

# KENAN–FLAGLER BUSINESS SCHOOL

## Contact Information

### Kenan–Flagler Business School

www.kenan-flagler.unc.edu (<http://www.kenan-flagler.unc.edu>)  
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## Introduction

The Kenan–Flagler undergraduate business program offers a program of study that provides students with a thorough grounding in all areas of business and a broad introduction to the liberal arts. The Kenan–Flagler undergraduate experience is distinctive because the school offers

- An undergraduate business experience that is ranked highly in the nation by *U.S. News & World Report* and *Bloomberg BusinessWeek*
- Career services professionals who help students identify career interests and a plan for pursuing them
- A liberal arts-oriented curriculum
- A global perspective relevant to the needs of business today
- Activities and organizations for an active student life
- Individual attention usually associated with smaller schools
- Multiple opportunities provided by a leading, large research university
- Faculty who are outstanding in and out of the classroom

Students choose business electives to develop a specific area of business interest. Courses selected from other UNC–Chapel Hill schools and programs add to their depth of knowledge. The result is that students are able to see “the big picture.” The school believes that completion of the undergraduate business program provides students with a distinct advantage in a highly selective and competitive job market.

Students may choose to complete a minor in business administration instead of a business major, or they may take a limited number of business administration courses as general electives for their chosen degree program.

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.

## Taking Business Courses as a Nonmajor/Nonminor

Undergraduate students who do not intend to major or minor in business administration may take a limited number of business courses (limits may change based on course availability) as free electives for their particular major. The maximum number of courses in any semester is two, regardless of credit hours, and over the course of a student’s academic career the limit is five courses, regardless of credit hours. Registration in business courses for nonmajors and nonminors is made on a space-available basis. Preference is given to students with an overall grade point average of 3.0. Requests for available seats are made online through the undergraduate business program Web site during the first week of each academic semester. Final approval to take a business course is at the discretion of the undergraduate business program. Due to the program specific nature of BUSI 412, nonmajors and minors may not request this course. Additionally, nonmajors and minors may enroll themselves in BUSI 500 and BUSI 520. These courses have a reserved number of seats for nonbusiness students. Requests for these courses will not be accepted through the request form available the first week of the academic semester. Refer to the course description list for additional information concerning prerequisites for specific courses.

## Advising

Once admitted to the business **major**, all academic matters, including academic advising, are handled in McColl Building. Students are assigned a primary academic advisor as indicated in their Student Center in ConnectCarolina.

Students admitted to the business **minor** should continue to work with their major department for academic matters outside of business minor requirements.

All students should meet regularly with their advisor and monitor their progress toward completion of both the business major and minor requirements utilizing Tar Heel Tracker. Upon admission, business majors and minors receive information on how to schedule appointments through the undergraduate business program intranet.

## Admission to the Kenan–Flagler Business School

Kenan–Flagler’s undergraduate business program is a small, select program with approximately 350 majors and 50 minors admitted each year. The program seeks candidates whose analytical and organizational abilities, written and oral communication skills, leadership potential, a global mindset, and motivation indicate strong potential for success. Admission is competitive and based on academic achievement, leadership, cocurricular activities and involvement, work experience, diversity of skills and interests, and focus and depth of thought as expressed in a personal statement, essays, and résumé.

## Preparation for the Business Administration Major or Minor

A student admitted to the Kenan–Flagler Business School typically begins the undergraduate business program in the spring semester of the second year or fall semester of the third year. First- and second-year students in the General College who consider themselves prebusiness majors complete certain prerequisite courses as part of their General Education requirements. Preparation for the business major and minor

is the same, except that ECON 410 is not a prerequisite for the business minor.

A prebusiness track includes successful completion (defined as earning a final grade of at least a C, not C-) of the following courses (or their equivalents):

BUSI 101	Management Accounting	4
ECON 101	Introduction to Economics <sup>H</sup>	3
ECON 410	Intermediate Theory: Price and Distribution <sup>H</sup>	3
ENGL 105	English Composition and Rhetoric	3
The calculus mathematics requirement can be fulfilled by taking one of the following:		
MATH 152	Calculus for Business and Social Sciences	
MATH 231	Calculus of Functions of One Variable I	
MATH 232	Calculus of Functions of One Variable II	
STOR 113	Decision Models for Business and Economics	
STOR 155	Introduction to Data Models and Inference	3

<sup>H</sup> Honors version available. An honors course fulfills the same requirements as the nonhonors version of that course. Enrollment and GPA restrictions may apply.

Students are encouraged to take ENGL 105, the calculus mathematics requirement, ECON 101, and one of the BUSI 101, ECON 410, or STOR 155 courses in their first year at UNC. If students wish to be considered for admission in the spring semester of the second year, they need to complete all requirements by the end of the first semester of the second year. To be considered for admission in the fall semester of the third year, all requirements should be completed by the end of the second year.

For the foundational skills in foreign language, the business school neither requires a particular language nor requires coursework beyond level 3. Please note, however, that some overseas study programs are language-based and may necessitate a student's proficiency beyond level 3. An emphasis in international business requires completion of a foreign language through level 4.

The business school makes no other specific recommendations about courses for other General Education requirements. The school encourages students to challenge themselves by exploring unfamiliar, new disciplines and by strengthening written and verbal communication and critical thinking. It is possible for a business major to earn a second major and a minor, or two minors. First- and second-year students may wish to build a foundation for such a complementary academic track.

## Prebusiness Advising

First- and second-year students in the General College who consider themselves prebusiness majors are encouraged to seek prebusiness advising from the social and behavioral sciences division in the Academic Advising Program (Steele Building). The admissions staff from the Kenan–Flagler Business School conducts a series of small group advising sessions to address application specific questions in Hardin Hub and Steele Building.

Prospective and current applicants should also frequently check the school's Web site (<http://www.kenan-flagler.unc.edu/admissions/undergraduate-business/deadlines-events>) for dates of upcoming information sessions, workshops, or important deadlines.

## Admission from the General College

Students interested in pursuing the business major can apply to begin the program in the spring of the second year or the fall of the third year. The undergraduate business admissions process can begin as early as the summer after the first year. All business prerequisites must be completed prior to beginning the program. Applicants with a minimum cumulative grade point average of 3.0 in all coursework and in business prerequisites are given priority consideration in the admissions process. While all of the factors mentioned above are considered in the admissions process, academic performance at UNC–Chapel Hill is a critical component.

Admission to the business minor follows the same application schedule and process as the business major. Admission is both selective and competitive with approximately 50 students admitted to the business minor. Students from any discipline **excluding Business Journalism and Quantitative Physics** may apply to the business minor during the fall semester of their second year or the fall semester of their third year. Applications for the minor are not accepted once a student has entered the fourth year.

