



KENAN-FLAGLER
BUSINESS SCHOOL



MBA@UNC

**SETTING A
NEW STANDARD
IN BUSINESS
EDUCATION**

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WELCOME TO MBA@UNC

Education opens doors that no other endeavor in life can. I grew up on a small farm in eastern North Carolina. Coming to the University of North Carolina as an undergraduate was probably the most transformative moment of my life. Where I came from, there were a lot of very smart people who never got an opportunity—never got a chance to become more. When I got to Carolina, I realized there was no limit to what I could do.

Today, as the dean of the UNC Kenan-Flagler Business School, I have the privilege of leading one of the world's top business schools and welcoming students from around the globe. In developing MBA@UNC, we wanted to provide students the opportunity to pursue an MBA from the University of North Carolina without having to move to Chapel Hill. We wanted to open the doors of possibility to students no matter where they were located and give them the same transformative opportunity that our students receive while pursuing their Carolina MBA on campus.

I'm happy to say that we have accomplished that goal. Through MBA@UNC, working professionals can earn a truly elite MBA no matter where they live. Students from any industry can have the flexibility to achieve success personally, professionally and academically, without having to relocate themselves or their families.

It is my honor to lead this great business school, and I welcome you to explore the opportunities MBA@UNC presents. We are here to help open the doors for you; it's up to you to decide if you're ready to walk through them.



Doug Shackelford

Dean

UNC Kenan-Flagler Business School

EDUCATING BUSINESS LEADERS ONLINE

Pursuing an MBA is about shaping your future, but that pursuit shouldn't force you to sacrifice the opportunities you have today. We have built a program that gives you access to UNC Kenan-Flagler's world-class education without forcing you to put your career—or life—on hold.

The background image shows a university campus. In the foreground, there's a large tree with green and yellowing leaves. To the left, a white classical building with columns is visible. In the background, a brick building with many windows is seen. The sky is blue.

WHY UNC KENAN-FLAGLER?

UNC Kenan-Flagler has long understood what defines true business success and has put that understanding into practice. Through academic rigor and essential real-life learning experiences, we are shaping exceptional business leaders who make positive impacts on the corporations they lead and the communities they serve.

While all leading business schools impart core knowledge, we are the only top-ranked school to integrate our core values of excellence, leadership, integrity, community and teamwork in the fabric of the academic experience. As a result, our students are uniquely prepared to excel in applying knowledge and to lead, collaborate and inspire to bring positive change.

The most successful organizations place a premium on leadership, values and ethics. UNC Kenan-Flagler graduates emerge with all three and are fully prepared to lead the way. That is the UNC Kenan-Flagler difference.

What Is MBA@UNC?

To set a new standard in MBA education, we had to do things differently. We promised to offer a program that delivered the same quality education as our on-campus programs with the flexibility that a virtual format allows.

With live, face-to-face virtual classes, multimedia coursework that can be completed from anywhere, the same renowned faculty who teach on campus and hands-on learning experiences in cities around the world, MBA@UNC takes a different approach to delivering an MBA. Our students are not names on a message board; they are members of a real community. Our lessons are not just readings posted on a Web page; they are interactive platforms to communicate with faculty and peers. Our students come together to hone their skills and knowledge, form lasting relationships with their MBA@UNC family and take strides toward becoming the leaders their communities and businesses need.

Why Online?

For many professionals, leaving or pausing their career to pursue an MBA is simply not an option. MBA@UNC offers a wide range of course times available six days per week, allowing you to keep your job while pursuing your degree.

79%

Students Promoted
While Enrolled

24%

Average Salary
Increase after Graduation

*Reported salary and promotion statistics are based on exit surveys of all MBA@UNC graduates from October 2014–June 2017, with a response rate of 65%.

“ As an officer in the U.S. Navy, I developed valuable leadership skills. MBA@UNC provided me with the business acumen, confidence and network I needed to turn those skills into a successful career in corporate America.



