

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

The business administration program is considered a general management degree, and the UNC Kenan–Flagler Business School encourages breadth in both the business curriculum and in the continuation of study in fine arts, humanities, and natural and social sciences.

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

Students are subject to the requirements in place when they are admitted to the UNC Kenan–Flagler Business School; consequently, the requirements described in this catalog particularly apply to students admitted to the school during the 2025–2026 academic year.

Student Learning Outcomes

Upon completion of the business administration program, students should be able to:

- Demonstrate a deep understanding of business fundamentals and apply core business concepts to address business challenges.
- Demonstrate effective communication and oral skills across various business contexts using multiple communication modes.
- Exhibit leadership through building strong relationships, a willingness to experiment, and the ability to inspire and engage others.
- Exhibit cultural and inclusive competence by navigating and respecting differences, fostering inclusivity, and engaging effectively in global contexts.
- Apply analytical and critical thinking skills to solve complex, unstructured problems.
- Understand how business impacts individual, social, and environmental well-being, and develop strategies for how business leaders can ethically serve the common good.
- Apply technological and analytic tools for business decision making.

Requirements




In addition to the program requirements, students must

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

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

A maximum of 9 credit hours of online or remote coursework may be applied toward the undergraduate business program

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

Code	Title	Hours
Core Business Courses		
BUSI 401	 Management and Corporate Communication ¹	3
BUSI 402	Applied Microeconomics for Business ²	1.5
	or ECON 410  Intermediate Microeconomics	
BUSI 403	Operations Management	3
BUSI 404	Business Ethics	1.5
BUSI 405	 Leading and Managing: An Introduction to Organizational Behavior	3
BUSI 406	Marketing (prerequisite for marketing electives) ¹	3
BUSI 407	Financial Accounting ¹	3
BUSI 408	Corporate Finance (prerequisite for finance electives) ¹	3
BUSI 410	Business Analytics	3
BUSI 411	Strategy I: Competitive Strategy ³	1.5
BUSI 412	Strategy II: Global Corporate Strategy ³	1.5
Business Electives		
19.5 credit hours of business electives ^{2, 4, 5, 6}		19.5
Courses Outside the Kenan–Flagler Business School		
At least five courses outside the Kenan–Flagler Business School and any additional business or nonbusiness courses needed to complete a minimum of 120 credit hours, including transfer credit, to graduate		15
Total Hours		61.5

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

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

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

⁴ An area core course, with an earned grade of at least a C (not C-), is a prerequisite course for any elective course in that area (e.g., BUSI 406 is a prerequisite for BUSI 562). Other restrictions may apply to certain business courses.

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

⁶ 9 elective credits can be fulfilled by completing an Area of Emphasis. Students can complete two Areas of Emphasis (18 credits)

Areas of Emphasis

Although not required, you may choose to complete up to two areas of emphasis (AOE) as part of your major electives. AOE's give you the opportunity to customize your major based on your interests and desired career trajectory. All AOE's are 9 credits.

Business of Health

Code	Title	Hours
Requirements		
Required course:		
BUSI 510	The Challenge of Healthcare: A System Overview	1.5
Highly encouraged course:		
HPM 300	The U.S. Health System ¹	3
Other Approved Elective Courses:		4.5
BUSI 532	Healthcare and Service Operations Management ^H	

BUSI 625	Global Healthcare Management	
BUSI 626	Introduction to Healthcare Management	
BUSI 627	Healthcare Brand Plan	
CHIP 400	Digital Health Innovation ¹	
ECON 550	 Advanced Health Econometrics ¹	
ECON 552	 The Economics of Health Care Markets and Policy ¹	
MEJO 469	Health Communication and Marketing ¹	
MEJO 569	Behavioral Science in Health Communication ¹	
PHIL 165	 Bioethics ^{1, H}	
BMME 590	Special Topics in Biomedical Engineering ^{1, 2}	
NURS 625	Global and Interprofessional Approaches to Solve Complex Cases ¹	
Total Hours		9

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

¹ While this course counts towards AOE credits, it does not count towards BUSI elective credits

