BUSINESS ADMINISTRATION MAJOR, B.S.B.A.

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The business administration program is considered a broad-based, general management degree, and the Kenan–Flagler Business School encourages breadth in both the business curriculum and in the continuation of study in fine arts, humanities, and natural and social sciences. A second major may be possible and requires advance approval by both the undergraduate business program and the second academic unit. In all cases, undergraduate business majors are encouraged to take upper-level courses during the third and fourth years.

Admission to the program is required.

Students are subject to the requirements in place when they are admitted to the Kenan–Flagler Business School; consequently, the requirements described in this catalog particularly apply to students admitted to the school during the 2017–2018 academic year.

Department Programs

Major
- Business Administration Major, B.S.B.A. (p. 1)

Minor
- Business Administration Minor (http://catalog.unc.edu/undergraduate/programs-study/business-administration-minor)

Graduate Programs
- M.S. (Management) in Business Administration (http://catalog.unc.edu/graduate/schools-departments/kenan-flagler-business-school)
- Ph.D. in Business Administration (http://catalog.unc.edu/graduate/schools-departments/kenan-flagler-business-school)

Student Learning Outcomes
Upon completion of the business administration program, students should be able to:
- Demonstrate analytic and decision-making competencies in core business disciplines
- Demonstrate effective and relevant communication skills
- Demonstrate effective management through the development of effective leadership, interpersonal, and teamwork skills

Requirements
In addition to the program requirements listed below, students must

- attain a final cumulative GPA of at least 2.0
- complete a minimum of 45 academic credit hours earned from UNC–Chapel Hill courses
- take at least half of their major course requirements (courses and credit hours) at UNC–Chapel Hill
- earn a minimum of 18 hours of C or better in the major core requirements (some majors require 21 hours).

For more information, please consult the degree requirements section of the catalog (http://catalog.unc.edu/undergraduate/general-education-curriculum-degree-requirements/#degreerequirementstext).

Students are required to complete 25.5 credit hours of core business courses. These courses can be taken at any time over the student’s tenure in the program, with exceptions noted below.

Core Business Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSI 401</td>
<td>Management and Corporate Communication</td>
<td>3</td>
</tr>
<tr>
<td>BUSI 403</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>BUSI 404</td>
<td>The Legal and Ethical Environment of Business</td>
<td>1.5</td>
</tr>
<tr>
<td>BUSI 405</td>
<td>Leading and Managing: An Introduction to Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>BUSI 406</td>
<td>Marketing (prerequisite for marketing electives)</td>
<td>3</td>
</tr>
<tr>
<td>BUSI 407</td>
<td>Financial Accounting and Analysis</td>
<td>3</td>
</tr>
<tr>
<td>BUSI 408</td>
<td>Corporate Finance (prerequisite for finance electives)</td>
<td>3</td>
</tr>
<tr>
<td>BUSI 410</td>
<td>Business Analytics</td>
<td>3</td>
</tr>
<tr>
<td>BUSI 411</td>
<td>Strategic Management at the Business Level</td>
<td>1.5</td>
</tr>
<tr>
<td>BUSI 412</td>
<td>Strategic Management in the Modern Corporation</td>
<td>1.5</td>
</tr>
</tbody>
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Business Electives
Eighteen credit hours of additional business electives from at least two areas (see “Emphasis Areas” below) 3

Courses Outside the Kenan-Flagler Business School
At least five courses outside the Kenan–Flagler Business School and any additional business or nonbusiness courses needed to complete a minimum of 120 credit hours, including transfer credit, to graduate 4

Undergraduate Business Global Awareness
This requirement may be fulfilled by a for-credit study abroad experience, by completion of an approved second major or minor in a contemporary language or in the Curriculum in Global Studies, by an approved three-credit global business course, by an F-1 student visa (for international students), or by other relevant coursework (by petition only) 5

Total Hours 58.5

1 recommended to be taken within the first two semesters of the program
2 BUSI 411 must be taken prior to BUSI 412; BUSI 412 must be taken in last 2 semesters.
An area core course, with an earned grade of at least a C (not C-), is a prerequisite course for any elective course in that area (e.g., BUSI 406 is a prerequisite for BUSI 501). Other restrictions may apply to certain business courses.

Nonbusiness courses taken on a Pass/Fail basis and receiving a PS, or passing, grade may count toward the five required courses outside the Kenan–Flagler Business School. Students must complete a foreign language through level 4 if they choose to pursue an emphasis in international business.

