



UNDERGRADUATE BUSINESS OVERVIEW & OUTCOMES



KENAN-FLAGLER BUSINESS SCHOOL
Undergraduate Business Program



OUR STUDENTS EMERGE AS LEADERS.

The Undergraduate Business Program at UNC Kenan-Flagler prepares today's students to become tomorrow's leaders. With the essential skills, knowledge, and experience needed for long-term career success, our graduates enter the business world ready to make an impact, ready to inspire others, and ready tackle key challenges, close to home and around the world.

#8	U.S. NEWS & WORLD REPORT
	#8 Overall
	#7 Management
	#8 Marketing
	#9 Entrepreneurship
	#10 Finance
#10	#10 Real Estate
	POETS & QUANTS

CLASS PROFILE*

CLASS ENTERING IN	MAJORS		MINORS	
	2022	2023	2022	2023
CLASS SIZE	386	415	79	104
MEDIAN GPA	3.86	3.82	3.74	3.68
MALE	54%	57%	53%	61%
FEMALE	46%	43%	47%	39%
UNDERREPRESENTED MINORITIES	16%	16%	25%	14%
FIRST GENERATION	10%	12%	13%	11%
INTERNATIONAL	9%	9%	7%	4%

* Based on statistics at the time of admission.

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

62%*

* Average of last 4 years

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

74%

UNDERGRADUATE BUSINESS CURRICULUM

PREREQUISITE COURSES

- Calculus-based Mathematics
- Introduction to Business: People, Profits, Planet
- Introduction to Economics
- Introduction to Statistics



CORE COURSES

- Business Analytics
- Business Ethics
- Corporate Finance
- Corporate Strategy
- Financial Accounting
- Intermediate Microeconomics
- 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
- Marketing Management & Sales
- Operations
- Real Estate



LEADERSHIP BEGINS WITH STUDENT CLUBS AND ORGANIZATIONS

- 180 Degrees Consulting
- Ascend
- Business Cares Club
- Business Technology Club
- Carolina Case Competition
- Carolina Real Estate Club
- Carolina Think
- Carolina Women In Business
- Community, Equity & Inclusion Board
- Consult Your Community
- Dean's Advancement Council
- Delta Sigma Pi
- Eta Omega Chi
- Family Business Club

- Future Business Leaders of America
- Global Programs Specialists
- Healthcare Club
- International Business Club
- Kenan Scholars
- Association of Latino Professionals for America
- Marketing Club
- Minority Business Student Alliance
- Money Think
- Non-Profit & Public Sector Club
- Operations Club
- Pride@UNC
- Scale and Coin

- Scholars of Finance
- Sigma Eta Pi
- Sustainable Business Club
- Symposium Core Committee
- Tamid
- Undergraduate Accounting Club
- Undergraduate Ambassadors
- Undergraduate Consulting Club
- Undergraduate Finance Society
- Venture Capital

Contact student leaders:
go.unc.edu/ubpclubs

2021-2022 UNDERGRADUATE BUSINESS STUDENT OUTCOMES

CLASS OF 2022	
KNOWLEDGE RATE	96%
% JOB SEEKERS EMPLOYED	97%
EMPLOYED FULL-TIME	89%
ENROLLED IN FURTHER STUDY	6%
NOT SEEKING	1%
SUCCESS RATE	97%
STILL SEEKING	3%

FULL-TIME COMPENSATION	
SALARY DISCLOSURE RATE	91%

	MEAN	MEDIAN
BASE SALARY	\$83,525	\$80,000
SIGNING BONUS	\$9,394	\$10,000

INTERNSHIP STATISTICS CLASS OF 2023	
SUMMER 2022 INTERNSHIP	94%
AVERAGE SUMMER INCOME	\$13,595
PAID / STIPEND	97%

Internship statistics reflect a 65% response rate from anticipated Class of 2023 business majors.