² with approval, based on topic

Consulting

Code	Title	Hours
Requirements		
Required course:		
BUSI 554	Consulting Skills and Frameworks ^H	3
Required: Applied Learning Experience (select one):		3
BUSI 505	 Entrepreneurial Consulting	
BUSI 514	 STAR - Experiential Learning Project ^H	
BUSI 393	 Business Internship Project I ²	
Remainig credits from the list below:		3
Finance		
BUSI 502	Entrepreneurial Finance	
BUSI 582	Mergers and Acquisitions ^H	
BUSI 618	Global Financial Markets	
Marketing		
BUSI 488	Data Science in the Business World	
BUSI 562	Consumer Behavior	
BUSI 563	Retail & E-tail Marketing	
BUSI 564	Design Thinking and Product Development	
BUSI 566	Marketing Strategy: Sustainable Competitive Advantage in Dynamic Environments	
BUSI 568	Customer Insights and Analytics	
BUSI 559	Product Management	
Operations		
BUSI 487	Creating Data-Driven Business Insights: Databases and Visualization	
BUSI 532	Healthcare and Service Operations Management ^H	
BUSI 533	Supply Chain Management ^H	
Organizational Behavior		
BUSI 547	Managerial Decision Making	

BUSI 540	Leadership for Wicked Problems	
BUSI 555	Groups and Teams in Organizations	
BUSI 550	People Analytics	
Entrepreneurship		
BUSI 506	Venture Capital Fundamentals	
Sustainability		
BUSI 508	Sustainable Business and Impact Entrepreneurship	
BUSI 507	Sustainable Business and Social Enterprise ^H	
Accounting		
BUSI 574	Taxes and Business Strategy	
BUSI 575	Financial Statement Analysis and Valuation	
Business of Health		
BUSI 627	Healthcare Brand Plan	
Management and Communication		
BUSI 525	Advanced Business Presentations	
BUSI 530	Corporate Communication: Social Advocacy and Activism	
BUSI 490	Business Topics ^{3, H}	
Total Hours		9

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

² While this course is repeatable, only 3 credits may count toward the AOE

³ with approval, based on topic

Entrepreneurship

Code	Title	Hours
Requirements		
At least three (3) credits from Group One:		3
BUSI 500	Entrepreneurship and Business Planning ^H	
BUSI 509	Entrepreneurs Lab: Advanced Entrepreneurial Insight and Leadership ^H	
BUSI 506	Venture Capital Fundamentals	
Remaining credits from Group Two:		6
BUSI 501	Professional Selling Strategies and Skills	
BUSI 502	Entrepreneurial Finance	
BUSI 503	Family Business I: Introduction to Family Enterprise	
BUSI 504	Startup UNC	
BUSI 505	 Entrepreneurial Consulting	
BUSI 508	Sustainable Business and Impact Entrepreneurship	
BUSI 517	Private Equity and Debt Markets	
BUSI 521	Design Thinking: The Innovation Process for Complex Problems	
BUSI 564	Design Thinking and Product Development	
BUSI 574	Taxes and Business Strategy	
BUSI 608	Introduction to FinTech - Blockchain Technologies and Cryptocurrencies	
Total Hours		9

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

Finance


Code	Title	Hours
Requirements		
At least one (1) course from Group One:		3
BUSI 409	Advanced Corporate Finance ^H	
BUSI 502	Entrepreneurial Finance	
BUSI 506	Venture Capital Fundamentals	
BUSI 580	Investments ^H	
BUSI 582	Mergers and Acquisitions ^H	
At least two (2) courses from Group Two:		4.5
BUSI 191	Gateway into Capital Markets & Investments	
BUSI 517	Private Equity and Debt Markets	
BUSI 518H	Applied Private Equity ²	
BUSI 575	Financial Statement Analysis and Valuation	
BUSI 577	 Projects for Investment Management Experiential-Learning	
BUSI 581	Financial Modeling for Leveraged Buyout Transactions	
BUSI 583	 Applied Investment Management ^{2, H}	
BUSI 584	Financial Modeling	
BUSI 587	Investment Banking ^H	
BUSI 588	Introduction to Derivative Securities and Risk Management ^H	
BUSI 589	Fixed Income ^H	
BUSI 590	Business Seminar (subject to approval) ^{3, H}	
BUSI 600	Risk Management	
BUSI 606	Buyout Structures and Deals	
BUSI 688	Applied Trading Strategies ^H	
Additional courses from Group Three:		1.5
BUSI 511	Regional Venture Capital Immersion	
BUSI 574	Taxes and Business Strategy	
BUSI 597	Sustainable Finance	
BUSI 607	Inside the Capital Markets - Institutions, Players and Regulators	
BUSI 608	Introduction to FinTech - Blockchain Technologies and Cryptocurrencies	
BUSI 618	Global Financial Markets	
BUSI 556	Thinking Creatively: Cognitive Tools for Individuals and Teams	
Total Hours		9