The business administration major is a four- or five-semester program. Students are required to graduate from UNC–Chapel Hill in eight semesters. The business minor requires a minimum of two semesters, preferably three, to complete.

## Transfer Admission

Transfer students are an integral and vibrant part of the Carolina community. They bring a diversity and experience to the institution that enhances the overall experience for all students, faculty members, and staff. In the Kenan–Flagler undergraduate business program, we understand that transferring is a complex process and have outlined below the policies and guidelines to help students make informed decisions and achieve as smooth a transition as possible.

Transfer students must first be admitted to UNC–Chapel Hill by the Office of Undergraduate Admissions prior to applying to the undergraduate business major or minor. Students must spend at least one semester (fall) in the College of Arts and Sciences before they are eligible to *start* at the business school. (Students apply early in their first semester at UNC–Chapel Hill.)

Transfer students who transfer more than 30 hours to UNC are eligible to take an additional ninth or 10th semester at the University. This is sometimes useful and necessary in order for transfer students to complete the business prerequisites and/or business degree.

Transfer students should know that admission to the business school is extremely competitive. We admit 50 percent of our applicants each year. Students should review the eligibility requirements and class profile at the undergraduate business admissions section of the Kenan–Flagler Web site. Students who are currently enrolled in business programs at other four-year institutions should think carefully about their decision to leave those programs.

### Transfer Applicants:

1. Must complete all business school prerequisites before they are eligible to *start* in the undergraduate business program. All students are allowed to have one prerequisite outstanding in the semester prior to starting in the business program. However, admission priority is given to students with fewer prerequisites remaining at the time of application.

- Should submit a Transfer Equivalency Credit Review form, located on the Kenan–Flagler Web site, for business courses as soon as they accept the offer to attend UNC–Chapel Hill. A course syllabus must be submitted with this form. While most transfer equivalencies will be determined through the Office of Undergraduate Admissions, the business school makes all decisions on business course transfers. Students should allow up to three weeks for a decision.
- Should consider whether or not they are willing to take an additional ninth and/or 10th semester at UNC, if necessary.
- Could consider attending UNC Summer School to catch up on completing business school prerequisites. UNC Summer School provides transfer students with an excellent opportunity to acclimate to life in Chapel Hill, as well as the academic environment, by completing one or two courses before taking a full course load during the fall semester.
- Could consider the undergraduate business minor instead of the business major, if they are finding it difficult to complete all of the prerequisites for the major. Business minors receive all of the benefits that business majors do (alumni network, access to global program opportunities, and career development initiatives, etc.), are highly sought after by recruiters, and achieve the same employment placement rates as business majors.

#### Major

- Business Administration Major, B.S.B.A. (<http://catalog.unc.edu/undergraduate/programs-study/business-administration-major-bsba>)

#### 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>)

## Distinguished Professors

Barry L. Bayus, Richard A. Bettis, Robert M. Bushman, Jennifer S. Conrad, Jeffrey R. Edwards, Paolo Fulghieri, Eric Ghysels, Raj Grewal, John Hand, David J. Hartzell, David A. Hofmann, James H. Johnson Jr., Wayne R. Landsman, Mark H. Lang, Edward Maydew, David J. Ravenscraft, Albert H. Segars, Douglas A. Shackelford, Anil Shivdasani, J.B. Steenkamp, Jayashankar M. Swaminathan, Valarie Zeithaml.

## Professors

Sridhar Balasubramanian, Christopher Bingham, Greg Brown, James W. Dean Jr., Vinayak Deshpande, Steve Jones, Eva Labro, Christian Lundblad, Arvind Malhotra, Atul Nerkar, Hugh O'Neill, William P. Putsis, Adam V. Reed, Harvey M. Wagner.

## Associate Professors

Jeffery Abarbanell, Michelle Rogan Amijee, Richard S. Blackburn, Michael Christian, Riccardo Colacito, Robert A. Connolly, Mariano Croce, Nicholas M. Didow, Alison Fragale, Diego Garcia, Katrijn Gielens, Wendell G. Gilland, Isin Guler, Mustafa Gultekin, Saravanan Kesavan, Camelia Kuhnen, Tarun Kushwaha, Xiaoyuan Lu, Adam Mersereau, Paige Ouimet, Ali Parlakturk,

Jana Smith Raedy, Jacob Sagi, Bradley Staats, Geoffrey Tate, Sriraman Venkataraman.

## Assistant Professors

Yasser Boualam, Dragana Cvijanovic, Jesse Davis, Sreedhari Desai, Isaac Dinner, Noah Eisenkraft, Seyedmorteza Emadi, Nickolay Gantchev, Olga Hawn, Bradley Hendricks, Jeffrey Hoopes, Bin Hu, Pranav Jindal, Venkat Kuppuswamy, Shijie Lu, Patia McGrath, Shimul Melwani, Mahka Moeen, Matthew Pearsall, Sandeep Rath, Gill Segal, Nur Sunar.

## Instructors

Christina Synn, Xinxin Wang.

## Clinical Professors

Patricia Harms, Mabel Miguel, Heidi Schultz, Charles Skender, Judy Tisdale, Ted Zoller.

## Clinical Associate Professors

Sharon Cannon, Larry Chavis, Courtney Edwards, Timothy Flood, Paul Friga, Carol Hee, Claudia Kubowicz Malhotra, Michael Meredith, Deborah Stroman, Patrick Vernon.

## Clinical Assistant Professors

Alexander Arapoglou, Tamara Barringer, Jessica Christian, Elizabeth Dickinson, Allison Schlobohm, William Weld.

## Adjunct Professor

Douglas Elvers.

## Adjunct Associate Professor

Travis Day.

## Adjunct Assistant Professors

Lynn Dikolli, David Roberts.

## Senior Lecturers

Gregory Hohn, Allen Snively Jr.

## Lecturers

Tanja Snively, Courtney Wright.

## Professors of the Practice

Stephen Arbogast, Michael Jacobs, Shawn Munday, Charles Myer.

## Professors Emeriti

Robert Adler, Carl R. Anderson, Gary M. Armstrong, R. Lee Brummet, Dewitt Clinton Dearborn, Robert DesJardins, G. David Hughes, Thomas H. Jerdee, John D. Kasarda, Jay Edward Klomp maker, Clifton Holland Kreps Jr., Harold Q. Langenderfer, J. Finley Lee, Richard Wolcott McEnally, Curtis McLaughlin, Dannie Joseph Moffie, Jack Olin, William D. Perreault Jr., John Pringle, Richard Rendleman, Benson Rosen, Aleda Roth, David Rubin, Junius H. Terrell, Rollie Tillman, D. Clay Whybark.