Adam Kaeli

Senior Consultant, Strategy and Operations
Deloitte
MBA@UNC Class of 2014



“ I’m still shocked I was able to travel to 15 countries while enrolled in the program. Whether I was in Dublin, Budapest or Istanbul, as long as I could get online, I could take classes. At one point, I was actually sitting in an igloo in the Arctic Circle talking face-to-face with classmates.

Megan Salmon

Foreign Service Officer
U.S. Department of State
MBA@UNC Class of 2015

When Megan Salmon was offered a position with the foreign service, she faced a difficult decision. She wanted to pursue her MBA; however, the opportunity to work overseas seemed too good to pass up. Then she discovered MBA@UNC.

Megan was able to select course times that fit her full-time schedule, and she developed critical skills, knowledge and relationships that helped her work toward her goal of starting her own business.

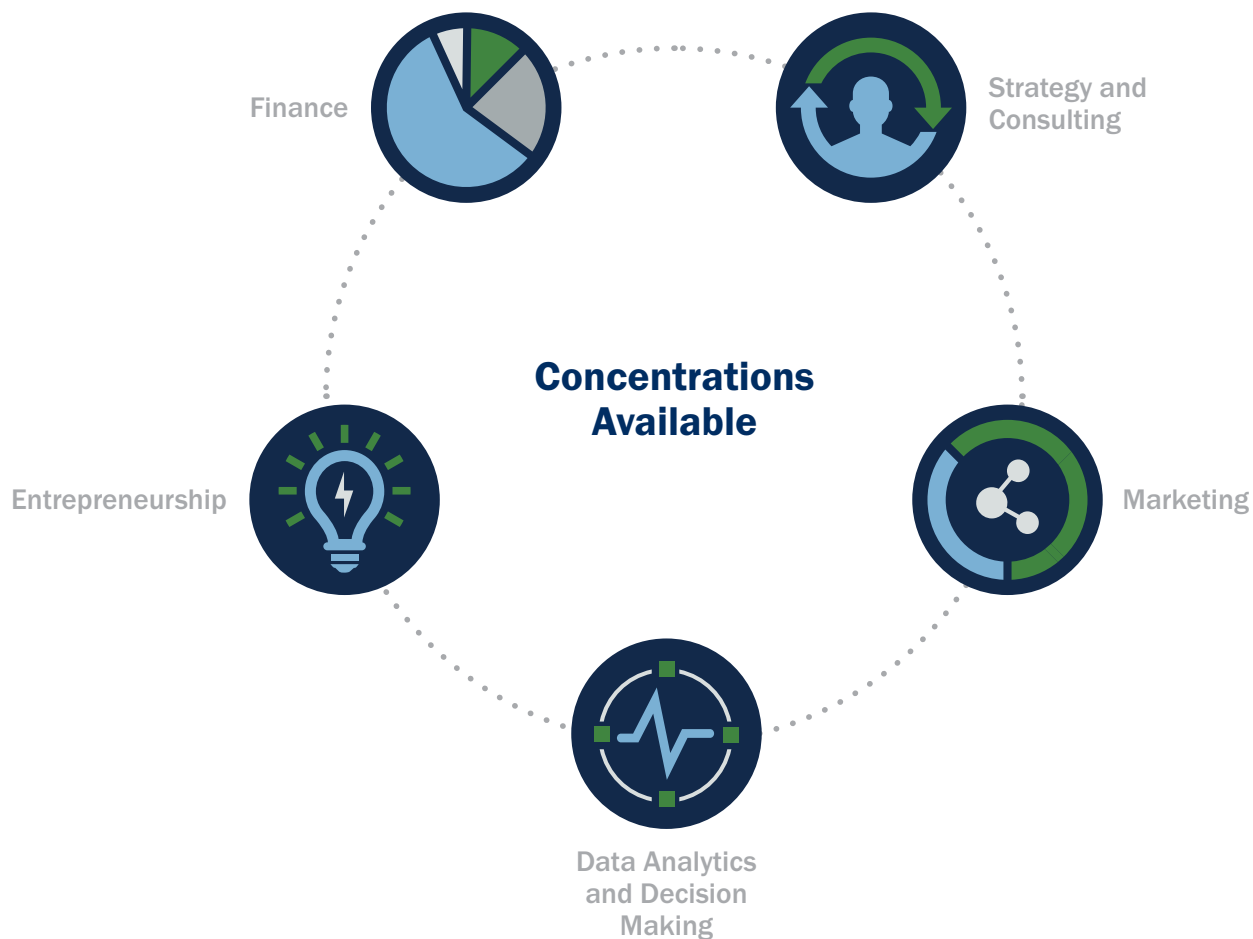
THE MBA@UNC EXPERIENCE

Can an online MBA be just as interactive as an on-campus experience? Can you really get to know your classmates and professors on a personal level? Is it possible to create a virtual classroom that puts every student in the front row no matter where they are in the world?

With MBA@UNC, these were the challenges we set out to face.



CURRICULUM SNAPSHOT



A Curriculum Crafted for Academic Excellence

Building an online MBA on par with the top on-campus programs in the world means holding our applicants to the same high standards. MBA@UNC admits only the most promising applicants who have displayed excellence and leadership throughout their academic and professional careers.

Once enrolled, you will be expected to uphold the same principles as our on-campus MBA candidates, completing a curriculum uniquely designed to develop essential knowledge and skills.

66

Total Credits to Complete

18–36

Months to Complete Degree

WORLD-CLASS FACULTY

Team-Based Teaching Led by UNC Faculty

MBA@UNC courses are designed by leading UNC Kenan-Flagler faculty who are world-renowned scholars, educators and business leaders. Through our coordinated curriculum delivery approach, our sections are led by UNC Kenan-Flagler professors and adjunct faculty members, who are available to meet with you one-on-one during face-to-face, online office hours. This team-based model allows you to learn and grow from content that is grounded in academic research expertise and complemented with real-world applications.



Chris Bingham

Professor of Strategy and Entrepreneurship

Chris Bingham is an award-winning teacher and researcher whose studies focus on determining how firms develop alliance, acquisition, product development and internationalization capabilities in high-tech industries.

Bingham is a former nationally sponsored snowboarder; holds a PhD in strategy, organizations and entrepreneurship from Stanford University; and won the Weatherspoon Award for Excellence in MBA Teaching at UNC Kenan-Flagler in 2012. He is also the Area Chair of Strategy and Entrepreneurship at UNC.