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

² While this course is repeatable, only 3 credits may count toward the AOE

³ with approval, based on topic

Managing People and Organizations

Code	Title	Hours
Requirements		
Nine (9) credits from list below:		9
BUSI 350	 Symposium Core Committee ²	
BUSI 470	Storytelling to Influence and Inspire	
BUSI 540	Leadership for Wicked Problems	
BUSI 523	Diversity and Inclusion at Work	
BUSI 527	Gender at Work	
BUSI 528	Leadership Communication	
BUSI 530	Corporate Communication: Social Advocacy and Activism	
BUSI 545	Negotiations	
BUSI 547	Managerial Decision Making	
BUSI 550	People Analytics	
BUSI 555	Groups and Teams in Organizations	
BUSI 556	Thinking Creatively: Cognitive Tools for Individuals and Teams	
BUSI 526	Leadership in Action	
Total Hours		9


² While this course is repeatable, only 3 credits may count toward the AOE

Marketing

Code	Title	Hours
Requirements		
Nine (9) credits from list below:		9
BUSI 488	Data Science in the Business World	
BUSI 501	Professional Selling Strategies and Skills	
BUSI 558	Digital Marketing	
BUSI 559	Product Management	
BUSI 562	Consumer Behavior	
BUSI 563	Retail & E-tail Marketing	
BUSI 564	Design Thinking and Product Development	
BUSI 565	 Marketing Research Design and Analysis	
BUSI 566	Marketing Strategy: Sustainable Competitive Advantage in Dynamic Environments	
BUSI 567	Customer Journeys	
BUSI 568	Customer Insights and Analytics	
BUSI 627	Healthcare Brand Plan	
Total Hours		9

Operations Management

Code	Title	Hours
Requirements		
Required Course:		
BUSI 533	Supply Chain Management ^H	3
Remaining credits from list below:		6
BUSI 487	Creating Data-Driven Business Insights: Databases and Visualization	
BUSI 520	Advanced Spreadsheet Modeling for Business	
BUSI 532	Healthcare and Service Operations Management ^H	

BUSI 536	Project Management	
BUSI 537	Retail Operations	
BUSI 554	Consulting Skills and Frameworks ^H	
BUSI 538	Sustainable Operations	
BUSI 559	Product Management	
BUSI 490	Business Topics ^{3, H}	
STOR 305	 Introduction to Decision Analytics ¹	
Total Hours		9

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

¹ While this course counts towards AOE credits, it does not count towards BUSI elective credits

³ with approval, based on topic

Real Estate

Code	Title	Hours
Requirements		
Required courses:		
BUSI 585	Introduction to Real Estate	3
BUSI 601	Real Estate Finance ^H	1.5
BUSI 603	Real Estate Development	1.5
BUSI 604	Real Estate and Capital Markets ^H	1.5
Remaining credits from the list below:		1.5
BUSI 293	 Affordable Housing Practicum	
BUSI 520	Advanced Spreadsheet Modeling for Business	
BUSI 548	Financing Affordable Housing	
BUSI 580	Investments ^H	
BUSI 589	Fixed Income ^H	
BUSI 592	 Applied Private Equity: Real Estate ²	
BUSI 605	Real Estate Capstone	
PLAN 246	 Cities of the Past, Present, and Future: Introduction to Planning ¹	
PLAN 420	Community Design and Green Architecture ¹	
Total Hours		9

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

¹ While this course counts towards AOE credits, it does not count as BUSI elective credit

² While this course is repeatable, only 3 credits may count toward the AOE

Sustainability

Code	Title	Hours
Requirements		
Required Course:		
BUSI 507	Sustainable Business and Social Enterprise ^{2, H}	3
Remaining credits from this list:		6
BUSI 490	Business Topics ^{3, H}	

BUSI 540	Leadership for Wicked Problems	
BUSI 530	Corporate Communication: Social Advocacy and Activism	
BUSI 538	Sustainable Operations	
BUSI 597	Sustainable Finance	
DATA 541	Natural Hazards and Financial Risk ¹	
Total Hours		9

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

¹ While this course counts towards AOE credits, it does not count towards BUSI elective credits

² Or a UBP Sustainability Global Immersion elective.