## BUSI–Business Administration

### Undergraduate-level

#### **BUSI 89. First-Year Seminar: Special Topics. 3 Credits.**

Special topics course. Content will vary each semester.

**Repeat rules:** May be repeated for credit; may be repeated in the same term for different topics; 6 total credits. 2 total completions.

**Grading status:** Letter grade.

#### **BUSI 101. Management Accounting. 4 Credits.**

Elements of accounting for management planning, budgeting, and control. Emphasis is on management uses of accounting information. Students may not receive credit for both BUSI 101 and BUSI 106, 107, or 108.

**Grading status:** Letter grade.

#### **BUSI 106. Financial Accounting CS. 3 Credits.**

Offered online by Continuing Studies. UNC-Chapel Hill business majors/minors may not take BUSI 106. Role of accounting, basic concepts and methodology, mass data processing, valuation and income determination principles, management and internal control problems, and basic financial statement components. Students may not receive credit for BUSI 106 and BUSI 101.

**Requisites:** Pre- or corequisite, ECON 101.

**Grading status:** Letter grade.

#### **BUSI 107. Management Accounting SS. 3 Credits.**

Offered in summer school only. Elements of accounting for management planning, budgeting, and control. Emphasis is on management uses of accounting information. Students may not receive credit for both BUSI 107 and BUSI 101 or 108.

**Grading status:** Letter grade.

#### **BUSI 108. Management Accounting CS. 3 Credits.**

Offered online by Continuing Studies. UNC-Chapel Hill business majors/minors may not take BUSI 108. May be taken before, after, or concurrently with BUSI 106. Elements of accounting for management planning, budgeting, and control. Emphasis is on management uses of accounting information. Students may not receive credit for both BUSI 108 and BUSI 101 or 107.

**Grading status:** Letter grade.

#### **BUSI 188. Foundations of Leadership: Discovering Your Strengths. 1.5 Credit.**

This course introduces the concepts of strengths-based leadership development to help uncover strengths and maximize potential for overall success. Students will learn how to connect these strengths to all areas of life, including, but not limited to, their academic journey as well as their future career path.

**Grading status:** Letter grade.

#### **BUSI 189. Introduction to Careers in Business. 1.5 Credit.**

This course gives students an overview of the career options in business. This overview provides an understanding of the foundations of business and allows students to reflect on what specific business areas they might want to pursue.

**Grading status:** Letter grade.

#### **BUSI 201. Business in Europe. 0.5-15 Credits.**

Business in Europe

**Repeat rules:** May be repeated for credit. 15 total credits. 4 total completions.

**Grading status:** Letter grade.

#### **BUSI 202. Business in East Asia. 0.5-15 Credits.**

Business in East Asia

**Repeat rules:** May be repeated for credit. 15 total credits. 4 total completions.

**Grading status:** Letter grade.

#### **BUSI 203. Business in South Asia. 0.5-15 Credits.**

Business in South Asia

**Repeat rules:** May be repeated for credit. 15 total credits. 4 total completions.

**Grading status:** Letter grade.

#### **BUSI 204. Business in Latin America. 0.5-15 Credits.**

Business in Latin America

**Repeat rules:** May be repeated for credit. 15 total credits. 4 total completions.

**Grading status:** Letter grade.

#### **BUSI 205. Business in the Middle East. 0.5-15 Credits.**

Business in the Middle East

**Repeat rules:** May be repeated for credit. 15 total credits. 4 total completions.

**Grading status:** Letter grade.

#### **BUSI 206. Business in Africa. 0.5-15 Credits.**

Business in Africa

**Repeat rules:** May be repeated for credit. 15 total credits. 4 total completions.

**Grading status:** Letter grade.

#### **BUSI 207. Business in Oceania. 0.5-15 Credits.**

Business in Oceania

**Repeat rules:** May be repeated for credit. 15 total credits. 4 total completions.

**Grading status:** Letter grade.

## Advanced Undergraduate and Graduate-level

#### **BUSI 401. Management and Corporate Communication. 3 Credits.**

Open to business majors. Writing- and speaking-intensive course that emphasizes professional communication. Provides opportunities to learn and apply the conventions and expectations for standard business documents and presentations. Features strategies for addressing informative, persuasive, and bad-news messages using a variety of media (print documents, electronic messages, and oral presentations).

**Gen Ed:** CI.

**Grading status:** Letter grade.

#### **BUSI 403. Operations Management. 3 Credits.**

Analysis of the operations functions in both manufacturing and service organizations. Formulating operational policies that improve efficiency and support high-level business strategy. Developing remedies that mitigate uncertainty and variability in operational processes.

**Grading status:** Letter grade.

#### **BUSI 404. The Legal and Ethical Environment of Business. 1.5 Credit.**

An introduction to the legal system and an examination of ethical issues that affect business.

**Repeat rules:** May be repeated for credit; may be repeated in the same term for different topics; 3 total credits. 2 total completions.

**Grading status:** Letter grade.

**BUSI 405. Leading and Managing: An Introduction to Organizational Behavior. 3 Credits.**

An introduction to leading and managing in organizations. Examines the impact of individual, group, and organizational factors on organizational performance and employee attitudes. Topics include leadership, perceptions, attitudes, motivation, group development, norms and cohesiveness, empowerment, conflict, negotiations, culture, structure, stress, innovation, and change.

**Grading status:** Letter grade.

**BUSI 406. Marketing. 3 Credits.**

Introduction to marketing with emphasis on the social and economic aspects of distribution, consumer problems, marketing functions and institutions, marketing methods and policies.

**Grading status:** Letter grade.

**BUSI 407. Financial Accounting and Analysis. 3 Credits.**

Students will acquire the tools to understand and analyze information presented in corporate financial statements. Financial accounting results and projected results are utilized in virtually every segment of the business world. Knowledge of financial accounting and analysis is necessary for managers, investors, bankers, financial analysts, and professional accountants.

**Grading status:** Letter grade.

**BUSI 408. Corporate Finance. 3 Credits.**

Theoretical foundations of optimal financial policy. Problems and cases provide application of theory to financial decisions involving cash flow, capital structure, capital budgeting.

**Requisites:** Prerequisites, BUSI 101 and ECON 101.

**Grading status:** Letter grade.

**BUSI 409. Advanced Corporate Finance. 1.5 Credit.**

A follow-up course to BUSI 408 that goes more deeply into the theory and application of financial management. Emphasis is placed on investment, financing, and dividend decisions.