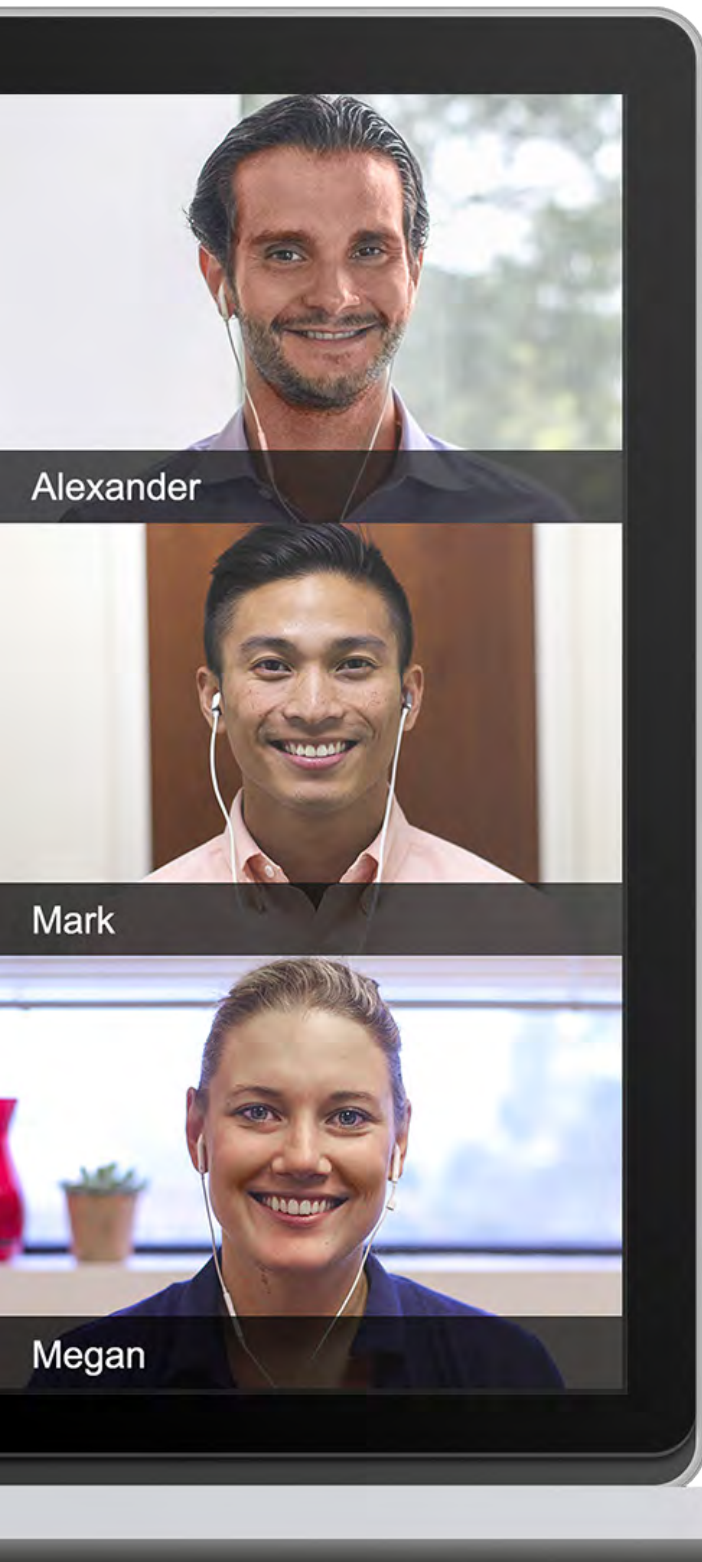


Mabel Miguel

Clinical Professor of Organizational Behavior

Mabel Miguel is a professor of leadership and management. She has developed and taught leadership skill courses for such organizations as the U.S. Air Force, U.S. Navy, ExxonMobil, Sony Ericsson, Caterpillar, CEMEX, Eastman Chemical and the U.S. Environmental Protection Agency.

A citizen of the world, Dr. Miguel has taught extensively at universities and organizations worldwide and frequently leads students on study trips overseas.



A Learning Environment With No Back Row

With MBA@UNC, we take advantage of the connectivity and flexibility of technology-enabled education to reimagine what an MBA program can be. We deliver real engagement and real discussions using interactive learning tools. Here's how we do it:

Live Sessions

As an MBA@UNC student, you will attend weekly, live class sessions that utilize webcams to bring each student face-to-face in real time. Our dynamic learning platform allows for unparalleled interaction, such as collaborative discussions, break-out rooms, negotiation simulations, document sharing and live chats.

Small Classes

Although you and your classmates may be thousands of miles apart, our small classes offer a depth of interaction that rivals—and often exceeds—traditional on-campus settings. To ensure that every student's voice is heard, MBA@UNC classes are kept to a small student-to-teacher ratio. This intimate classroom setting facilitates deep, personal connections between students and faculty members.

