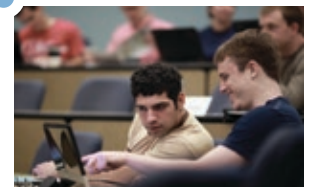
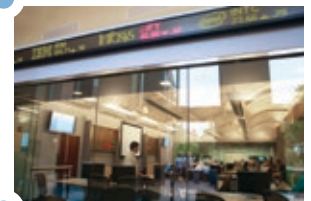
# Tools of Financial Markets (TOFM)

Tools of Financial Markets provides an introduction to the financial technology tools used daily by Wall Street professionals.

- Hands-on access to Bloomberg and other financial technology that hone skills, increase preparedness and enhance effectiveness for summer internships and job marketability
- Research opportunities, using identical technology that interviewers and recruiters use for knowledgeable and well-trained presentations in interviews
- Dynamic financial technology training in a pressure-free setting without competing demands or distractions

Each day features multiple sessions and practical application of financial technology. Bloomberg and FactSet trainers will be on site to provide detailed and specific product training for each software package, including latest offerings.

The final day of the program features a “competitive” valuation exercise with hands-on use of Bloomberg and FactSet applications that will prepare you for upcoming financial studies and job and internship interviews. This intensive last-day session is offered only during this program, and participants will also receive custom Bloomberg and FactSet overview guides for a recent merger and acquisition along with the previous years' guides.



## SUMMER TOFM FEE STRUCTURE

Required Materials Fee

\$1,000

The program is limited to 45 students and registration is on a first-come, first-served basis. You must enroll in ASW to be eligible to enroll in the TOFM summer workshop. Students are required to pay a non-refundable deposit of \$200 to enroll in TOFM.

Register for ASW and TOFM  
through your personal  
Admitted Student Website URL



Shaping Leaders & Driving Results®

[www.kenan-flagler.unc.edu](http://www.kenan-flagler.unc.edu)

For additional details about the Analytic Skills Workshop or Tools of Financial Markets, log on to the Admitted Student website.

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