**Requisites:** Prerequisite, BUSI 408.

**Grading status:** Letter grade.

**BUSI 409H. Advanced Corporate Finance. 1.5 Credit.**

A follow-up course to BUSI 408 that goes more deeply into the theory and application of financial management. Emphasis is placed on investment, financing, and dividend decisions.

**Requisites:** Prerequisite, BUSI 408.

**Grading status:** Letter grade.

**BUSI 410. Business Analytics. 3 Credits.**

While witnessing an explosion of data, most organizations tend to be awash with data but short on information. This course exposes students to techniques that will help them impact on an organization's strategy, planning, and operations, working on applications spanning a number of fields, including operations management, finance, and marketing.

**Requisites:** Prerequisite, STOR 155.

**Grading status:** Letter grade.

**BUSI 411. Strategic Management at the Business Level. 1.5 Credit.**

Students analyze sources of competitive success in business organizations using case analysis and written reports to develop analytical reasoning skills for assessing forward looking opportunities for the company. The emphasis is on industry analysis and organizational analysis and the development and management of firm specific competencies for successful growth.

**Repeat rules:** May be repeated for credit; may be repeated in the same term for different topics; 3 total credits. 2 total completions.

**Grading status:** Letter grade.

**BUSI 412. Strategic Management in the Modern Corporation. 1.5 Credit.**

Students study the development of alternate forms of corporate-level diversification, with an emphasis on understanding the varied paths of corporate development. There is a focus on the challenges of integrating activities across diversified corporations and the tools to manage firms through the transitions that signal a change in strategy.

**Requisites:** Prerequisite, BUSI 411.

**Repeat rules:** May be repeated for credit; may be repeated in the same term for different topics; 3 total credits. 2 total completions.

**Grading status:** Letter grade.

**BUSI 463. Business and the Environment. 3 Credits.**

This course explores the intersection of business/economic growth and the major sustainability issues affecting the environment and societal well-being and raises questions about business ethics and the moral responsibility of business leaders, consumers, and citizens. Previously offered as ENEC 306.

**Gen Ed:** PH, CI.

**Grading status:** Letter grade

**Same as:** ENEC 463.

**BUSI 463H. Business and the Environment. 3 Credits.**

This course explores the intersection of business/economic growth and the major sustainability issues affecting the environment and societal well-being and raises questions about business ethics and the moral responsibility of business leaders, consumers, and citizens. Previously offered as ENEC 306.

**Gen Ed:** PH, CI.

**Grading status:** Letter grade

**Same as:** ENEC 463H.

**BUSI 490. Business Topics. 1.5 Credit.**

Varied topics in business administration.

**Repeat rules:** May be repeated for credit; may be repeated in the same term for different topics; 9 total credits. 6 total completions.

**Grading status:** Letter grade.

**BUSI 490H. Business Topics. 1.5 Credit.**

Varied topics in business administration.

**Repeat rules:** May be repeated for credit; may be repeated in the same term for different topics; 9 total credits. 6 total completions.

**Grading status:** Letter grade.

**BUSI 493. Business Internship Project I. 3 Credits.**

Permission of the department. With prior approval, a student may propose and complete an academic research project (paper and presentation) derived from an internship experience.

**Gen Ed:** EE-Academic Internship.

**Grading status:** Letter grade.

**BUSI 496. Independent Study in Business. 1.5-3 Credits.**

Permission of the department. Supervised individual study and research in the student's special field of interest.

**Repeat rules:** May be repeated for credit; may be repeated in the same term for different topics; 3 total credits. 2 total completions.

**Grading status:** Letter grade.

**BUSI 500. Entrepreneurship and Business Planning. 3 Credits.**

Students gain an understanding of entrepreneurship and the tools and skills necessary to conceive, plan, execute, and scale a successful new venture. Students develop business ventures in teams through an experiential pedagogy.

**Grading status:** Letter grade.

**BUSI 500H. Entrepreneurship and Business Planning. 3 Credits.**

Students gain an understanding of entrepreneurship and the tools and skills necessary to conceive, plan, execute, and scale a successful new venture. Students develop business ventures in teams through an experiential pedagogy.

**Grading status:** Letter grade.

**BUSI 501. Professional Selling Strategies and Skills. 3 Credits.**

Critical concepts and skills for selling products and services, and influencing others in business. Applicable to people considering sales or consulting as a career; to those thinking of starting an entrepreneurial company; or for those who want to understand how to influence peers, subordinates, and management.

**Requisites:** Prerequisite, BUSI 406.

**Grading status:** Letter grade.

**BUSI 503. Family Business I: Introduction to Family Enterprise. 1.5 Credit.**

Helps the student understand the evolutionary stages in the life of a family business and the challenges and opportunities that must be managed at each stage

**Grading status:** Letter grade.

**BUSI 504. Launching the Venture. 1.5 Credit.**

This is a cross-campus course for exceptional students, staff, and faculty, designed to help launch UNC-Chapel Hill start-ups. Only for students serious about launching in the next nine to 12 months. Admission by online application. More information at [www.launch.unc.edu](http://www.launch.unc.edu).

**Requisites:** Prerequisite, BUSI 500.

**Repeat rules:** May be repeated for credit; may be repeated in the same term for different topics; 6 total credits. 4 total completions.

**Grading status:** Letter grade.

**BUSI 505. Consulting to Entrepreneurial Firms. 3 Credits.**

Student teams engage in consulting projects to help local start-ups tackle entrepreneurial challenges. Data is collected through fieldwork, such as client meetings, customer surveys, interviews with thought leaders, site visits, product tests, and/or focus groups.

**Gen Ed:** EE-Field Work.

**Grading status:** Letter grade.

**BUSI 506. Venture Capital and Start-Ups. 3 Credits.**

An introduction to the tools and skills necessary to recognize opportunities in high tech, biotech, and traditional start-ups. Local entrepreneurs come to class to pitch to students, who analyze the start-ups from the perspective of venture capitalists.

**Requisites:** Prerequisite, BUSI 408.

**Grading status:** Letter grade.

**BUSI 507. Sustainable Business and Social Entrepreneurship. 3 Credits.**

Examines what it means to pursue business success as measured by the triple-bottom line of people, planet, and profit. Focuses on strategies that companies implement to reduce environmental impact internally and through the supply chain. Examines the responsibility of business to employees, consumers, the local community, and society at large.

**Grading status:** Letter grade.

**BUSI 507H. Sustainable Business and Social Entrepreneurship. 3 Credits.**

Examines what it means to pursue business success as measured by the triple-bottom line of people, planet, and profit. Focuses on strategies that companies implement to reduce environmental impact internally and through the supply chain. Examines the responsibility of business to employees, consumers, the local community, and society at large.

