



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)

“ After 7 years away from a classroom, ASW gave me the opportunity to knock the rust off. ASW was extremely valuable, even as an undergrad business major, because I knew that I didn’t want to relearn finance on my own over the summer. It was great to sharpen these skills in the classroom, taught by the same professors that we had in the first semester, in a less formal setting prior to the start of Mod I. The MBA Core moves so quickly that I’m thankful I had time to readjust to the classroom in a low pressure atmosphere.”

Dave Shevlin
MBA Class of 2019



MASTER ESSENTIAL SKILLS FOR MBA PROGRAM SUCCESS

“ As a career switcher, I wasn’t sure what to expect from the academics of business school. ASW made me feel comfortable and confident in the classroom.”

Zack DeDuco
MBA Class of 2019

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

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

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)



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

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.

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

ASW Workshops

Career & Leadership Workshops

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

- IDENTIFYING YOUR CAREER INTERESTS AND MAPPING THEM TO POSSIBLE MBA CAREER PATHS
- DRAFTING AND REVIEWING YOUR MBA RESUME
- DEVELOPING AND REFINING YOUR "ELEVATOR PITCH" FOR EMPLOYERS
- LEARNING AND PRACTICING EFFECTIVE NETWORKING

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, calendars 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.

NETWORKING EVENTS MAY INCLUDE:

- Top of the Hill Welcome Social
- Carolina Inn Fridays on the Front Porch
- Durham Bulls Game
- Pool Party
- UNC Basketball Museum
- Tobacco Road Sports Cafe
- Carolina BBQ Lunch

EXPOSURE TO CAREER RESOURCES

“ I was very nervous about my career search when I showed up for ASW because I was undecided about what I wanted to do. The faculty and staff during ASW assured me it was fine to be undecided because attending ASW would give me a head start. Throughout ASW we learned how to network in various social settings, reach out to professionals to inquire about their given careers and practice interview skills. We also received early feedback on how to craft our resumes and how to use LinkedIn as a tool for thorough networking. ”

Silas Baird
MBA Class of 2019



NETWORK WITH CLASSMATES

“ ASW gave me an invaluable jump start on meeting my classmates. When classes started, I already felt established and comfortable, which made the rigor of the work much easier to handle. The relationships I established during ASW are still shaping my UNC Kenan-Flagler experience. ”

Frank Maguire
MBA Class of 2019

REGRET FOR
NOT ATTENDING ASW

“ When I walked into day one of orientation was when I recognized the benefits of ASW the most. My classmates who had attended ASW already knew about 65% of our class after having spent the last month together and learning their way around Chapel Hill as a group. Those of us who did not attend ASW were more nervous, unsure of their surroundings and couldn't get to the nearest gas station without technological assistance. If I had it to do over again, I'd attend ASW!



Sean D'Hoostelaere
MBA Class of 2019



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

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

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