Today's managers are inundated with data that comes in large volume at immense velocity and in diverse, structured and unstructured forms. Our graduates develop a deep understanding of business problems and the analytical skills to make informed, data-driven strategic decisions.”

Rajdeep Grewal
Townsend Family Distinguished Professor of Marketing Concentration
Co-Leader for Business Analytics and Management Science

EDUCATIONAL RESOURCES

World-class Faculty
The concentration’s curriculum is led by academic and industry leaders who have extensive practical experience with the world's leading technology-based and data-driven companies. Our faculty leverage their direct experience advising companies on current data analysis trends and cutting-edge technologies in order to bring current and relevant lessons to the classroom.

Business Technology Club
The student-led Business Technology Club (BTC) provides opportunities to interact with leading employers through career treks, practical insights on potential careers, peer learning and collaboration. The BTC also partners with local technology companies to offer mentoring to students.
UNC Kenan-Flagler has numerous resources for students pursuing careers at the crossroads of technology, data, and business.

**Career Coaching**
With the support of dedicated career coaches, students get access to:
- One-on-one coaching
- Career programming that aligns with their professional goals
- Assistance with alumni and recruiter networking

**Recruiting Support**
Our employer engagement specialists manage relationships with firms across industries such as energy, retailing, consumer packaged goods, fintech, biotechnology and healthcare to continually work to expand the roster of companies that recruit UNC Kenan-Flagler MBA graduates focused on the importance of data in the modern business landscape.

“**The explosion in the availability of data has enabled organizations to collect a wealth of information for their business operations. This concentration is designed to develop problem-solving skills that improve students’ ability to lead an organization through a wide variety of decision-making challenges – from rapid-fire problems requiring “quick and dirty” analysis, to strategic conundrums requiring extensive investigation. The tools learned in this concentration have practical applications in a significant variety of functional areas and industries.**”

Vinayak Deshpande
Professor and Area Chair of Operations and Mann Family Distinguished Scholar Concentration Co-Leader for Business Analytics and Management Science

**Recruiters from all industries** look for knowledge in business analytics to successfully analyze various types of information to make practical, data-driven business decisions.

**CAREER PATHS**
- Product Management
- Product Marketing Management
- Strategy
- Operations/Supply Chain/Procurement
- Data Analysis
- Sales
- Consulting
- Finance
- Project Management
- Human Resources
- General Management

**KEY EMPLOYERS**
- Amazon
- Apple
- Bank of America
- Dell
- Deloitte Consulting
- Cisco
- Google
- Facebook
- Microsoft
- Nvidia
- Qualtrics
- Quick Base
- Salesforce
- Tesla

**COMPENSATION**

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<tr>
<th>BASE SALARY</th>
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*Mean compensation in 2022 for UNC Kenan-Flagler Full-Time MBA graduates*