



# UNDERGRADUATE BUSINESS OVERVIEW & OUTCOMES



Kenan-Flagler  
Business School



# 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.

## CLASS PROFILE\*

	MAJORS	BUSINESS MINORS	REAL ESTATE MINORS	BUSINESS OF HEALTHCARE MINORS
CLASS ENTERING IN	2026	2026	2026	2026
CLASS SIZE	525	83	26	37
MEDIAN GPA	3.86	3.73	3.54	3.66

\*Based on statistics at the time of admission.

## RANKINGS:

#8	U.S. NEWS
#9	POETS & QUANTS

## STUDENTS WITH FOR-CREDIT IMMERSIVE INTERNATIONAL STUDY EXPERIENCE

**58%\***

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

**92%\***

\*Based on the Class of 2025.

## UNDERGRADUATE BUSINESS CURRICULUM

<b>PREREQUISITE COURSES</b>	<ul style="list-style-type: none"><li>• Introduction to Business: People, Profit and Planet</li><li>• Calculus-Based Mathematics</li><li>• Introduction to Statistics</li><li>• Introduction to Economics</li></ul>	
<b>CORE COURSES</b>	<ul style="list-style-type: none"><li>• Management and Corporate Communication</li><li>• Operations Management</li><li>• Legal &amp; Ethical Environment of Business</li><li>• Leading and Managing</li><li>• Principles of Marketing</li><li>• Financial Accounting and Analysis</li><li>• Corporate Finance</li><li>• Business Analytical Applications</li><li>• Strategic Management</li><li>• Corporate Strategy</li><li>• Intermediate Microeconomics or Applied Microeconomics for Business</li></ul>	
<b>AREAS OF EMPHASIS</b>	<ul style="list-style-type: none"><li>• Business of Health</li><li>• Consulting</li><li>• Entrepreneurship</li><li>• Finance</li><li>• Investment Banking</li><li>• Investment Management</li><li>• Managing People and Organizations</li><li>• Marketing</li><li>• Multinational Finance</li><li>• Operations Management</li><li>• Real Estate</li><li>• Sustainability</li></ul>	

## LEADERSHIP BEGINS WITH STUDENT CLUBS AND ORGANIZATIONS

- Accounting Club
- Ascend
- Association of Latino Professionals for America
- Bandana Project
- Behavioral Economics Club at UNC
- Business Cares Club
- Business Improv
- Business Page Turners
- Business Technology Club
- Carolina Real Estate Club
- Carolina Sport Business Club
- Carolina Women in Business
- Community, Equity & Inclusion Board
- Consulting Club
- Consult Your Community
- Dean's Advancement Council
- Diverse Abilities in Business
- Eta Omega Chi
- Family Business Club
- Finance Society
- Future Business Leaders of America
- Global Programs Specialists
- Healthcare & Business Club
- International Business Club
- International Development Research Club (IDRC@UNC)
- Intersection of Business and Politics Club
- Luther Hodges Scholars
- Marketing Club
- Minority Business Student Alliance
- Money Think
- Non-Profit & Public Sector Club
- Operations Club
- Pi Sigma Epsilon
- Pride@UNC
- Scholars of Finance
- Sigma Eta Pi
- Social Entrepreneurship Club
- Student Leadership Council
- Students 4 Students
- Sustainable Business Club
- TAMID Group
- Tar Heel Alpha
- Undergraduate Business Ambassadors
- Venture Capital Club
- Wellness Advocates
- Women in Consulting at Carolina
- 180 Degrees Consulting

Contact student leaders:  
[go.unc.edu/ubpclubs](http://go.unc.edu/ubpclubs)