³ with approval, based on topic

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.

- For upper-level courses (equivalent to those numbered 400–699 in the Kenan–Flagler undergraduate curriculum), the course was completed at
 - an accredited institution, including but not limited to AACSB International, or
 - a constituent four-year institution of the University of North Carolina, or
 - an international partner institution of Kenan–Flagler's undergraduate business program.
- The final course grade earned was at least C (not C-) as verified by an official transcript. Courses taken Pass/Fail are ineligible.
- A comparable course is available in the Kenan–Flagler undergraduate curriculum.
- The course is not approved for credit in other UNC–Chapel Hill departments (i.e., no double credits).
- The student completed the course within the past three academic years.
- 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.

12 credits of minor courses must be completed at UNC Kenan–Flagler, except for courses taken while studying abroad through a Kenan–Flagler Program

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

Special Opportunities in the Kenan–Flagler Business School

Honors in Business

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

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

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

Career Services

The Undergraduate Business Program provides career development resources and services tailored to business students, such as specialized training and professional development programming, targeted networking and career fair opportunities, function- and industry-specific career clubs, individualized career coaching, and a broad library of online resources. Undergraduate business students are expected to maintain an up-to-date profile on Handshake through University Career Services, which is the primary resource for all UNC–Chapel Hill students for job/internship postings.

As the job market remains highly competitive, the Undergraduate Business Program strongly encourages business students to undertake internships, leadership opportunities, global education, and other experiential learning opportunities to explore their interests and career options. These hands-on experiences provide great venues to develop the critical thinking, teamwork, communication, and technical skills that many employers seek in candidates. The Undergraduate Business Career

Services team assists students with connecting the dots of their college experience to launch careers with positive impact.

STAR Program

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

Student Community Engagement and Wellness

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

The program has two full-time wellness coaches who work to ensure students take care of their well-being throughout their time in the program. These coaches are available for 1-1 appointments and organize many wellness-focused initiatives and programs to support all students.

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 growing portfolio of academic and professional global programs in Europe, Africa, Asia, Latin America, and Oceania that offer students the opportunity to earn business core and/or elective credit. Business students can develop their global perspective and career readiness skills through participation in a semester abroad, business-focused faculty-led programs, summer study abroad, or international internships.

Over \$750,000 is available in merit and financial-need scholarship funds for Kenan–Flagler students studying abroad through the Undergraduate Business Program. Additionally, Kenan–Flagler study abroad students are eligible for the Phillips Ambassador Program, which offers \$6,000 scholarships for 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 integrity, inclusion, impact, and innovation underpin everything the school stands for and the students who are given these awards have embodied these qualities throughout their time in Kenan–Flagler. The chosen students are recognized by their peers during the school's commencement ceremony. Beta Gamma Sigma, the national business honorary society, offers top-performing students the chance to be inducted into that organization each spring.

Undergraduate Business Symposium

Since its inception in 1983, the Undergraduate Business Symposium continues to be the flagship career event for the Undergraduate Business Program and an annual highlight for the UNC Kenan–Flagler community. It is the largest and longest-running student-organized event of its kind. Each year the event brings together more than 425 undergraduates and 125 company representatives from a diverse set of industries and organizations from across the country. The Undergraduate Business Symposium provides students with the opportunity to learn about a variety of industries and organizations, the chance to network and interact with business representatives and UNC Kenan–Flagler faculty, obtain insights into the dynamic business landscape, and the opportunity to showcase their analytical, communication, and problem-solving skills.

Department Programs

Major

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Minor

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

Graduate Programs

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

Courses

- Business Administration (BUSI) (<https://catalog.unc.edu/courses/busi/>)

Contact Information

Kenan–Flagler Business School

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