**Grading status:** Letter grade.

**BUSI 512. Family Business II: Governance and Ownership. 1.5 Credit.**

Recommended preparation, completion of BUSI 503. Helps the student understand specific ownership, stewardship, tax, transition, and wealth management issues that affect family enterprises.

**Grading status:** Letter grade.

**BUSI 514. STAR. 4.5 Credits.**

Student Teams Achieving Results (STAR) is a live management consulting project that leverages and integrates UNC Kenan-Flagler course curricula. Teams of five to seven M.B.A. and undergraduate students and one faculty member work with major corporations or not-for-profit entities to solve a major strategic issue.

**Requisites:** Pre- or corequisite, BUSI 554.

**Gen Ed:** EE-Field Work.

**Repeat rules:** May be repeated for credit. 9 total credits. 2 total completions.

**Grading status:** Letter grade.

**BUSI 514H. Star. 4.5 Credits.**

Student Teams Achieving Results (STAR) is a live management consulting project that leverages and integrates UNC Kenan-Flagler course curricula. Teams of five to seven M.B.A. and undergraduate students and one faculty member work with major corporations or not-for-profit entities to solve a major strategic issue.

**Requisites:** Pre- or corequisite, BUSI 554.

**Gen Ed:** EE-Field Work.

**Repeat rules:** May be repeated for credit. 9 total credits. 2 total completions.

**Grading status:** Letter grade.

**BUSI 517. Private Equity and Debt Markets. 1.5 Credit.**

The objective of this course is to examine the changing world of private equity investments today. This is a survey course and will help prepare you to work for private equity and venture capital funds or to work for investment banks.

**Requisites:** Prerequisite, BUSI 408.

**Grading status:** Letter grade.

**BUSI 518. Applied Private Equity. 3 Credits.**

Permission of the instructor. Explores, at a very advanced level, all stages of the management of a venture capital and private equity fund, from capital formation, deal sourcing, due diligence, monitoring and adding value, and exiting of a portfolio company.

**Requisites:** Prerequisites, BUSI 502 and 517.

**Repeat rules:** May be repeated for credit. 9 total credits. 3 total completions.

**Grading status:** Letter grade.

**BUSI 518H. Applied Private Equity. 3 Credits.**

Permission of the instructor. Explores, at a very advanced level, all stages of the management of a venture capital and private equity fund, from capital formation, deal sourcing, due diligence, monitoring and adding value, and exiting of a portfolio company.

**Requisites:** Prerequisites, BUSI 502 and 517.

**Repeat rules:** May be repeated for credit. 9 total credits. 3 total completions.

**Grading status:** Letter grade.

**BUSI 519. STAR--Global. 4.5 Credits.**

A global, live management consulting project that integrates other curricula and students (UNC and beyond). Teams of graduate and undergraduate students and one faculty member work to solve a major strategic issue. Team members participate in a three-day training weekend, virtual teaming, and two weeks of in-country project work.

**Gen Ed:** EE-Field Work.

**Repeat rules:** May be repeated for credit. 9 total credits. 2 total completions.

**Grading status:** Letter grade.

**BUSI 519H. STAR--Global Business Projects. 4.5 Credits.**

A global, live management consulting project that integrates other curricula and students (UNC and beyond). Teams of graduate and undergraduate students and one faculty member work to solve a major strategic issue. Team members participate in a three-day training weekend, virtual teaming, and two weeks of in-country project work.

**Gen Ed:** EE-Field Work.

**Repeat rules:** May be repeated for credit. 9 total credits. 2 total completions.

**Grading status:** Letter grade.

**BUSI 520. Advanced Spreadsheet Modeling for Business. 3 Credits.**

Primarily an online class. Use critical thinking and advanced Excel features to create spreadsheet models of common business problems. Topics include flexible design, problem solving, statistical analysis, charting, logic, reference functions, financial analysis, organizing data for complex analysis, what-if analysis, enhanced decision-making tools, troubleshooting workbooks, and VBA.

**Grading status:** Letter grade.

**BUSI 524. Applied Improvisation for Business Communication. 3 Credits.**

Focuses on improving students' soft skills, such as presenting, expressiveness, and interviewing, by applying the principles and techniques of improvisational theater. Participants explore creativity, adaptation, awareness, self-confidence, risk taking, physicality, intuition, and teamwork. Students can stretch their abilities and discover things about themselves and others that are crucial to success.

**Grading status:** Letter grade.

**BUSI 525. Advanced Business Presentations. 1.5 Credit.**

This course is grounded in argument, persuasion, and visual rhetoric to give students skills needed to develop winning presentations. Students learn strategies to help their messages "stick" with their audiences and to develop slide decks for the boardroom and advanced media devices. The course emphasizes efficiency in presentation preparation.

**Requisites:** Prerequisite, BUSI 401.

**Grading status:** Letter grade.

**BUSI 526. Leadership in Action. 3 Credits.**

Permission of the department. Provides student leaders with practical leadership frameworks and tools; creates opportunities to apply these on the job as leaders; and provides individualized coaching, feedback, and mentoring. This is an applied learning course taught by a seasoned practitioner designed to accelerate each student's development and growth.

**Grading status:** Letter grade.

**BUSI 532. Service Operations. 3 Credits.**

Studies key challenges in effective service delivery through the analysis of staffing and scheduling, customer waiting, and revenue management. Case studies illustrate examples of effective service design and delivery in various service industries including professional services, banking, health care, hospitality, and entertainment. A simulation project is used.

**Requisites:** Prerequisite, BUSI 403.

**Grading status:** Letter grade.

**BUSI 532H. Service Operations. 3 Credits.**

Studies key challenges in effective service delivery through the analysis of staffing and scheduling, customer waiting, and revenue management. Case studies illustrate examples of effective service design and delivery in various service industries including professional services, banking, health care, hospitality, and entertainment. A simulation project is used.

**Requisites:** Prerequisite, BUSI 403.

**Grading status:** Letter grade.

**BUSI 533. Supply Chain Management. 3 Credits.**

Analyzes the key drivers of supply chain performance including inventories, transportation, information technology, and sourcing. Studies strategies for supply chain coordination, and challenges and opportunities in global supply chains. A supply chain simulation is used.

**Requisites:** Prerequisite, BUSI 403.

**Grading status:** Letter grade.

**BUSI 533H. Supply Chain Management. 3 Credits.**

Analyzes the key drivers of supply chain performance including inventories, transportation, information technology, and sourcing. Studies strategies for supply chain coordination, and challenges and opportunities in global supply chains. A supply chain simulation is used.

**Requisites:** Prerequisite, BUSI 403.

**Grading status:** Letter grade.

**BUSI 534. Business Modeling with Excel. 3 Credits.**

Provides a broad scope of analytic experience across corporate functions that is beneficial in consulting environments.

