

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

The business administration program is considered a general management degree, and the UNC 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.

Admission (<https://catalog.unc.edu/undergraduate/schools-college/kenan-flagler-business-school/#admissiontext>) to the program is required.

Students are subject to the requirements in place when they are admitted to the UNC Kenan–Flagler Business School; consequently, the requirements described in this catalog particularly apply to students admitted to the school during the 2024–2025 academic year.

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
- Demonstrate global leadership competencies




Requirements

In addition to the program requirements, students must

- earn a minimum final cumulative GPA of 2.000
- complete a minimum of 45 academic credit hours earned from UNC–Chapel Hill courses
- take at least half of their major core requirements (courses and credit hours) at UNC–Chapel Hill
- earn a minimum cumulative GPA of 2.000 in the major core requirements. Some programs may require higher standards for major or specific courses.

For more information, please consult the degree requirements section of the catalog (<https://catalog.unc.edu/undergraduate/degree-requirements/>).

Students are required to complete 27 credit hours of core business courses.

Code	Title	Hours
Core Business Courses		
BUSI 401	 Management and Corporate Communication ¹	3
BUSI 402	Applied Microeconomics for Business ²	1.5
	or ECON 410  Intermediate Microeconomics	
BUSI 403	Operations Management	3
BUSI 404	Business Ethics	1.5
BUSI 405	 Leading and Managing: An Introduction to Organizational Behavior	3

BUSI 406	Marketing (prerequisite for marketing electives) ¹	3
BUSI 407	Financial Accounting	3
BUSI 408	Corporate Finance (prerequisite for finance electives) ¹	3
BUSI 410	Business Analytics	3
BUSI 411	Strategic Management at the Business Level ³	1.5
BUSI 412	Strategic Management in the Modern Corporation ³	1.5

Business Electives

19.5 credit hours of business electives ^{2, 4, 5} 19.5

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 15

Total Hours 61.5

¹ Recommended to be taken within the first two semesters of the program.

² If taking ECON 410, students are subject to 18 total hours of BUSI electives.

³ BUSI 411 must be taken prior to BUSI 412; BUSI 412 must be taken in last 2 semesters.

⁴ 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 562). Other restrictions may apply to certain business courses.

⁵ 300-level courses are capped at a maximum of 9.0 credits.

Emphasis Areas

Business majors are provided with the opportunity to add an optional area of emphasis to their general management degree. Areas of emphasis (AOE's) generally consist of a minimum of nine credit hours of elective courses. All course information for the areas of emphasis can be found on the Kenan–Flagler website (<https://www.kenan-flagler.unc.edu/programs/undergraduate-business/academics/major/>). AOE's do not show on your diploma, they show on transcript and can be notations on your resume.

Transfer of Business Course Credits from Other Institutions

Without regard to a student's prospective academic major or minor at UNC–Chapel Hill, the UNC 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.
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, pre-approval 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 three upper-level courses.

For business majors who earn admission to UNC 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.

All business minor courses must be completed at UNC Kenan–Flagler, except for courses taken if studying abroad through a Kenan–Flagler program.

To request review and validation of eligible courses, students should submit a Transfer Credit Request Form through Connect Carolina. 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 resources and 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 and programming. Undergraduate business students are expected to maintain an up-to-date profile on Handshake through University Career Services, which is the primary resource for all UNC–Chapel Hill students for 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, leadership opportunities, global education, and other experiential learning opportunities to explore their interests and career options. These hands-on experiences provide great venues to develop the critical thinking, teamwork, communication, and technical skills that many employers seek in candidates. The Undergraduate Business Career Services team assists students with connecting the dots of their college experience to launch careers with positive impact.

STAR Program

Kenan–Flagler's Student Teams Achieving Results (STAR) program fields 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 define 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 and Global Business Projects exist.

Student Community Engagement and Wellness

Students in the undergraduate business program are encouraged to join a variety of student organizations during their time at Kenan–Flagler. These organizations include career-focused clubs (Accounting Club, Undergraduate Consulting Club, UNC Finance Society, Real Estate Club, Marketing Club, Operations Clubs, and others), affinity clubs (including Carolina Women in Business, Pride@KFBS, and Minority Business Student Alliance as well as the Community, Equity and Inclusion board), and interest groups (including Sustainability Club, Undergraduate Healthcare Club, and Family Business Club). All these organizations give students valuable professional networking opportunities with recruiters and alumni, community service activities, and a chance to connect socially with peers.

The program has two full-time wellness coaches who work to ensure students take care of their well-being throughout their time in the program. These coaches are available for 1-1 appointments and organize a number of wellness-focused initiatives and programming to support all students. There are a number of program- and student-led initiatives to encourage community and equity among the student body to increase a feeling of belonging.

Global Programs

Kenan–Flagler undergraduate global programs are consistently highly ranked by students for the quality and variety of programs available. The Undergraduate Business program provides a portfolio of over 40 different programs in Europe, Africa, Asia, Latin America, and Oceania that offer students the opportunity to earn business core and/or elective credit. Business students can develop their global perspective through

participation in business semester abroad, faculty-led global immersion electives (GIEs), summer study abroad, or international internships.

Over three-quarters of a million dollars are available in scholarship funds for global programs for Kenan–Flagler students. Additionally, the Phillips Ambassador program offers \$6,000 scholarships exclusively for Kenan–Flagler.

Undergraduate Awards

Each spring, Kenan–Flagler students, staff, and faculty nominate graduating seniors to be considered for academic excellence and core value awards. The core values of integrity, inclusion, impact, and innovation underpin everything the school stands for and the students who are given these awards have embodied these qualities throughout their time in Kenan–Flagler. The chosen students are recognized by their peers during the school’s commencement ceremony. Beta Gamma Sigma, the national business honorary society, offers top-performing students the chance to be inducted into that organization each spring.

Undergraduate Business Symposium

Since its inception in 1983, the Undergraduate Business Symposium continues to be the flagship career event for the Undergraduate Business program and an annual highlight for the UNC Kenan–Flagler community. It is the largest and longest-running student-organized event of its kind. Each year the event brings together more than 425 undergraduates and 125 company representatives 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 representatives and UNC Kenan–Flagler faculty, obtain insights into the dynamic business landscape, and the opportunity to showcase their analytical, communication, and problem-solving skills.

Department Programs

Major

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Minor

- Business Administration Minor (<https://catalog.unc.edu/undergraduate/programs-study/business-administration-minor/>)
- Business of Health Minor (<https://catalog.unc.edu/undergraduate/programs-study/business-health-minor/>)
- Real Estate Minor (<https://catalog.unc.edu/undergraduate/programs-study/real-estate-minor/>)

Graduate Programs

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

Contact Information

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