Students should only petition in the case of extenuating circumstances that prevent the student from fulfilling the requirement. In rare cases, a petition will be approved. Petitions to receive approval for an international experience will not be considered unless the experience is combined with graded coursework.

**Emphasis Areas**

Students in the undergraduate business program are provided with the opportunity to add an optional area of emphasis to their general management degree. Areas of emphasis generally consist of a minimum of nine credit hours of elective courses. All course information for the areas of interest can be found on the program Web site. Please refer to the program Web site for course availability each semester.

**Transfer of Business Course Credits from Other Institutions**

Without regard to a student’s prospective academic major or minor at UNC–Chapel Hill, the Kenan–Flagler Business School will consider for transfer credit business administration courses that meet each of the following six criteria. No exceptions are made.

1. For upper-level courses (equivalent to those numbered 400–699 in the Kenan–Flagler undergraduate curriculum), the course was completed at
   a. an institution accredited by AACSB International, or
   b. a constituent four-year institution of the University of North Carolina, or
   c. an international partner institution of Kenan–Flagler’s undergraduate business program. All courses for the business minor must be completed at UNC Kenan–Flagler Business School. Upper-level courses completed at other institutions are not accepted for credit. For lower-level courses (BUSI 101), the business school will consider comparable courses from any accredited institution of higher education.

2. The final course grade earned was at least C (not C-) as verified by an official transcript. Courses taken Pass/Fail are ineligible.

3. A comparable course is available in the Kenan–Flagler undergraduate curriculum.

4. The course is not approved for credit in other UNC–Chapel Hill departments (i.e., no double credits).

5. The student completed the course within the past three academic years.

6. The substantive coverage of material constitutes no less than 75 percent of coverage in the comparable Kenan–Flagler course, and there is sufficient indication of individual student evaluation (i.e., no fewer than two major examinations, including a final examination).

For students who wish to transfer to UNC–Chapel Hill, preapproval of such courses is recommended. Requests for validation of course credits earned at another institution must be made no later than the end of the first semester of enrollment at UNC–Chapel Hill following completion of the course. The business school does not award transfer credits in excess of 13 credit hours total (four courses in any combination of lower- or upper-level courses). For students who earn admission to Kenan–Flagler Business School, no more than three upper-level courses taken at another institution may be applied to the undergraduate business major curriculum unless earned as part of a preapproved Kenan–Flagler overseas study program. Transfer students who have completed a substantial number of business courses at another institution should contact the program office for more specific information related to transfer students. Note that the Department of Economics, not the business school, evaluates economics courses for transfer credit. The Department of Economics is a unit of the College of Arts and Sciences and is located in Gardner Hall.

To request review and validation of eligible courses, students should submit a Transfer Credit Request Form accessible from the undergraduate business program Web site. A copy of the course syllabus must be included for all courses being evaluated. The syllabus must include the title and edition of textbook(s) as well as list explicitly the course content. If the syllabus lists only chapters covered, without a description of the chapter content, a copy of the textbook’s table of contents must be included.

**Special Opportunities in the Kenan–Flagler Business School**

**Honors in Business**

The Kenan–Flagler Business School honors thesis offers motivated undergraduate business students the opportunity to work closely with an individual faculty member on a specialized research topic of the student’s choice during the senior year. Undergraduate business majors with a 3.3 cumulative graduate point average and a 3.5 grade point average in business courses are invited to be considered for the opportunity to participate in this two-course program (BUSI 691H and BUSI 692H).

In the first semester (BUSI 691H), students become familiar with the mechanics, methodologies, and recent literature on topics of major interest. Each student formulates an honors thesis proposal and initiates work on the project. During the second semester (BUSI 692H), the thesis work is conducted under the supervision of a faculty advisor with expertise in the general topic’s area of research.

Students who successfully complete the second-semester course (BUSI 692H) will submit to an oral examination on the thesis. Upon successful completion of the program, the student receives the bachelor of science degree with honors or highest honors, as determined by the student’s committee.

**Career Services**

The undergraduate business program provides career development services tailored to business students, such as specialized training and professional development activities, targeted networking opportunities, function- and industry-specific career clubs and student organizations, and focused career coaching. Undergraduate business students are expected to maintain an up-to-date profile on Careerolina through University Career Services, which is the primary resource for all UNC–Chapel Hill students for basic career exploration and interest development, job/internship postings, résumé referral, on-campus interviewing, and career fairs.
As the job market remains highly competitive, the undergraduate business program strongly encourages business students to undertake internships or other experiential learning opportunities when possible. These hands-on experiences can be a valuable part of a student's career development. Also, demonstrated leadership experience along with community service and a global perspective are some additional desirable factors that many employers seek in candidates.