**Grading status:** Letter grade.

**BUSI 536. Project Management. 1.5 Credit.**

Permission of the department. This course prepares students to take part in and lead projects effectively. The goal is to equip individuals across any career concentration rather than extend the expertise of project-management specialists. Students may not receive credit for both BUSI 536 and MBA 710.

**Requisites:** Prerequisite, BUSI 403.

**Grading status:** Letter grade.

**BUSI 537. Retail Operations. 1.5 Credit.**

Permission of the department. Examines developments in retailing and operations management principles applicable to these developments.

Topics: consumer behavior, demand forecasting, logistics and distribution, store execution, international retailing, internet-based retailing, performance assessment, and impact on financial performance. Students may not receive credit for both BUSI 537 and MBA 708.

**Requisites:** Prerequisite, BUSI 403.

**Grading status:** Letter grade.

**BUSI 538. Sustainable Operations. 1.5 Credit.**

This course explores the link between sustainability and the operations function of a firm. The course focuses on the following activities: product and process design; manufacturing; transportation; logistics and distribution; closed-loop/after-sales operations such as recycling, remanufacturing, and reuse; supply chain management.

**Requisites:** Prerequisite, BUSI 403.

**Grading status:** Letter grade.

**BUSI 539. Health Care Operations. 1.5 Credit.**

Permission of the department. Students apply principles and tools of operations management to explore improvement opportunities in the design, delivery, and management of the health care value chain. The course examines the health care operation from the perspective of operations metrics such as cost, quality, time (access), and variety/customization.

**Requisites:** Prerequisite, BUSI 403.

**Grading status:** Letter grade.

**BUSI 545. Negotiations. 1.5 Credit.**

This course enables students to develop their expertise in managing negotiations. It integrates existing theory and research with personal experiences and ideas. Using hands-on exercises, readings, and lively discussions, students build and hone their ability to understand, adapt to, and evaluate the personal, social, and situational dynamics of negotiations.

**Requisites:** Prerequisite, BUSI 405.

**Grading status:** Letter grade.

**BUSI 554. Consulting Skills and Frameworks. 3 Credits.**

Permission of the instructor. The course is dedicated to teaching the core skills for success in consulting and business in general: teamwork, analysis, and presentations.

**Requisites:** Pre- or corequisite, BUSI 408.

**Grading status:** Letter grade.

**BUSI 554H. Consulting Skills and Frameworks. 3 Credits.**

Permission of the instructor. The course is dedicated to teaching the core skills for success in consulting and business in general: teamwork, analysis, and presentations.

**Requisites:** Pre- or corequisite, BUSI 408.

**Grading status:** Letter grade.

**BUSI 555. Groups and Teams in Organizations. 1.5 Credit.**

Examines the design, management, and leadership of teams in organizational settings. Focus is on the interpersonal processes and structural characteristics that influence the effectiveness of teams, individual behavior in face-to-face interactions, and the dynamics of interpersonal relationships.

**Requisites:** Prerequisite, BUSI 405.

**Grading status:** Letter grade.

**BUSI 562. Consumer Behavior. 3 Credits.**

Review of conceptual models and empirical research in consumer behavior. Topics include decision processes, social and cultural influences, information processing, and ethical issues.

**Requisites:** Prerequisite, BUSI 406.

**Grading status:** Letter grade.

**BUSI 564. New Product Development. 3 Credits.**

The course concentrates on the fuzzy front end of the innovation process, focusing on tools and techniques to uncover consumer insights (needs). The design thinking process is emphasized as part of a semester-long team project. Other topics explored include creativity, intellectual property basics, prototyping, and Innovation 2.0.

**Requisites:** Prerequisite, BUSI 406.

**Grading status:** Letter grade.

**BUSI 566. Marketing Strategy. 3 Credits.**

The objective of this course is to understand and practice the strategic decision-making process in a dynamic competitive environment. The course builds on the foundations of marketing, and is based on lectures, cases, and computer simulations.

**Requisites:** Prerequisite, BUSI 406.

**Grading status:** Letter grade.

**BUSI 568. Marketing Analysis and Decision Making. 3 Credits.**

Marketing analytics is a systematic approach to harnessing these data to drive effective marketing decision making. We will learn to analyze historical data, market research data, and competitive information for making strategic marketing decisions. This course will be extensively based on case analysis and hands-on exercises.

**Requisites:** Prerequisites, BUSI 406 and 410.

**Grading status:** Letter grade.

**BUSI 572. Business Taxation. 1.5 Credit.**

Permission of the department. Required in spring semester for senior B.S.B.A.s who are admitted to the Kenan-Flagler Master of Accounting Program. Provides students with an initial understanding of the basic framework of the United States income tax system as it applies to businesses.

**Requisites:** Prerequisite, BUSI 570.

**Grading status:** Letter grade.

**BUSI 580. Investments. 3 Credits.**

A survey of investment principles and practices. Emphasis is given to the problems of security analysis and portfolio management with special attention to the investment problems of the individual investor.

**Requisites:** Prerequisite, BUSI 408.

**Grading status:** Letter grade.

**BUSI 580H. Investments. 3 Credits.**

A survey of investment principles and practices. Emphasis is given to the problems of security analysis and portfolio management with special attention to the investment problems of the individual investor.

**Requisites:** Prerequisite, BUSI 408.

**Grading status:** Letter grade.

**BUSI 582. Mergers and Acquisitions. 3 Credits.**

Through lectures, case studies, and guest speakers, this course will cover all aspects of mergers and acquisitions from strategy to post-merger integration with an emphasis on valuation. Related activities such as hostile takeovers, private equity deals, and international acquisitions will also be discussed.

**Requisites:** Prerequisite, BUSI 408.

**Grading status:** Letter grade.

**BUSI 582H. Mergers and Acquisitions. 3 Credits.**

Through lectures, case studies, and guest speakers, this course will cover all aspects of mergers and acquisitions from strategy to post-merger integration with an emphasis on valuation. Related activities such as hostile takeovers, private equity deals, and international acquisitions will also be discussed.

**Requisites:** Prerequisite, BUSI 408.

**Grading status:** Letter grade.

**BUSI 583. Applied Investment Management. 3 Credits.**

Permission of the department. Year-long course. A live, student-managed investment fund with real dollars and fiduciary responsibility to the UNC Foundation. Emphasis is on the decisions that must be made by and/or for the ultimate investor and the analytic tools and empirical evidence that can help inform such decisions.