## 2024-2025 UNDERGRADUATE BUSINESS STUDENT OUTCOMES

CLASS OF 2025		EMPLOYMENT BY INDUSTRY		FULL-TIME		INTERNSHIP	
				MEAN SALARY	% OF STUDENTS	MEAN INCOME	% OF STUDENTS
KNOWLEDGE RATE	95%	FINANCIAL SERVICES	\$92,735	47%	\$16,698	52%	
% JOB SEEKERS EMPLOYED	99%	CONSULTING	\$89,172	21%	\$13,690	17%	
EMPLOYED FULL-TIME	84%	TECHNOLOGY/SCIENCE	\$78,434	9%	\$13,010	6%	
ENROLLED IN FURTHER STUDY	11%	REAL ESTATE/CONSTRUCTION	\$79,182	9%	\$9,729	9%	
NOT SEEKING	2%	RETAIL/SPORTS/LEISURE	\$51,040	2%	\$14,200	1%	
SUCCESS RATE	99%	HEALTHCARE	\$77,281	2%	\$8,400	1%	
STILL SEEKING	1%	MANUFACTURING	\$76,500	2%	\$9,600	1%	
FULL-TIME COMPENSATION		CONSUMER PACKAGED GOODS	\$88,500	1%	\$11,170	1%	
SALARY DISCLOSURE RATE		HOSPITALITY	\$73,000	1%	\$8,160	1%	
		TRANSPORTATION/LOGISTICS	\$71,733	1%	\$11,280	1%	
		MARKETING/ADVERTISING/PR	\$54,675	1%	\$13,500	1%	
		OTHER	\$63,114	4%	\$10,843	8%	
EMPLOYMENT BY FUNCTION		FULL-TIME		INTERNSHIP			
		MEAN SALARY	% OF STUDENTS	MEAN SALARY	% OF STUDENTS		
BASE SALARY	\$87,212	\$85,000					
SIGNING BONUS	\$8,728	\$10,000					
INTERNSHIP STATISTICS CLASS OF 2026		FINANCE	\$91,237	53%	\$15,752	53%	
SUMMER 2025 INTERNSHIP		• Investment Banking/Sales and Trading	\$106,545	19%	\$19,775	20%	
		• Investments	\$87,433	11%	\$14,418	13%	
		• Other Finance	\$78,959	10%	\$12,443	12%	
		• Real Estate	\$80,558	10%	\$12,771	5%	
		• Internal Finance	\$75,700	2%	\$9,729	3%	
AVERAGE SUMMER INCOME		CONSULTING	\$88,937	22%	\$13,857	16%	
PAID / STIPEND		MARKETING/SALES	\$73,972	9%	\$11,148	13%	
		INFORMATION TECHNOLOGY	\$90,125	4%	\$24,570	2%	
		ANALYTICS	\$79,036	3%	\$12,601	2%	
		OPERATIONS/PRODUCTION	\$61,003	3%	\$10,887	4%	
		GENERAL MANAGEMENT	\$81,229	2%	n/a	>1%	
		HUMAN RESOURCES	\$78,667	1%	n/a	n/a	
		OTHER	\$55,248	3%	\$9,077	10%	

Internship statistics reflect a 86% knowledge rate from anticipated Class of 2026 business majors.

EMPLOYMENT BY REGION								
REGION	NORTH CAROLINA	NORTHEAST	SOUTH**	MID-ATLANTIC	WEST	SOUTHWEST	MIDWEST	OUTSIDE U.S.
FULL-TIME % OF STUDENTS	36%	26%	11%	10%	3%	6%	7%	1%
INTERNS % OF STUDENTS	37%	29%	13%	5%	5%	3%	4%	5%

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

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

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

CHARLOTTE METRO AREA	NEW YORK CITY METRO AREA	RALEIGH-DURHAM METRO AREA
25%	24%	9%

This report conforms to The National Undergraduate Business Symposium First Destination Reporting Standards (NUBS Standards), which can be found online at <https://go.unc.edu/NUBSReportingStandards>. The career outcomes data presented are based upon a Knowledge Rate of 95% (with a base survey Response Rate of 83.3%) for the Class of 2025. The full-time compensation data presented are based upon a Response Rate of 83.3% and a Salary Disclosure Rate of 96% for the Class of 2025. Success Rate is 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%) or further education (0%). "Other" full-time industries include: Accounting (0%), Aerospace, (0%), Energy (1%), Government (1%), Legal (1%), and Media and Entertainment (1%). "Other" full-time functions include: Accounting (1%), Logistics (1%), Advertising / Public Relations (0%), Education (0.7%), and students who selected "Other" (1%).