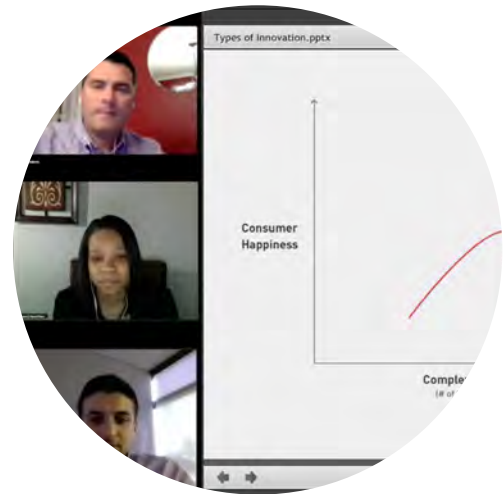


Engaging Course Content

Outside of class, you will complete coursework that is accessible from any Internet-enabled device and available 24/7. Rather than posts on a message board and standard reading assignments, MBA@UNC features highly collaborative, multimedia course content. You will complete interactive case studies, watch professionally produced videos, work in groups and use cutting-edge learning tools to take quizzes and tests.

Group Work

Learning from peers and building a lifelong network are integral parts of any world-class MBA program, so we made collaboration a priority when designing the MBA@UNC experience. You will work in small groups on team projects, meet classmates for interactive study sessions, participate in simulated negotiations and give joint project presentations. Our program also hosts a number of professional and social student groups that will help you form lasting relationships with your colleagues.



Real-World Learning

Through a host of opportunities such as Global Immersions, exchange programs, long-term consulting projects, case competitions and social groups, you will have the opportunity to experience global business firsthand. These hands-on experiences allow you to network with peers and faculty as well as develop a deeper understanding of diverse business systems.

EXPERIENCE GLOBAL BUSINESS FIRSTHAND

Applied learning is a critical part of a world-class MBA program, and with MBA@UNC, you will immerse yourself in the inner workings of business systems in cities around the world.

Global Immersions

Held quarterly, Global Immersions are three-day intensive learning experiences in which students travel to major business centers around the world. During these for-credit outings, you will participate in collaborative exercises such as case competitions, hear from leading voices in the business community, network with classmates and professors and take in the local culture of the host city.



Students who attended past immersions have had the opportunity to learn from and network with executives from companies such as:

- Virgin Group
- The Economist
- Google
- Pandora Internet Radio
- Citibank
- General Mills
- ESPN
- Proctor & Gamble
- Deloitte

For past immersions, students have gathered in cities such as:



“ The STAR program gave me the opportunity to learn about an industry and function outside of my own by working on a diverse, cross-generational team. I developed a wealth of industry and functional knowledge that I have transferred to my current role. What impressed me most about the program though was the personal and professional relationships I developed with both my instructors and peers.



Bernadette Maulion

Senior Executive Recruiter
Rockwood Search Associates
MBA@UNC Class of 2016

Student Teams Achieving Results (STAR)

The Student Teams Achieving Results program is an experiential learning program in which students learn by doing as they take on the role of consultants to real companies. Working in virtual teams, students help solve real problems companies are facing, and present recommendations that enable clients to improve performance in a number of areas.

Global Business Projects (GBP)

Global Business Projects (GBP) is an action-based learning course that brings students from multiple business and cultural environments together with corporate executives to solve a unique business challenge. Teams work virtually and then on the ground in Brazil, China or India.

Doing Business In (DBI)

These courses give students an opportunity to study abroad and explore another culture during a one- or two-week immersion at one of our MBA exchange partner schools.

Cross-Program Learning

UNC Kenan-Flagler's unified learning format allows MBA@UNC students to take elective courses from our full-time MBA program as well as our Executive MBA program for those who are able to travel to campus.

AN ONLINE PROGRAM WHERE NETWORKING IS ALIVE AND WELL

The relationships you make in an MBA program can be just as valuable as the knowledge and skills you develop. MBA@UNC facilitates the kind of personal connections you can expect from a top-tier global MBA program.

Our students come from all over the world, and each brings a unique and valuable perspective to the program. Through live class sessions, group work, Global Immersions and connections to our worldwide alumni community, you will form relationships that play a critical role in shaping your professional life.

Here, students work together in teams during the San Francisco Global Immersion competing in a fast-paced group exercise that focuses on developing rapid prototypes, failing fast and learning to adapt as a team.