**Requisites:** Prerequisites, BUSI 407, 408, 520, and 580.

**Grading status:** Letter grade.



**BUSI 583H. Applied Investment Management. 3 Credits.**

Permission of the department. Year-long course. A live, student-managed investment fund with real dollars and fiduciary responsibility to the UNC Foundation. Emphasis is on the decisions that must be made by and/or for the ultimate investor and the analytic tools and empirical evidence that can help inform such decisions.

**Requisites:** Prerequisites, BUSI 407, 408, 520, and 580.

**Grading status:** Letter grade.

**BUSI 584. Financial Modeling. 3 Credits.**

Skill development in constructing financial models for analyzing problems with decisions faced by financial professionals. Analyzing historical performance, forecasting free cash flows, estimating discount rates, determining terminal value, identifying other sources of value, and interpreting results in a dynamic setting.

**Requisites:** Prerequisite, BUSI 408.

**Grading status:** Letter grade.

**BUSI 585. Introduction to Real Estate. 3 Credits.**

An overview of residential and commercial real estate. This survey course examines 1) buying a house and constructing a portfolio of single-family rental houses, 2) commercial real estate product types, 3) amortization, cash flows, capital expenditures, cap rates, debt and equity, hurdle rates and taxes, 4) investment analysis, 5) acquisition, development, operation, and disposition, 6) real estate and contract law, and 7) the partnership negotiation process.

**Grading status:** Letter grade.

**BUSI 586. Personal Finance. 1.5 Credit.**

Introduces and broadens the concept of personal finance and increases understanding of the process of accumulating and protecting personal wealth. Students learn to identify and analyze risk and return relationships, understand investment alternatives and how strategies develop as life situations mature, and gain understanding of retirement planning and effectively transferring wealth.

**Requisites:** Prerequisite, BUSI 408.

**Grading status:** Letter grade.

**BUSI 587. Investment Banking. 1.5 Credit.**

Permission of the instructor and confirmed offer of investment banking analyst internship or full-time job. This course prepares students for investment banking positions and internships. The focus of the class is on financial modeling, general knowledge of banking, and what it takes to succeed in the industry.

**Grading status:** Letter grade.

**BUSI 587H. Investment Banking. 1.5 Credit.**

Permission of the instructor and confirmed offer of investment banking analyst internship or full-time job. This course prepares students for investment banking positions and internships. The focus of the class is on financial modeling, general knowledge of banking, and what it takes to succeed in the industry.

**Grading status:** Letter grade.

**BUSI 588. Introduction to Derivative Securities and Risk Management. 1.5 Credit.**

Introduction to derivative securities instruments (options and futures) and applications in investments and corporate finance.

**Requisites:** Prerequisite, BUSI 408.

**Grading status:** Letter grade.

**BUSI 588H. Introduction to Derivative Securities and Risk Management. 1.5 Credit.**

Introduction to derivative securities instruments (options and futures) and applications in investments and corporate finance.

**Requisites:** Prerequisite, BUSI 408.

**Grading status:** Letter grade.

**BUSI 589. Fixed Income. 1.5 Credit.**

The course covers traditional bonds and term structure concepts as well as fixed income derivatives and interest rate modeling.

**Requisites:** Prerequisite, BUSI 408.

**Grading status:** Letter grade.

**BUSI 589H. Fixed Income. 1.5 Credit.**

The course covers traditional bonds and term structure concepts as well as fixed income derivatives and interest rate modeling.

**Requisites:** Prerequisite, BUSI 408.

**Grading status:** Letter grade.

**BUSI 590. Business Seminar. 3 Credits.**

Completion of requisite core course(s) and permission of the instructor required. Selected topics in business administration presented in seminar format with students engaged in individual and team study under the supervision of a member of the faculty.

**Repeat rules:** May be repeated for credit; may be repeated in the same term for different topics; 9 total credits. 3 total completions.

**Grading status:** Letter grade.

**BUSI 590H. Business Seminar. 3 Credits.**

Completion of requisite core course(s) and permission of the instructor required. Selected topics in business administration presented in seminar format with students engaged in individual and team study under the supervision of a member of the faculty.

**Repeat rules:** May be repeated for credit; may be repeated in the same term for different topics; 9 total credits. 3 total completions.

**Grading status:** Letter grade.

**BUSI 591. Behavioral Finance. 1.5 Credit.**

Completion of BUSI 409 recommended. An abundance of evidence suggests that the standard economic paradigm, "rational agents in an efficient market," does not adequately describe behavior in financial markets. This course will survey the evidence and use psychology to guide alternative theories of financial markets.

**Requisites:** Prerequisite, BUSI 408.

**Grading status:** Letter grade.

**BUSI 591H. Behavioral Finance. 1.5 Credit.**

Completion of BUSI 409 recommended. An abundance of evidence suggests that the standard economic paradigm, "rational agents in an efficient market," does not adequately describe behavior in financial markets. This course will survey the evidence and use psychology to guide alternative theories of financial markets.

**Requisites:** Prerequisite, BUSI 408.

**Grading status:** Letter grade.

**BUSI 592. Applied Private Equity: Real Estate. 1.5 Credit.**

Permission of the instructor. This course explores, at a very advanced level, all stages of the management of a real estate private equity fund: from capital formation, deal sourcing, due diligence, monitoring and adding value, and exiting of the fund's real estate holdings.

**Requisites:** Prerequisites, BUSI 601 and 603.

**Repeat rules:** May be repeated for credit; may be repeated in the same term for different topics; 9 total credits. 6 total completions.

**Grading status:** Letter grade.

**BUSI 593. Business Internship Project II. 3 Credits.**

Permission of the department. This course provides students with a format for reflection while performing a professional internship that enhances their ability to achieve career objectives.

**Gen Ed:** EE-Academic Internship.

**Repeat rules:** May be repeated for credit. 6 total credits. 2 total completions.

**Grading status:** Letter grade.

**BUSI 598. Alternative Investments. 1.5 Credit.**

Permission of the instructor. Open to seniors only. Exposes students to the benefits, opportunities, and risks of incorporating alternative investments into managed institutional investment portfolios, including pension funds, endowments, and foundations.

**Requisites:** Prerequisites, BUSI 408, and 580 or 588.

**Grading status:** Letter grade.

**BUSI 600. Risk Management. 1.5 Credit.**

Permission of the instructor. Open to seniors only. Develops methods for applied analysis of financial and operational risk.

**Requisites:** Prerequisite, BUSI 408.

**Grading status:** Letter grade.

**BUSI 601. Real Estate Finance. 1.5 Credit.**

This course will focus on the different ways to finance real property, and how different financing techniques impact the feasibility and investment benefits for equity investors.

**Requisites:** Prerequisite, BUSI 408.

**Grading status:** Letter grade.

**BUSI 601H. Real Estate Finance. 1.5 Credit.**

This course will focus on the different ways to finance real property, and how different financing techniques impact the feasibility and investment benefits for equity investors.