## EMPLOYER ENGAGEMENT OPPORTUNITIES

### ACADEMIC CALENDAR

#### Spring 2026

Classes begin	Jan. 7
Holiday	Jan. 19
Well-being days	Feb. 9 and Apr. 2
Spring Break	Mar. 16-20
Holiday	Apr. 3
Classes end	Apr. 27
Exams end	May 7
Graduation	May 9

#### Fall 2026

Classes begin	Aug. 17
Holiday	Sept. 7
Well-being days	Sept. 21 and Oct. 6
Fall Break	Oct. 15-16
Holiday	Nov. 25-27
Classes end	Dec. 2
Exams end	Dec. 11

### 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](mailto:symposium.kenan-flagler.unc.edu)



UNDERGRADUATE BUSINESS  
**SYMPOSIUM**  
Connect. Engage. Grow.

### TRICONTINENTAL EXCHANGE IN BUSINESS AND LEADERSHIP EDUCATION (TREBLE)

The TREBLE program offers undergraduate business students an 18-month cohort exchange program spanning three continents. UNC partners with Singapore Management University and Copenhagen Business School to build upon the legacy of the 20-year GLOBE program. Fifteen top students are selected from each university to experience business environments and practices in the U.S., Asia, and Europe.

In addition to the curated business leadership curriculum, students hone their soft skills through immersive experiences in diverse geographic and cultural settings to expand their global network. Students in the next cohort will apply in August 2026 and begin their exchange at UNC Kenan-Flagler in August 2027. If you are interested in recruiting TREBLE students, contact [ubp-recruiting@kenan-flagler.unc.edu](mailto:ubp-recruiting@kenan-flagler.unc.edu).

### UNC KENAN-FLAGLER CENTERS

- Ackerman Center for Excellence in Sustainability
- Center for Business of Health
- Center for Excellence in Investment Management
- Energy Center
- Family Enterprise Center
- Leonard W. Wood Center for Real Estate Studies
- Luther Hodges Scholars Program

These key partners engage with employers and students in their respective areas. For more information about Kenan-Flagler Centers, visit [www.kenan-flagler.unc.edu/faculty/institutes-centers/](http://www.kenan-flagler.unc.edu/faculty/institutes-centers/)

### UNC CAREER CENTER

The Career Center manages on-campus recruiting for all undergraduate and graduate students (except MBA, Medical, Law, and Dental) at UNC. They are a full-service career office that offers a variety of resources and activities (in-person and virtual).

[careers.unc.edu](http://careers.unc.edu)

### UBP SIGNATURE EVENTS

These are the signature events hosted by the UBP Career Team throughout the academic year. For more information, email [ubp-recruiting@kenan-flagler.unc.edu](mailto:ubp-recruiting@kenan-flagler.unc.edu).

- **Undergraduate Business Symposium**
- **Industry Boot Camps**
  - Investment Banking Boot Camp
  - Consulting Boot Camp
- **Career Treks**
  - Finance Trek
  - Marketing Trek
  - Consulting Trek
  - Technology Trek
- **Carolina Case Challenge**
  - A national multi-day intercollegiate case competition hosted in Chapel Hill for undergraduate student teams to solve a real business case for company sponsors.
- **Employer Case Competitions**
  - Various events hosted in partnership with employer representatives to give students hands-on problem-solving experience.

### ASSURED ENROLLMENT PROGRAM

Future Business Admits (FBAs) are first-year UNC students selected through the Assured Enrollment pathway into the Undergraduate Business Program (UBP) at Kenan-Flagler. This competitive opportunity guarantees admission to the business major in their sophomore year, contingent on completing first-year prerequisites with grades of C or higher.

FBAs participate in BUSI 200: Unlocking Your Leadership Potential, a three-credit seminar focused on personal growth, innovation and career exploration. The course combines large lectures with small recitation sections to foster connection and community among students. As part of the class students attend a low-stakes networking style event with employer partners.

Through early access to UBP programming and resources, FBAs begin developing key business skills and exploring career pathways from day one.