Class Profile

*Reported statistics based on enrollment data of all MBA@UNC students as of December 2017.

50
States

35
Countries

73%
Male

27%
Female



28%

U.S. Minority

*Based on number of students who chose to disclose this information

9.8 yrs.

Avg. Experience

25%

Military

28%

Adv. Degrees



A Day in the Life of MBA@UNC Student, Nancy Preston

During her time in the program, Nancy Preston was raising two young children while living in Abu Dhabi, United Arab Emirates, and working as a deputy project manager at TechWise Global. MBA@UNC's course schedules and mobile-friendly coursework allowed Nancy to earn her degree from UNC while caring for her family more than 7,000 miles from campus.



MBA@UNC



Work



Family

6:30 a.m.

Place my oldest daughter on her school bus, leave the baby with our nanny and drive to work.



3:00 p.m.

Attend the International Defense Expedition (IDEX) in downtown Abu Dhabi, hosted by the Gulf Cooperation Council.



6:15 p.m.

Have dinner with clients and negotiate our contract over a traditional roasted goat.



9:00 p.m.

Put the kids to bed, and attend an office hours call with my professor to discuss my Market Strategy project outline.



5:00 a.m.

Collaborate with MBA@UNC project group on an assignment for Managerial Economics



1:00 p.m.

Check the 2NC course wall for posts related to the midterms and registering for a Global Business Webinar.



4:30 p.m.

Attend Marketing Strategy live class session before leaving the office.



8:15 p.m.

Get home, play with kids, and decompress with my husband while watching "Modern Family."



A Day in the Life of MBA@UNC Student, Joe Dillon

When Joe Dillon was a student in MBA@UNC, he was working on his fourth continent in seven years. As an asset manager for Ensco plc, he was part of the management team for the Ensco 6002, a deep sea semi-submersible drilling rig. Throughout his time in the program, Joe attended class in four countries on three continents.

MBA@UNC

Work

Family

8:00 a.m.

Morning call with the on-site management team of the rig to handle logistics and arrange a helicopter flight later in the week.



11:30 a.m.

Head home for lunch with the family and then attend my Portuguese lesson with my tutor, Karla. Bom Dia!



4:00 p.m.

Put the final touches on a slide deck for a business unit review before heading home.



9:00 p.m.

Work on Econ homework and watch videos for the week while having a cocktail with my wife on the balcony.



6:00 a.m.

Start the day with a drive along the beach watching the sunrise on the way to the office.



10:00 a.m.

E-mail previous classmates for opinions on upcoming professors, and watch a lesson or two between work tasks.



2:30 p.m.

Meet with clients at Petrobras to discuss regulatory items. Practice my new Portuguese words—with mixed results.



5:00 p.m.

Round the family up for a walk to the beach to grab dinner while watching the sunset. Head home to put my kid to bed.

LEADERSHIP AND CAREER DEVELOPMENT

At UNC Kenan-Flagler, leadership is fundamental to everything we do. We admit only those students who display exceptional leadership ability, and we work tirelessly to help them realize their potential as business leaders.

Both as a student and as a graduate, you will have access to a host of resources and opportunities designed to help you develop essential leadership and management skills.

