UNC KENAN-FLAGLER BUSINESS SCHOOL

MBA Data, Digital Analysis and Tech: At A Glance

21%
OF UNC MBA GRADUATES ENTER TECH ROLES

Today's digital economy requires leaders and specialists that can collect large amounts of data and transform it into actionable intelligence. This requires a deeper understanding of "smart" technology such as pervasive computing and machine learning as well as an understanding of new forms of information made possible by big data and analytics. This concentration provides a broad and in-depth view of statistical modeling, data management, visualization and analysis of big data, as well as the technologies that make it possible. These skills are applied in the contexts of improving decision making, effective presentation and the identification of competitive opportunities. These are highly marketable skills and prepare students for broad functional roles in fast-paced companies typically found in the digital technology, life-sciences and biotechnology sectors.

OVERALL 2019 MBA COMPENSATION

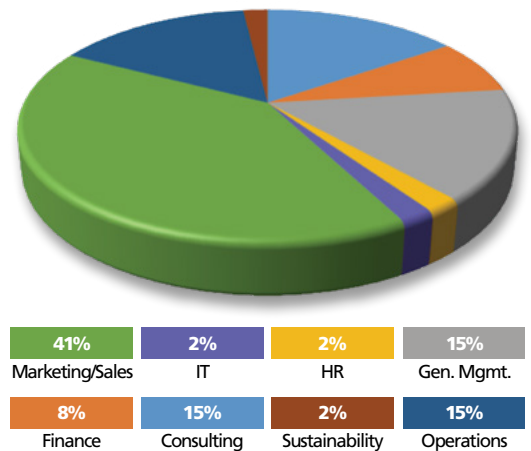|	MEAN
BASE SALARY	$123,980
SIGNING BONUS	$29,585

SELECT EMPLOYERS
- AMAZON
- DELL
- CISCO
- GOOGLE (NO ONE IN CLASS OF 2018)
- FACEBOOK
- QUALTRICS
- SALESFORCE
- QUICK BASE
- MICROSOFT
- NVIDIA
- APPLE
- SAMSUNG DISPLAY COMPANY

SELECT CLASSES OFFERED   ✱ Required

MBA 706	Data Analytics: Tools & Opportunities*
MBA 720	Technology Strategy & Business Innovation*
MBA 748A	Marketing Analytics: Big Data & Marketing*
MBA 704	Value Chain Innovation: Technology, Data and Analytics
MBA 716	Machine Learning: Strategy & Execution
MBA 755	Digital Marketing
MBA 760	Pricing
MBA 775	Strategic Economics
MBA 791A	Current Topics in Finance: FinTech
MBA 803S	Storytelling With Data
MBA 893B	Healthcare Analytics

TECH JOBS BY FUNCTION: CLASS OF 2018

41% Marketing/Sales	2% IT	2% HR	15% Gen. Mgmt.
8% Finance	**15%** Consulting	**2%** Sustainability	**15%** Operations

"UNC Kenan-Flagler has a long history of collaboration with the technology industry. We take a comprehensive view of the technology landscape; biotech, nanotech, 3D printing, robotics, wireless communication, data and processing. This allows us to explore the impact of technology on traditional as well as emerging industries. Because of this approach, our students have successfully landed jobs in firms that are creating innovative technology and firms that are using technology to change the frontier of healthcare, manufacturing and business."

Dr. Albert Segars - PNC Distinguished Professor

KEY RESOURCES

FACULTY
Our Data, Digital Analysis and Technology concentration is led by academic and industry leaders who have extensive practical experience with the world's leading technology companies. Our faculty leverage their direct experience advising technology companies on current trends and cutting-edge technologies. Professor Albert Segars is the lead faculty of the concentration and the PNC Distinguished Professor of Strategy & Entrepreneurship. He has published extensively in both academic and practitioner journals and held posts in Research and Development with IBM, Apple, and the Department of Defense. His recent research "Seven Technologies that are Remaking the World" is a featured article in technology innovation by MIT's Sloan Management Review.

CAREER & LEADERSHIP
Within the UNC Kenan-Flagler Career & Leadership department is a career coach dedicated to students pursuing careers in the technology industry. Our technology career coach provides career programming that is tailored to the technology industry's just-in-time recruiting timeline, accompanies students on a West Coast career trek to visit companies and provides 1-on-1 coaching with MBA students to prepare them to succeed in the recruiting process. Within Career & Leadership we also have an Employer Engagement specialist who manages relationships with tech companies and works to expand the roster of tech companies that recruit students from UNC Kenan-Flagler.

BUSINESS TECHNOLOGY CLUB
The student-led Business Technology Club (BTC) provides opportunities for interacting with leading employers through career treks, practical insights to potential careers, peer learning and collaboration. The BTC also partners with local technology companies to offer mentoring programs to students.