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.

#8 U.S. NEWS & WORLD REPORT

#6 POETS & QUANTS

Leadership Begins With Student Clubs And Organizations

- 180 DEGREES CONSULTING
- ACORD
- BUSINESS TECHNOLOGY CLUB
- CAROLINA CARE CHALLENGE
- CAROLINA REAL ESTATE CLUB
- CAROLINA THINK
- COMMUNITY, EQUITY & INCLUSION BOARD
- CONSULT YOUR COMMUNITY
- DEAN'S ADVANCEMENT COUNCIL
- DELTA SIGMA PI
- FAMILY BUSINESS CLUB
- FUTURE BUSINESS LEADERS OF AMERICA
- GLOBAL PROGRAMS SPECIALISTS
- HEALTHCARE CLUB
- INTERNATIONAL BUSINESS CLUB
- INTERNATIONAL FINANCE
- KENAN SCHOLARS
- MARKETING CLUB
- MINORITY BUSINESS STUDENT ALLIANCE
- MONEY THINK
- OPERATIONS CLUB
- PRIDE@UNC
- SUSTAINABILITY CLUB
- UNDERGRADUATE CONSULTING CLUB
- UNDERGRADUATE FINANCE SOCIETY
- UNDERGRADUATE MARKETING MANAGEMENT & SALES ORGANIZATIONS
- UNDERGRADUATE REAL ESTATE
- UNDERGRADUATE鍬 deficits

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 AND PROJECT MANAGEMENT PRINCIPLES OF MARKETING
- STRATEGIC MANAGEMENT

AREAS OF EMPHASIS

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

Class Profile*

<table>
<thead>
<tr>
<th>MAJORS</th>
<th>MINORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>2022</td>
</tr>
<tr>
<td>CLASS SIZE</td>
<td>393</td>
</tr>
<tr>
<td>MEDIAN GPA</td>
<td>3.8</td>
</tr>
<tr>
<td>FEMALE</td>
<td>54%</td>
</tr>
</tbody>
</table>

First Generation 12% 10% 9% 13%

International (Students) 10% 8% 8% 7%

Students With For Credit Immersive International Study Experience 66%

Students With Second Major Or Minor Outside Of The Business School 68%

Classification At Time Of Admission.

U.S. NEWS & WORLD REPORT

#8 OVERALL
#7 MANAGEMENT
#8 MARKETING
#9 ENTREPRENEURSHIP
#10 REAL ESTATE

POETS & QUANTS

#6 CLASS SIZE

393 386 20 19

FEMALE 54% 54% 53% 52%

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- UNDERGRADUATE MARKETING MANAGEMENT & SALES ORGANIZATIONS
- UNDERGRADUATE REAL ESTATE
### Class of 2021

#### Employment by Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>Full-Time</th>
<th>Internship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Services</td>
<td>$77,778</td>
<td>$73,735</td>
</tr>
<tr>
<td>Consulting</td>
<td>$70,791</td>
<td>$65,810</td>
</tr>
<tr>
<td>Technology/Science</td>
<td>$63,696</td>
<td>$61,028</td>
</tr>
<tr>
<td>Real Estate/Construction</td>
<td>$49,000</td>
<td>$49,000</td>
</tr>
<tr>
<td>Consumer Packaging Goods</td>
<td>$71,000</td>
<td>$69,765</td>
</tr>
<tr>
<td>Healthcare</td>
<td>$69,000</td>
<td>$69,765</td>
</tr>
<tr>
<td>Marketing/Advertising/PR</td>
<td>$91,176</td>
<td>$91,176</td>
</tr>
<tr>
<td>Retail</td>
<td>$36,400</td>
<td>$35,765</td>
</tr>
<tr>
<td>Architecture</td>
<td>$64,600</td>
<td>$64,600</td>
</tr>
<tr>
<td>Media/Entertainment</td>
<td>$62,867</td>
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</tr>
<tr>
<td>Sport/Recreation</td>
<td>$64,765</td>
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</tr>
<tr>
<td>Other</td>
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</tr>
</tbody>
</table>

#### Employment by Function

<table>
<thead>
<tr>
<th>Function</th>
<th>Full-Time</th>
<th>Internship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance</td>
<td>$76,625</td>
<td>$76,625</td>
</tr>
<tr>
<td>• Investment Banking / Sales &amp; Trading</td>
<td>$82,160</td>
<td>$15,716</td>
</tr>
<tr>
<td>• Internal Finance</td>
<td>$71,964</td>
<td>$10,070</td>
</tr>
<tr>
<td>• Real Estate</td>
<td>$69,636</td>
<td>$10,647</td>
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<tr>
<td>• Investments</td>
<td>$80,167</td>
<td>$16,052</td>
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<tr>
<td>• Other Finance</td>
<td>$69,000</td>
<td>$13,415</td>
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</tbody>
</table>

