

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

CONNECT & ENGAGE



Undergraduate Business Recruiter Guide



KENAN-FLAGLER BUSINESS SCHOOL
Undergraduate Business Program



Our Students Emerge As Leaders

UNC Kenan-Flagler is singular in the world of business education. For over a century, we've fostered a unique, applied-learning environment characterized by a culture of collaboration and world-class leadership development.

#7	U.S. NEWS & WORLD REPORT
	<ul style="list-style-type: none"> #7 OVERALL #7 MANAGEMENT #7 MARKETING #9 ENTREPRENEURSHIP #9 FINANCE

#6	POETS & QUANTS
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Class Profile*

CLASS ENTERING IN	MAJORS		MINORS	
	2020	2021	2020	2021
CLASS SIZE	371	390	62	70
MEDIAN GPA	3.76	3.8	3.72	3.75
MALE	55%	57%	50%	53%
FEMALE	45%	43%	50%	47%
UNDERREPRESENTED MINORITIES	18%	18%	19%	14%
FIRST-GENERATION	13%	12%	22%	6%
INTERNATIONAL STUDENTS	11%	10%	6%	10%

*Based on statistics at the time of admission.

STUDENTS WITH FOR-CREDIT IMMERSIVE INTERNATIONAL STUDY EXPERIENCE **68%**

STUDENTS WITH SECOND MAJOR OR MINOR OUTSIDE OF THE BUSINESS SCHOOL **59%**



Undergraduate Business Curriculum

PREREQUISITE COURSES

- CALCULUS-BASED MATHEMATICS
- INTRODUCTION TO ECONOMICS
- INTRODUCTION TO FINANCIAL ACCOUNTING
- INTRODUCTION TO STATISTICS
- MICROECONOMIC THEORY



CORE COURSES

- BUSINESS ANALYTICS
- BUSINESS ETHICS
- CORPORATE FINANCE
- CORPORATE STRATEGY
- FINANCIAL ACCOUNTING
- LEADING AND MANAGING
- MANAGEMENT AND CORPORATE COMMUNICATION
- OPERATIONS MANAGEMENT
- PRINCIPLES OF MARKETING
- STRATEGIC MANAGEMENT



AREAS OF EMPHASIS

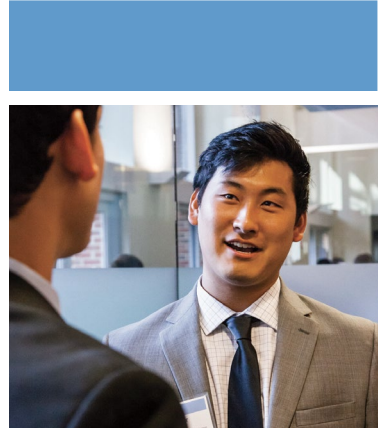
- CONSULTING
- ENTREPRENEURSHIP
- FINANCE:
 - INVESTMENT BANKING
 - INVESTMENT MANAGEMENT
 - MULTINATIONAL FINANCE
 - REAL ESTATE
- MARKETING MANAGEMENT & SALES
- OPERATIONS



Leadership Begins With Student Clubs And Organizations

- 180 DEGREES CONSULTING
- ACCOUNTING CLUB
- ASCEND
- BUSINESS TECHNOLOGY CLUB
- CAROLINA CASE CHALLENGE
- CAROLINA REAL ESTATE CLUB
- CAROLINA THINK
- CAROLINA WOMEN IN BUSINESS
- COMMUNITY, EQUITY & INCLUSION BOARD
- CONSULT YOUR COMMUNITY
- CONSULTING CLUB
- DEAN'S ADVANCEMENT COUNCIL
- DELTA SIGMA PI
- FAMILY BUSINESS CLUB
- FINANCE SOCIETY
- FUTURE BUSINESS LEADERS OF AMERICA
- GLOBAL PROGRAMS SPECIALISTS
- HEALTHCARE CLUB
- INTERNATIONAL BUSINESS CLUB
- KENAN SCHOLARS
- MARKETING CLUB
- MINORITY BUSINESS STUDENT ALLIANCE