The Leadership Initiative

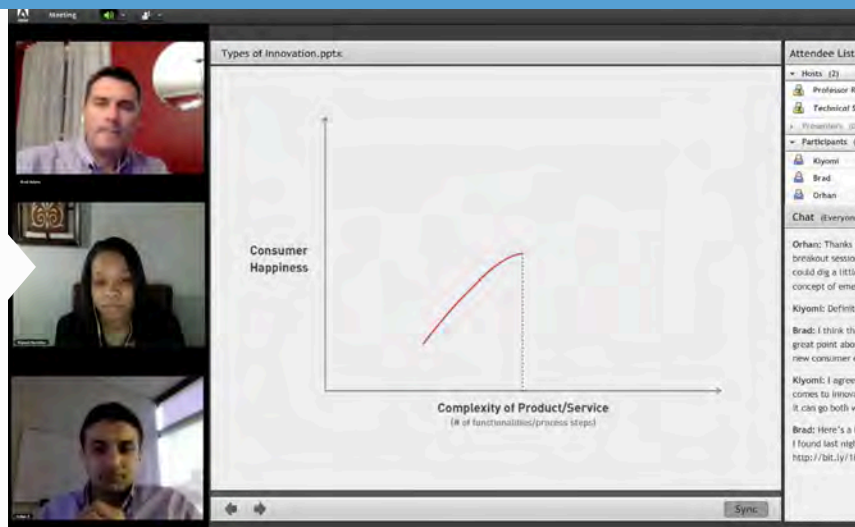
Leadership is not a skill learned simply by observing; it is developed through participation, practice and evaluation. This philosophy has helped us create a method of leadership education that teaches you to design your own short- and long-term strategies for leadership development.

Our Leadership Development Model follows an integrated approach with four phases.



1 Principles

Develop knowledge and expertise through a world-class curriculum, immersive learning experiences and interactions with top business leaders from around the world.



2 Practice

Take advantage of the extensive selection of experiential leadership activities available, and integrate critical management and problem-solving skills into your day-to-day work.



3 Feedback

Receive valuable feedback and insight on leadership effectiveness through self-assessments and multi-rater assessments, as well as individual and group interactions.



4 Reflection

Receive personalized coaching and consultation from senior business executives, faculty, staff and peers to help consider and apply new leadership tactics and concepts.



CAREER MANAGEMENT

World-class students deserve the world's best career management guidance. MBA@UNC employs a career management team that is exclusively dedicated to the needs of working professionals and will actively work with you one-on-one to keep you focused and positioned for success throughout your career.

Along with career consultation, the career management team provides a host of career coaching and assessment resources such as:

- Assessment debriefing and coaching
- Business Communication Center coaching
- Leadership 360 and self-assessment tools

From helping you find the career you strive for to ensuring you have the tools to thrive throughout your professional life, UNC Kenan-Flagler supports you long after graduation.

“Of all the universities I’ve attended, UNC is the most hands-on in its approach to helping students achieve their career goals.”



Amanda Baker

Deputy Director
Real Art Ways
MBA@UNC Class of 2014

The career management team's personalized career consultation consists of four phases:

1

Explore and Evaluate

You will outline your personal and professional goals and determine exactly what you want to get out of this MBA program.

2

Build Your Brand

Once you know where you want to go, you will learn to take advantage of every opportunity and relationship that can get you there.

3

Target and Activate

Whether it's a new job, a promotion or professional development, the career management team helps you create a strategic plan to reach your goals.

4

Execute to Opportunity

Once you are getting interviews or negotiating a promotion, you will learn how to maximize your outcomes. You'll develop negotiation skills, recognize opportunity costs and make better career decisions.

LOOKING TO THE FUTURE

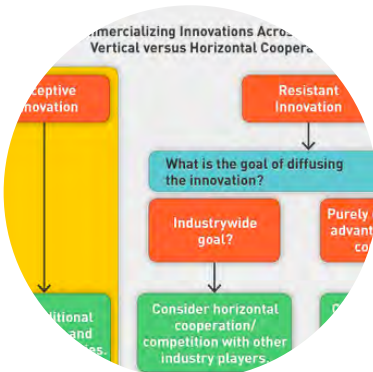
An MBA for Life

Staying at the top of your field means understanding that you should never stop learning. Whether it is refreshing old skills or developing new ones, as a UNC Kenan-Flagler graduate you will have access to a number of benefits to continue your education.



Continued Access to MBA@UNC Resources

Course content, recorded lectures and reading materials from your MBA@UNC classes will be available for you to review throughout and after your time in the program, and you will have continued access to career support services.



Courses at Cost

The business landscape is always changing. To ensure our alumni stay current with the latest technologies and principles, we allow all of our graduates to continue to take MBA@UNC courses for a minimal cost throughout their careers.