EMPLOYMENT BY INDUSTRY	FULL-TIME		INTERNSHIP	
	MEAN SALARY	% OF STUDENTS	MEAN INCOME	% OF STUDENTS
FINANCIAL SERVICES	\$92,104	39%	\$16,174	42%
CONSULTING	\$83,808	23%	\$12,518	19%
TECHNOLOGY/SCIENCE	\$79,077	12%	\$12,922	11%
REAL ESTATE/CONSTRUCTION	\$81,818	5%	\$10,443	7%
CONSUMER PACKAGED GOODS/RETAIL	\$70,000	3%	\$8,545	2%
MEDIA/ENTERTAINMENT	\$63,667	3%	\$11,538	2%
MARKETING/ADVERTISING/PR	\$64,286	3%	\$11,706	4%
HEALTHCARE	\$68,167	2%	\$9,510	1%
AEROSPACE	\$76,500	1%	n/a	0%
SPORTS/LEISURE	\$65,000	1%	\$6,997	2%
TRANSPORTATION/LOGISTICS	\$67,667	1%	\$7,230	1%
OTHER	\$65,507	8%	\$12,066	10%

EMPLOYMENT BY FUNCTION	FULL-TIME		INTERNSHIP	
	MEAN SALARY	% OF STUDENTS	MEAN INCOME	% OF STUDENTS
FINANCE	\$90,959	40%	\$15,630	47%
• Investment Banking/Sales & Trading	\$102,375	40%	\$18,092	34%
• Internal Finance	\$73,304	23%	\$13,451	25%
• Real Estate	\$92,500	2%	\$16,120	1%
• Investments	\$91,905	22%	\$16,110	28%
• Other Finance	\$84,273	14%	\$12,958	11%
CONSULTING	\$81,899	29%	\$13,624	16%
MARKETING/SALES	\$66,000	14%	\$8,526	13%
ANALYTICS	\$72,923	6%	\$11,587	5%
OPERATIONS/PRODUCTION	\$71,000	3%	\$12,939	3%
INFORMATION TECHNOLOGY	\$106,500	3%	\$15,358	2%
GENERAL MANAGEMENT	n/a	< 1%	\$10,492	4%
OTHER	\$62,800	6%	\$8,521	11%

EMPLOYMENT BY REGION								
REGION	NORTH CAROLINA	NORTHEAST	SOUTH**	MID-ATLANTIC	WEST	SOUTHWEST	MIDWEST	OUTSIDE U.S.
FULL-TIME % OF STUDENTS	28%	26%	23%	10%	6%	3%	3%	2%
INTERN % OF STUDENTS	35%	25%	14%	7%	8%	7%	4%	0%

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

** NC not included.

TOP 3 FULL-TIME DESTINATIONS		
NEW YORK, NY	CHARLOTTE, NC	ATLANTA, GA
19%	16%	16%

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>). The career outcomes data presented are based upon a Knowledge Rate of 96% (with a base survey Response Rate of 88%) for the Class of 2022. The full-time compensation data presented are based upon a Response Rate of 89% and a Salary Disclosure Rate of 91% for the Class of 2022. 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 (1%). "Other" full-time industries include: Accounting (0.8%), Education (0.4%), Energy (0.4%), Non-profit (0.4%), Pharma/Biotech (0.4%), Retail (0.4%), Defense (0.8%), Government (0.8%), Manufacturing (0.4%) and students who selected "Other" (2.7%). "Other" full-time functions include: Entrepreneur/Founder (0.4%), Education (0.4%), General Management (0.4%), Human Resources (0.4%), Logistics (0.4%) and students who selected "Other" (3.9%).

EMPLOYER ENGAGEMENT OPPORTUNITIES

ACADEMIC CALENDAR

Spring 2023

Classes begin	Jan. 9
Holiday	Jan. 16
Well-being days	Feb. 13-14, April 6
Spring Break	Mar. 13-17
Holiday	April 7
Classes end	April 28
Exams end	May 9
Graduation	May 14

Fall 2023

Classes begin	Aug. 20
Holiday	Sept. 4
Well-being days	Sept. 5, Sept 25
Fall Break	Oct. 19-20
Holiday	Nov. 22-24
Classes end	Dec. 6

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 400 students and over 125 company representatives. The event typically is held in September on an annual basis.

symposium.kenan-flagler.unc.edu



UNDERGRADUATE BUSINESS
SYMPOSIUM
Connect. Engage. Grow.