- MONEY THINK
 - OPERATIONS CLUB
 - PRIDE@UNC
 - SUSTAINABILITY IN BUSINESS
 - SYMPOSIUM CORE COMMITTEE
 - TAMID
 - UNDERGRADUATE AMBASSADORS
- CONTACT STUDENT LEADERS:**
KENAN-FLAGLER.UNC.EDU/STUDENT-LIFE/UNDERGRADUATE/CLUBS



2019-2020 Undergraduate Business Student Outcomes

CLASS OF 2020	
KNOWLEDGE RATE	98%
% JOB SEEKERS EMPLOYED	98%
EMPLOYED FULL-TIME	85%
ENROLLED IN FURTHER STUDY	13%
NOT SEEKING	0%
SUCCESS RATE	98%
STILL SEEKING	2%

FULL-TIME COMPENSATION		
SALARY DISCLOSURE RATE	95%	
	MEAN	MEDIAN
BASE SALARY	\$72,357	\$72,000
SIGNING BONUS	\$7,927	\$7,500

INTERNSHIP STATISTICS CLASS OF 2021	
SUMMER 2020 INTERNSHIP	96%
AVERAGE SUMMER INCOME	\$12,379
PAID / STIPEND	80%

Internship statistics reflect a 50% response rate from anticipated Class of 2021 business majors.

EMPLOYMENT BY INDUSTRY	FULL-TIME		INTERNSHIP	
	MEAN SALARY	% OF STUDENTS	MEAN INCOME	% OF STUDENTS
FINANCIAL SERVICES	\$78,104	37%	\$15,208	42%
CONSULTING	\$74,850	22%	\$11,368	17%
TECHNOLOGY / SCIENCE	\$69,143	11%	\$10,098	11%
CONSUMER PACKAGED GOODS / RETAIL	\$68,100	4%	\$11,450	1%
REAL ESTATE / CONSTRUCTION	\$69,445	4%	\$10,695	6%
MARKETING / ADVERTISING / PR	\$61,273	4%	\$7,415	4%
HEALTHCARE	\$67,714	3%	\$7,830	1%
MEDIA / ENTERTAINMENT	\$57,286	3%	\$12,425	4%
ACCOUNTING	\$64,667	1%	\$8,600	1%
OTHER	\$62,896	11%	\$10,400	11%

EMPLOYMENT BY FUNCTION	FULL-TIME		INTERNSHIP	
	MEAN SALARY	% OF STUDENTS	MEAN INCOME	% OF STUDENTS
FINANCE	\$76,874	40%	\$14,818	48%
• Investment Banking / Sales & Trading	\$83,667	49%	\$17,989	43%
• Internal Finance	\$65,933	14%	\$11,062	22%
• Real Estate	\$68,333	4%	\$10,953	5%
• Investments	\$78,333	10%	\$15,791	13%
• Other Finance	\$70,080	24%	\$13,458	16%
CONSULTING	\$74,632	26%	\$11,041	22%
MARKETING / SALES	\$61,400	14%	\$8,742	12%
ANALYTICS	\$73,750	7%	\$11,015	5%
OPERATIONS / PRODUCTION	\$62,300	4%	\$8,139	3%
GENERAL MANAGEMENT	\$73,143	3%	\$6,479	3%
ENTREPRENEUR / FOUNDER	\$75,000	1%	\$7,730	1%
OTHER	\$61,415	7%	\$11,469	6%

EMPLOYMENT BY REGION								
REGION	NORTH CAROLINA	NORTHEAST	SOUTH*	MID-ATLANTIC	WEST	SOUTHWEST	MIDWEST	OUTSIDE U.S.
FULL-TIME % of students	32%	27%	15%	11%	6%	5%	4%	2%
INTERN % of students	33%	28%	17%	4%	9%	3%	3%	3%

*NC not included.