UNC Executive Development

UNC Kenan-Flagler is home to one of the world's leading executive development groups. Our team partners with organizations around the world to create customized executive development programs that help graduates continue to hone their business skills. Students and alumni also have access to a host of open enrollment programs focused on career development.

UNC KENAN-FLAGLER ALUMNI NETWORK

34,500

Active Alumni
Worldwide

The UNC Kenan-Flagler community is made up of thousands of professionals living and working all over the world. Our alumni are extremely active in helping students succeed both academically and professionally, often going above and beyond to help develop the next generation of business leaders.

4,580

Alumni Working in
Fortune 500 Companies

From the moment you enroll in MBA@UNC, you have access to invaluable connections with these accomplished alumni as well as a variety of exclusive services to help further your career. Our alumni have established chapters in cities across the U.S. and around the world.

80

Countries Where Active
Alumni Live and Work

Our alumni community has garnered praise from publications nationwide, in large part due to the willingness and enthusiasm of our alumni to support students and recent graduates. Whether they are responding to a simple request for information, sharing opportunities through our Career Advisor Network or helping students navigate difficult decisions, our alumni are extremely involved in the UNC Kenan-Flagler community.

¹⁴This data is self-reported by alumni of both the on-campus and online graduate and undergraduate business programs from UNC Kenan-Flagler Business School. Alumni update their information at their leisure. The data was pulled and calculated in August 2017.

“ I’m always amazed by the willingness of our alumni community to stand up and support our students before, during and after their time in our programs. Never in my career have I experienced an alumni base so excited to raise their hands and help. No matter the request, they always answer the call.



Catherine Nichols
Director of Alumni Engagement and Outreach

READY TO GET STARTED?

From first contact all the way through graduation and beyond, the UNC Kenan-Flagler team supports you in making your career aspirations a reality. Your journey toward becoming a business leader starts here, and we'll help you every step of the way.

To learn more about MBA@UNC you can visit onlinemba.unc.edu or contact an admissions counselor at 1.888.9UNC.MBA or onlinemba@unc.edu.

Admissions Overview

UNC Kenan-Flagler offers you the ability to start classes four times per year: January, April, July and October. Applications are accepted and reviewed on a rolling basis, giving you the opportunity to submit your application year-round and receive your admission decision promptly.

Applicant Requirements

- Bachelor's degree from an accredited university
- Minimum two years professional work experience

Application Checklist

- Online application
- GMAT or GRE score report if you have fewer than seven years of professional experience (see GMAT/GRE Waiver Policy)
- TOEFL, IELTS or PTE academic exam scores if English is not your native language
- Official transcripts from all colleges and universities attended
- Two letters of recommendation
- A personal interview conducted via webcam
- \$150 application fee
- A minimum of three personal essays with an optional fourth

To learn more about the application and admissions process, please visit: onlinemba.unc.edu/admissions

GMAT/GRE Waiver Policy

A GMAT or GRE score report is required as part of the application process for applicants with fewer than seven years of professional full-time work experience. However, a waiver may be considered for a candidate whose academic records and professional work experience demonstrate the high level of quantitative and analytical skills and abilities necessary for academic success in the MBA@UNC program.

For more details about GMAT/GRE waivers, please visit:

onlinemba.unc.edu/admissions/application-requirements/gmat-waiver-policy/

Financial Aid Resources

MBA@UNC encourages students to explore all options for funding their MBA education.

For more information on financial aid, please visit:

onlinemba.unc.edu/admissions/tuition-financial-aid/

Webinars and Events

The MBA@UNC staff as well as current students host a variety of online and in-person events to help prospective students familiarize themselves with MBA@UNC.

To find and register for upcoming events, please visit:

onlinemba.unc.edu/admissions/events/

Get Started

To begin your application, visit apply.onlinemba.unc.edu. If you have any questions about the program, you can contact a dedicated admissions counselor at 1.888.9UNC.MBA or via e-mail at onlinemba@unc.edu.



MBA@UNC

onlinemba.unc.edu