#### Employment by Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Full-Time</th>
<th>Internship</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Carolina</td>
<td>34%</td>
<td>38%</td>
</tr>
<tr>
<td>Northeast</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>South*</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Midwest</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Southeast</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>Northwest</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td>Outside US</td>
<td>3%</td>
<td>0%</td>
</tr>
</tbody>
</table>

#### Internship Employment

<table>
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<tr>
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<th>Full-Time</th>
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<tbody>
<tr>
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<td>$63,696</td>
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<tr>
<td>Energy</td>
<td>$49,000</td>
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</tr>
<tr>
<td>Hospitality</td>
<td>$71,000</td>
<td>$69,765</td>
</tr>
<tr>
<td>Non-profit</td>
<td>$69,000</td>
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</tr>
<tr>
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#### Employment by Industry

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#### Top Offering Industries

- Financial Services
- Consulting
- Technology/Science
- Real Estate/Construction
- Consumer Packaging Goods
- Healthcare
- Marketing/Advertising/PR
- Retail
- Architecture
- Media/Entertainment
- Sport/Recreation
- Other

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This report conforms to The National Undergraduate Business Symposium First Destination Reporting Standards (NUBS Standards), which can be found online at [http://tinyurl.com/NUBSStandards](http://tinyurl.com/NUBSStandards). The career outcomes data presented are based upon a Knowledge Rate of 96% (with a base survey Response Rate of 86%) for the Class of 2021. The full-time compensation data presented are based upon a Response Rate of 96% and a Salary Disclosure Rate of 96% for the Class of 2021. 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 (1.5%) or further education (0.3%). “Other” full-time industries include: Accounting (0.4%), Education (0.4%), Energy (0.4%), Hospitality (0.4%), Non-profit (0.4%), Pharma/Biotech (0.8%), Transportation/Logistics (0.4%), and students who selected “Other” (1.9%). “Other” full-time functions include: Accounting (0.4%), Education (0.4%), Human Resources (0.4%), Logistics (0.4%) and students who selected “Other” (3.8%).

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*Contact information removed for privacy reasons.*

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*Region notes:*
- North Carolina
- Northeast
- South
- Midwest
- West
- Southeast
- Southwest
- Outside US

---

*Industry notes:*
- Financial Services
- Consulting
- Technology/Science
- Real Estate/Construction
- Consumer Packaging Goods
- Healthcare
- Marketing/Advertising/PR
- Retail
- Architecture
- Media/Entertainment
- Sport/Recreation
- Other

---

*Functional notes:*
- Finance
- • Investment Banking / Sales & Trading
- • Internal Finance
- • Real Estate
- • Investments
- • Other Finance
- • Technology
- • Information Technology
- • General Management
- • Marketing
- • Data Science
- • Operations / Production
- • Entrepreneur / Founder
- • Other

---

*Salary notes:*
- Base Salary
- Mean Salary
- Median Salary
- Signing Bonus
- Base Salary Disclosure Rate
- Mean Salary Disclosure Rate

---

*Other notes:*
- Knowledge Rate
- Employed
- Full-Time
- Enrolled in Further Study
- Not Seeking
- Still Seeking
- Success Rate
- Job Seekers
- % Job Seekers
Employer Engagement Opportunities

Academic Calendar

<table>
<thead>
<tr>
<th>Semester</th>
<th>Start Date</th>
<th>End Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2022</td>
<td>January 10</td>
<td>April 27</td>
</tr>
<tr>
<td>Spring 2023</td>
<td>March 14-18</td>
<td></td>
</tr>
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</table>

Experiential Learning Activities

The UBP team works with employers and students to facilitate experiential learning activities including employer treks, industry bootcamps, case competitions, and networking opportunities. For more information, visit https://www.kenan-flagler.unc.edu/.

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).

Student Teams Achieving Results (STAR)

The STAR program is an experiential learning program that trains UNC Kenan-Flagler Business School undergraduate and MBA students supported by expert faculty to address complex business challenges posed by 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. For more information, visit http://www.star.unc.edu/.

Global Learning Opportunities in Business Education (GLOBE®)

The GLOBE® program brings together three of the world’s best business schools to provide 18 UNC select 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. For more information, visit http://globemba.unc.edu/.

Reader: An AI assistant designed to help with natural language processing tasks. It can understand and generate human-like responses to a variety of queries and requests. It is designed to be flexible and adaptable, able to learn from new information and adjust its behavior accordingly. It is trained on a wide range of data, including text and images, and is able to perform a variety of tasks, such as answering questions, generating text, and even playing games. Its goal is to provide useful and accurate information in a way that is easy to understand and use.