CT, MA, ME, NH, NJ, NY, RI, VT

AL, AR, FL, GA, KY, LA, MS, SC, TN

DC, DE, MD, PA, VA, WV

AK, CA, HI, ID, MT, NV, OR, UT, WA, WY

AZ, CO, NM, OK, TX

IA, IL, IN, KS, MI, MN, MO, ND, NE, OH, SD, WI

TOP 3 FULL-TIME DESTINATIONS		
NEW YORK, NY	CHARLOTTE, NC	ATLANTA, GA
20%	14%	9%

This report conforms to The National Undergraduate Business Symposium First Destination Reporting Standards (NUBS Standards), which can be found online at (<http://tinyurl.com/NUBStandards>). The career outcomes data presented are based upon a Knowledge Rate of 98% (with a base survey Response Rate of 90%) for the Class of 2020. The full-time compensation data presented are based upon a Response Rate of 97% and a Salary Disclosure Rate of 95% for the Class of 2020. Success Rate defined as students with a positive outcome (full-time employment, continuing education, or military service plus those who are not seeking employment or continuing education). Still Seeking statistic includes students either still seeking employment (2%) or further education (0%). "Other" full-time industries include: Defence (0.4%), Education (0.7%), Energy (0.7%), Government (1.1%), Hospitality (0.7%), Manufacturing (0.7%), Non-profit (0.4%), Retail (2.2%), Sports/Leisure (0.7%), and students who selected "Other" (3.3%). "Other" full-time functions include: Accounting (0.4%), Education (1.1%), Human Resources (0.4%), Info Tech (1.4%) and students who selected "Other" (3.6%).

Employer Engagement Opportunities

Academic Calendar

Spring 2021

Classes Begin	January 19
Wellness Days	February 15-16, March 11-12, April 5
Holiday	April 2
Classes End	May 5
Exams End	May 14
Graduation	May 16

University Career Services (UCS)

UCS manages on-campus recruiting for all undergraduate and graduate students (except MBA, MAC, Medical, Law, and Dental) at UNC. UCS is a full-service career office that offers a variety of resources and activities (in-person and virtual), including:

- Job, fellowship, and volunteer postings
- Company presentations and information sessions
- On-campus interview scheduling
- Experiential learning opportunities (job shadows, career treks, paid part-time jobs)
- Career fairs (Fall and Spring fairs based on industry, majors, job functions, and special student populations)
- Graduate & professional school information fairs (Law, health, and general programs)
- Networking opportunities with employers and alumni (diversity-themed events, career panels, and employers-in-residence)
- Employer partners and sponsors programs

Undergraduate Business Symposium

This premier career event for undergraduate students provides career education, networking, and skill development through interactive panels, specialized workshops, and learning opportunities involving more than 450 students and over 125 company representatives.



symposium.kenan-flagler.unc.edu

Student Teams Achieving Results (STAR)

The STAR program is an experiential learning program that teams UNC Kenan-Flagler Business School undergraduate and MBA students supported by expert faculty to address complex business challenges for global or local companies, not-for-profit organizations, or government agencies. With valuable corporate partner input, the students and faculty advisors develop strategic and creative recommendations that offer extraordinary value at a significant savings compared to traditional consulting services.

www.star.unc.edu



Assured Enrollment Program

This program is designed to effectively acclimate a select group of students who secured assured enrollment to the Undergraduate Business Program upon entering the university.

Students in the Assured Enrollment Program have the opportunity to engage in leadership development training, enroll in a specially designed course to learn about business and career development, explore global business through immersive international experiences, and network with UNC Kenan-Flagler faculty, staff, students and alumni.

Global Learning Opportunities in Business Education (GLOBE®)

The GLOBE® program brings together three of the world's best business schools to provide 18 undergraduate students a premier business education that spans the globe. UNC partners with the Chinese University of Hong Kong (CUHK) and the Copenhagen Business School (CBS) to offer a unique, integrated global business curriculum that spans 3 semesters and 3 continents to prepare students as future managers and business leaders.