### SELECTED EMPLOYER PARTNERS

Accenture	Citizens Bank	Greystar	PricewaterhouseCoopers (PwC)
Ally Financial	Comcast-NBCUniversal	Harris Williams & Co	Procter & Gamble (P&G)
AlphaSights	<b>Dell Technologies</b>	IBM	Protiviti
Amazon	<b>Deloitte</b>	<b>JPMorgan Chase</b>	Raymond James
<b>Bain &amp; Company</b>	<b>Deutsche Bank</b>	KPMG	Red Ventures
Barings	Eastdil Secured	Lenovo	Regions Bank
<b>Bank of America</b>	<b>EY (Ernst &amp; Young)</b>	McKinsey & Company	Royal Caribbean
<b>Boston Consulting Group (BCG)</b>	Fidelity Investments	<b>Morgan Stanley</b>	SAS
Capital One	Fifth Third Bank	PepsiCo	Truist
Cisco	<b>Goldman Sachs</b>	PNC Bank	Wells Fargo

## RECRUITING AT UNC KENAN-FLAGLER BUSINESS SCHOOL

<b>UNDERGRADUATE BUSINESS</b>	<b>EMPLOYER RELATIONS TEAM</b> 919-962-0339 UBP-Recruiting@kenan-flagler.unc.edu	<b>Undergraduate Business Program</b> UNC Kenan-Flagler Business School Bell Hall, CB 3490 Chapel Hill, NC 27599-3490  <a href="http://go.unc.edu/UBP-Recruiters">go.unc.edu/UBP-Recruiters</a>
<b>UNC CAREER CENTER</b>  A key recruiting partner of the Undergraduate Business Program	<b>EMPLOYER ENGAGEMENT TEAM</b> 919-962-6507 employer_engagement@unc.edu	<b>UNC Career Center</b> 219 Hanes Hall, CB 5140 Chapel Hill, NC 27599  To post a job or an internship for undergraduates at UNC-Chapel Hill: <a href="http://careers.unc.edu/employers">careers.unc.edu/employers</a> <a href="http://careers.unc.edu">careers.unc.edu</a>
<b>MBA PROGRAMS</b> <ul style="list-style-type: none"> <li>• Full-Time MBA</li> <li>• Online MBA</li> <li>• Executive MBA</li> </ul>	<b>EMPLOYER ENGAGEMENT &amp; RECRUITING TEAM</b> 919-962-0929 EmployerEngagementTeam@kenan-flagler.unc.edu	<b>MBA Career Services</b> MBA_CareerServices@kenan-flagler.unc.edu UNC Kenan-Flagler Business School Bell Hall CB#3440 Chapel Hill, NC 27599
<b>OFFICE OF SPECIALIZED MASTERS</b> <ul style="list-style-type: none"> <li>• Master of Accounting</li> <li>• Master of Science in Management</li> </ul>	<b>Shannon Keith</b> Director of Career Services 919-962-6378 Shannon_Keith@kenan-flagler.unc.edu	<b>Master of Accounting</b> <b>Master of Science in Management</b> UNC Kenan-Flagler Business School McColl Building, CB 3490 Chapel Hill, NC 27599-3490 <a href="http://mac.unc.edu">mac.unc.edu</a>   <a href="http://msm.unc.edu">msm.unc.edu</a>
<b>ALUMNI</b>	<b>Sandra Chandler</b> Senior Associate Director, Employer Engagement & Recruiting 919-962-1627 Sandra_Chandler@kenan-flagler.unc.edu	<b>MBA Career Services</b> MBA_CareerServices@kenan-flagler.unc.edu UNC Kenan-Flagler Business School Bell Hall CB#3440 Chapel Hill, NC 27599 <a href="http://kenan-flagler.unc.edu/alumni">kenan-flagler.unc.edu/alumni</a>
<b>EXECUTIVE DEVELOPMENT</b>	<b>UNC Executive Development</b> 1-800-UNC-EXEC 919-962-3452 ExecDev@kenan-flagler.unc.edu	<b>UNC Executive Development</b> Rizzo Center 130 DuBose Home Lane Chapel Hill, NC 27517 <a href="http://ExecDev.unc.edu">ExecDev.unc.edu</a>