Leadership Development

The Kenan–Flagler Leadership Initiative strives to develop Kenan–Flagler students to become exceptional leaders who positively impact the organizations they lead and the communities they serve. This is accomplished through a systematic approach—integrating principles, practice, feedback, and reflection—that is grounded in leading-edge academic research and business practice. Examples of undergraduate business leadership development programming include lessons-of-experience sessions, managerial simulations, self-assessment workshops, executive coaching, student consulting projects, and student leader development.

STAR Program

Kenan–Flagler’s Student Teams Achieving Results (STAR) programs field teams of top M.B.A.s and undergraduate business students to build comprehensive and actionable strategies for eligible corporations and not-for-profits. STAR teams begin the project by developing a scope of work with the client and signing a confidentiality agreement. Over the life of the project, teams typically analyze the market, assess the competitive situation, develop a strategy, and design an action plan that covers financials, risk assessment, and implementation. STAR teams are guided throughout the course by a course professor, a team-specific faculty advisor, and client executives. Opportunities in STAR—Domestic Business Projects exist.

Student Involvement

The undergraduate business program sponsors a variety of student organizations, which include the Accounting Club, AIESEC (International Association of Students Interested in Economics and Business Management), Campus Smart Initiative, CarolinaThink, Carolina Women in Business, Consulting Club, Healthcare Club, UNC Finance Society, Future Business Leaders of America, International Business Club, Kairos Society, Marketing Club, Minority Business Student Alliance, Net Impact Undergraduate Club, Operations Club, Kenan–Flagler Alliance, Real Estate Club, Carolina Sport Business Club, Technology Club, Undergraduate Business Ambassadors, and Undergraduate Business Student Association, as well as two business fraternities, Alpha Kappa Psi and Delta Sigma Pi. Please visit the undergraduate business program Web site for the most up-to-date information on undergraduate business student clubs and organizations.

Global Programs

Global Learning Opportunities in Business Education (GLOBE®) is Kenan–Flagler’s flagship global program. This study abroad program is a partnership with Chinese University of Hong Kong, Copenhagen Business School, and the University of North Carolina. Every year 18 students from each school form a cohort of 54 students. They embark on a three-semester program that takes them around the world studying at each university for a semester. The GLOBE® program customizes the curriculum based on unique strengths of each region. As a result, students take courses in subjects such as private equity, launching global ventures, marketing in China, and corporate response to European integration, among others. The Phillips Ambassador Scholarship program offers scholarships exclusively for study abroad in Asia. Scholarships are awarded for semester and summer study abroad programs in Asia. Awards range from $5,000 to $7,500.

In addition to the GLOBE® and Phillips Ambassador programs, undergraduates can develop their global perspective through a variety of other academic options: business semester abroad, global immersion electives (GIEs), summer study abroad, international internships, working languages courses with short-term immersions, a global-related academic minor or second major, and a declared “emphasis area” in international business, which includes completion of global courses offered by the Kenan–Flagler Business School. Given the undergraduate business curriculum, semester programs are best suited for the spring semester of the junior year or for the fall semester of senior year. The undergraduate business program endorses several one-semester study abroad opportunities in Europe and Asia. Summer study abroad opportunities are available in Europe, Asia, and Latin America. Global immersion electives include study in such destinations as India, China, the United Arab Emirates, and South Africa.

Undergraduate Awards

Each spring the Kenan–Flagler faculty recognizes select students for outstanding academic excellence, leadership, and community service. Beta Gamma Sigma, the national business school honorary society, inducts students each spring.

Undergraduate Business Symposium

Since its inception in 1983, the Undergraduate Business Symposium continues to be the flagship event for the undergraduate business program and an annual highlight for the Kenan–Flagler community. It is the largest and longest-running student-organized event of its kind. Each year the event brings together more than 250 undergraduates and 50 executives from a diverse set of industries and organizations from across the country. The Undergraduate Business Symposium provides students with the opportunity to learn about a variety of industries and organizations, the chance to network and interact with business executives and faculty, better insight into the dynamic business landscape, and the opportunity to showcase their analytical, communication, and problem-solving skills.