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.

**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.