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 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 (http://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 2019–2020 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

• Demonstrate global competencies as defined and developed by the school’s Global Education Model

Requirements

In addition to the program requirements, 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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<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>Business Ethics</td>
<td>1.5</td>
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<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>
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| Business Electives | Eighteen credit hours of business electives | 18 |

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

| 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.
3 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.
4 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.
Emphasis Areas
Business majors 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 website.

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 BUSI 102 and if the student is studying abroad through a Kenan-Flagler overseas 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 grade 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 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 and 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 learning experience are additional desirable factors that many employers seek in candidates.

Leadership Development
The Kenan–Flagler Leadership Initiative encourages undergraduate business students to develop the personal and professional skills needed to become exceptional leaders. This is accomplished by integrating leadership programming throughout the entire curriculum and in extracurricular situations. By incorporating leadership principles and practice, coupled with feedback and reflection, Kenan-Flagler aims to develop students into business professionals who can lead in their organization and positively influence their community. Examples of undergraduate business leadership development programming include self-assessment workshops, managerial simulations, executive coaching, student consulting projects, and student leader development.

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 Involvement**

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), and professional business fraternities. All these organizations give students valuable professional networking opportunities with recruiters and alumni, community service activities, and a chance to connect socially with peers. Visit the undergraduate business program Web site for the most up-to-date information on undergraduate business student clubs and organizations.

**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 more than 40 different programs in Europe, Africa, Asia 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.

GLOBE® (Global Learning Opportunities in Business Education) is UNC 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, approximately 18 students from each school form a cohort that study together for a semester at each school. The GLOBE® program customizes the curriculum based on unique strengths of each region. As a result, students take courses in subjects such as global leadership and organizational behavior, business and politics in the U.S., marketing in China, finance and financial institutions, and a capstone consulting project in the final semester of the program. These courses are GLOBE specific courses taken as a cohort. GLOBE students take other business courses during the semester to round out a full course load.

The Phillips Ambassador Program offers scholarships exclusively for study abroad in Asia. Twenty-five percent (25%) of these scholarship awards are reserved for business school students. Scholarships, of $5,000, are awarded for semester and summer study abroad programs in Asia.

**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 Excellence, Integrity, Teamwork, Community and Leadership, 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 450 undergraduates and 150 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.