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 specially designed courses 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. Each spring the UBP hosts a networking event with employers and these students.

EXPERIENTIAL LEARNING ACTIVITIES

The UBP team works with employers and student club leaders to facilitate experiential learning activities including employer treks, industry bootcamps, case competitions and networking connections. Contact UBP-Recruiting@kenan-flagler.unc.edu to learn more.

UNIVERSITY CAREER SERVICES (UCS)

UCS manages on-campus recruiting for all undergraduate and graduate students (except MBA, 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).

careers.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 even 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.

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 with a premier business education that spans the globe. We offer a unique, integrated global business curriculum for three semesters on three continents to prepare students as future managers and business leaders.

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



SELECTED EMPLOYER PARTNERS

Accenture
AlphaSights
Amazon
Anheuser-Busch
Bain & Company
Bank of America
Barclays
Barings
BlackRock

Boston Consulting Group
Capital One
Cisco
Comcast / NBCUniversal
Credit Suisse
Deloitte
Deutsche Bank
Eastdill Secured
EY

Gartner
Goldman Sachs
Harris Williams & Co.
IBM
Insight Sourcing Group
J.P. Morgan Chase
KPMG
The Link Group
McKinsey & Company

Morgan Stanley
Oracle
PricewaterhouseCoopers
Procter & Gamble
Raymond James
Red Ventures
Regions Bank
Truist
Wells Fargo

Bolded names represent employers who onboarded the greatest number of full-time hires and interns from UNC Kenan-Flagler's Undergraduate Business Program in the past three academic years (Class of 2020, 2021 and 2022).

RECRUITING AT UNC KENAN-FLAGLER BUSINESS SCHOOL

UNDERGRADUATE BUSINESS	EMPLOYER RELATIONS TEAM 919.962.0339 UBP-Recruiting@kenan-flagler.unc.edu	Undergraduate Business Program UNC Kenan-Flagler Business School McColl Building, CB 3490 Chapel Hill, NC 27599-3490 go.unc.edu/UBP-Recruiters
UNIVERSITY CAREER SERVICES (UCS) A key recruiting partner of the Undergraduate Business Program	EXTERNAL RELATIONS & RECRUITMENT TEAM Roderick Lewis 919.962.6507 Rockrick.Lewis@unc.edu Julie Pendergraph 919.962.7886 Julie_Pendergraph@unc.edu	University Career Services 219 Hanes Hall, CB 5140 Chapel Hill, NC 27599 To post a job or an internship for undergraduates at UNC-Chapel Hill: careers.unc.edu/employers careers.unc.edu
MBA PROGRAMS <ul style="list-style-type: none"> • Full-Time MBA • MBA@UNC • Executive MBA 	EMPLOYER ENGAGEMENT & RECRUITING TEAM 919.962.0929 EmployerEngagementTeam@kenan-flagler.unc.edu	Career and Leadership for MBA & Alumni UNC Kenan-Flagler Business School McColl Building, CB 3440 Chapel Hill, NC 27599-3490 mba.unc.edu
MASTER OF ACCOUNTING	Shannon Keith 919.962.6378 Shannon_Keith@kenan-flagler.unc.edu Master of Accounting (MAC) mac_info@unc.edu	Master of Accounting (MAC) UNC Kenan-Flagler Business School McColl Building, CB 3490 Chapel Hill, NC 27599-3490 mac.unc.edu
ALUMNI	Sandra Chandler 919.962.1627 Sandra_Chandler@kenan-flagler.unc.edu Career and Leadership for MBA & Alumni 919.962.3570 EmployerEngagementTeam@kenan-flagler.unc.edu	Career and Leadership for MBA & Alumni UNC Kenan-Flagler Business School McColl Building, CB 3440 Chapel Hill, NC 27599-3490 kenan-flagler.unc.edu/alumni
EXECUTIVE DEVELOPMENT	UNC Executive Development 1.800.UNC.EXEC 919.962.3452 unc_exec@unc.edu	UNC Executive Development Rizzo Center 130 DuBose Home Lane Chapel Hill, NC 27517 ExecDev.unc.edu