**Requisites:** Prerequisite, BUSI 408.

**Grading status:** Letter grade.

**BUSI 602. Strategic Economics. 1.5 Credit.**

This course focuses on decision making in the presence of strategic interaction. Students will apply game theory to yield insights into business decisions. Topics covered include pricing, entry, product market competition, first-mover advantage, capital budgeting, antitrust law, corporate governance, auctions, and mergers.

**Requisites:** Corequisite, BUSI 408.

**Grading status:** Letter grade.

**BUSI 603. Real Estate Development. 1.5 Credit.**

This course is designed to introduce undergraduate students to the financial and economic analysis of real estate development. The course will focus on both the physical and financial dimensions of the real estate development process. The course considers multiple asset classes, and students learn to complete financial analysis of real estate development projects.

**Requisites:** Prerequisites, BUSI 408 and 585.

**Grading status:** Letter grade.

**BUSI 604. Real Estate and Capital Markets. 1.5 Credit.**

Introduces students to the capital markets for financing real estate assets. Topics include an overview of real estate as an asset class in the US economy, risk and return in real estate markets, the economics of discount and capitalization rates, the market for mortgage-backed securities (with a peek into the role that these instruments played in the recent financial crisis), and the valuation/analysis of Real Estate Investment Trusts (REITs).

**Requisites:** Prerequisite, BUSI 408.

**Grading status:** Letter grade.

**BUSI 604H. Real Estate and Capital Markets. 1.5 Credit.**

Introduces students to the capital markets for financing real estate assets. Topics include an overview of real estate as an asset class in the US economy, risk and return in real estate markets, the economics of discount and capitalization rates, the market for mortgage-backed securities (with a peek into the role that these instruments played in the recent financial crisis), and the valuation/analysis of Real Estate Investment Trusts (REITs).

**Requisites:** Prerequisite, BUSI 408.

**Grading status:** Letter grade.

**BUSI 610. Global Environment of Business. 3 Credits.**

Issues in operating overseas, including analyses of differences in country settings, legal and economic systems, and governmental policies affecting foreign operations. Studies trade theory, country groupings, and financial issues; managing operations in foreign lands; exporting.

**Gen Ed:** GL.

**Grading status:** Letter grade.

**BUSI 611. International Development. 3 Credits.**

Poverty is part of life for most of the world's population, with half living on less than two dollars a day. Course focuses on understanding this from a business school perspective. Looks at institutional failures that contribute to persistent poverty and the multiple roles managers can play in reducing poverty.

**Gen Ed:** GL.

**Grading status:** Letter grade.

**BUSI 617. Global Marketing. 3 Credits.**

Examination of the problems involved in marketing products and services across national boundaries. Problem issues include culture, ideology, economics, technical standards, and currency movements.

**Requisites:** Prerequisite, BUSI 406.

**Gen Ed:** GL.

**Grading status:** Letter grade.

**BUSI 618. Global Financial Markets. 1.5 Credit.**

Develops the foundation for financial decisions in a global economic environment. Extends the analytical concepts and tools learned in introductory investment and corporate finance courses to multicountry/multicurrency settings. Covers three major areas: the economics of exchange rates, international money and capital markets, and international corporate finance.

**Requisites:** Prerequisite, BUSI 408.

**Grading status:** Letter grade.

**BUSI 623. Global Entrepreneurship I. 1.5 Credit.**

The course ranges from developing the creative mindset, ideation, development/manufacturing, marketing, selling, and managing. The course places heavy emphasis on doing and collaborating rather than listening passively: 1) dream: design process, 2) think: feasibility, 3) create: product development and manufacturing, and 4) tell: marketing. Restricted to GLOBE students.

**Grading status:** Letter grade.

**BUSI 624. Global Entrepreneurship II. 3 Credits.**

The course ranges from developing the creative mindset, ideation, development/manufacturing, marketing, selling, and managing. The course places heavy emphasis on doing and collaborating rather than listening passively. 1) sell: sales; 2) run: management, finance and fundraising; and 3) launch Chapel Hill projects. Restricted to GLOBE students.

**Grading status:** Letter grade.

**BUSI 650. Symposium Core Committee. 1.5-3 Credits.**

Permission of the instructor. Service on the B.S.B.A. Symposium Core Committee to plan, execute, and evaluate the annual event.

**Gen Ed:** EE-Field Work.

**Grading status:** Letter grade.

**BUSI 653. Applied Learning: Symposium Core Committee. 1.5 Credit.**

Permission of the department. This course is by invitation only to students who previously served on the Undergraduate Business Symposium core committee. As senior advisors, students practice the leadership, organization, delegation, communication, and teamwork skills that they learn about in their other courses.

**Repeat rules:** May be repeated for credit. 3 total credits. 2 total completions.

**Grading status:** Letter grade.

**BUSI 688. Applied Derivatives. 1.5 Credit.**

This seminar style course develops a set of financial tools useful for trading primary and derivative securities with the goal of obtaining specific exposures in equity, fixed income, and commodity markets. The course examines methods for managing financial price risk of positions and how hedge funds use derivatives in practice.

**Requisites:** Prerequisites, BUSI 408 and 588.

**Repeat rules:** May be repeated for credit. 3 total credits. 2 total completions.

**Grading status:** Letter grade.

**BUSI 688H. Applied Derivatives. 1.5 Credit.**

This seminar style course develops a set of financial tools useful for trading primary and derivative securities with the goal of obtaining specific exposures in equity, fixed income, and commodity markets. The course examines methods for managing financial price risk of positions and how hedge funds use derivatives in practice.

**Requisites:** Prerequisites, BUSI 408 and 588.

**Repeat rules:** May be repeated for credit. 3 total credits. 2 total completions.

**Grading status:** Letter grade.

**BUSI 691H. Honors Research Proposal. 3 Credits.**

Permission of the department. Open to senior business administration majors with a minimum 3.5 grade point average in business courses. Students learn business research techniques and develop individual proposals for business research. Successful proposals may advance to honors thesis research and writing (BUSI 692H).

**Repeat rules:** May be repeated for credit. 6 total credits. 2 total completions.

**Grading status:** Letter grade.

**BUSI 692H. Honors Thesis. 3 Credits.**

Permission of the department. Open to senior business majors with a minimum 3.5 grade point average in business courses. Original investigation of a topic in business and preparation of a substantive research project under the direction of a faculty advisor. Written essay and oral presentation are required.

**Requisites:** Prerequisite, BUSI 691H.

**Gen Ed:** EE-Mentored Research.

**Grading status:** Letter grade.