In each region, GLOBE® students participate in interactive off-site visits and capstone studies with public and private sector organizations to engage in dynamic learning centered around local expertise that has global relevancy.



Selected Employer Partners

ACCENTURE
ALPHASIGHTS
AMAZON
ANHEUSER-BUSCH
BAIN & COMPANY
BANK OF AMERICA
BARCLAYS
BLACKROCK
BOSTON CONSULTING GROUP

CAPITAL ONE
CISCO
COMCAST/NBC UNIVERSAL
CREDIT SUISSE
DELOITTE
EASTDILL SECURED
EY
GARTNER
GOLDMAN SACHS

HARRIS WILLIAMS & CO.
IBM
INSIGHT SOURCING GROUP
J.P. MORGAN
KPMG
THE LINK GROUP
MCKINSEY & COMPANY
MORGAN STANLEY
NEWELL BRANDS

ORACLE
PRICEWATERHOUSECOOPERS
PROCTER & GAMBLE
RAYMOND JAMES
RED VENTURES
REGIONS BANK
TRUIST
WELLS FARGO
WALMART

Recruiting at UNC Kenan-Flagler Business School

UNDERGRADUATE BUSINESS	<p>EMPLOYER RELATIONS TEAM 919.962.0339 UBP-Recruiting@kenan-flagler.unc.edu</p>	<p>Undergraduate Business Program UNC Kenan-Flagler Business School P 919.962.3235 McColl Building, CB 3490 Chapel Hill, NC 27599-3490 kenan-flagler.unc.edu/programs/undergraduate/career/for-recruiters/</p>
UNIVERSITY CAREER SERVICES (UCS) A key recruiting partner of the Undergraduate Business Program	<p>EXTERNAL RELATIONS TEAM RODERICK LEWIS 919.962.6507 Rockrick.Lewis@unc.edu</p> <p>JULIE PENDERGRAPH 919.962.7886 Julie_Pendergraph@unc.edu</p>	<p>University Career Services 219 Hanes Hall, CB 5140 P 919.962.6507 Chapel Hill, NC 27599</p> <p>To post a job or an internship for undergraduates at UNC-Chapel Hill: careers.unc.edu/employers</p> <p>careers.unc.edu</p>
MBA PROGRAMS <ul style="list-style-type: none"> • FULL-TIME MBA • MBA@UNC • EXECUTIVE MBA 	<p>EMPLOYER ENGAGEMENT & RECRUITING TEAM 919.962.3570 EmployerEngagementTeam@kenan-flagler.unc.edu</p>	<p>Career and Leadership for MBA & Alumni UNC Kenan-Flagler Business School P 919.962.3570 McColl Building, CB 3490 Chapel Hill, NC 27599-3490 EmployerEngagementTeam@kenan-flagler.unc.edu</p>
MASTER OF ACCOUNTING	<p>ALLISON MANNING 919-962-6378 Allison_Manning@kenan-flagler.unc.edu</p>	<p>Master of Accounting (MAC) UNC Kenan-Flagler Business School P 919.962.3209 McColl Building, CB 3490 Chapel Hill, NC 27599-3490 mac_info@unc.edu</p>
ALUMNI	<p>SANDRA CHANDLER 919.962.1627 Sandra_Chandler@kenan-flagler.unc.edu</p>	<p>Career and Leadership for MBA & Alumni UNC Kenan-Flagler Business School P 919.962.3533 McColl Building, CB 3490 Chapel Hill, NC 27599-3490 EmployerEngagementTeam@kenan-flagler.unc.edu</p>
EXECUTIVE DEVELOPMENT	<p>MILES ROSEN 919.962.3452 ExecDev@kenan-flagler.unc.edu</p>	<p>UNC Executive Development UNC Kenan-Flagler Business School P 919.962.3452 Rizzo Center, CB 3445 Chapel Hill, NC 27599-3445</p>

