

DIRECT TRANSFER APPLICATION INFORMATION FOR C-STEP STUDENTS

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Welcome & thank you for joining!

THE PLAN FOR TODAY

BRIEF PROGRAM OVERVIEW

ELIGIBILITY & APPLICATION CRITERIA

SUPPLEMENTAL REQUIREMENTS FOR BUSINESS

TIPS & RESOURCES



KENAN-FLAGLER BUSINESS SCHOOL
Undergraduate Business Program

OVERVIEW BY THE NUMBERS

#7

U.S. News &
World Report
(undergraduate
business)

3.81
median GPA

\$72,357
average salary

#6

Internal +
direct transfer
admitted
per year

45%
acceptance
rate (internal
process)

Poets
& Quants

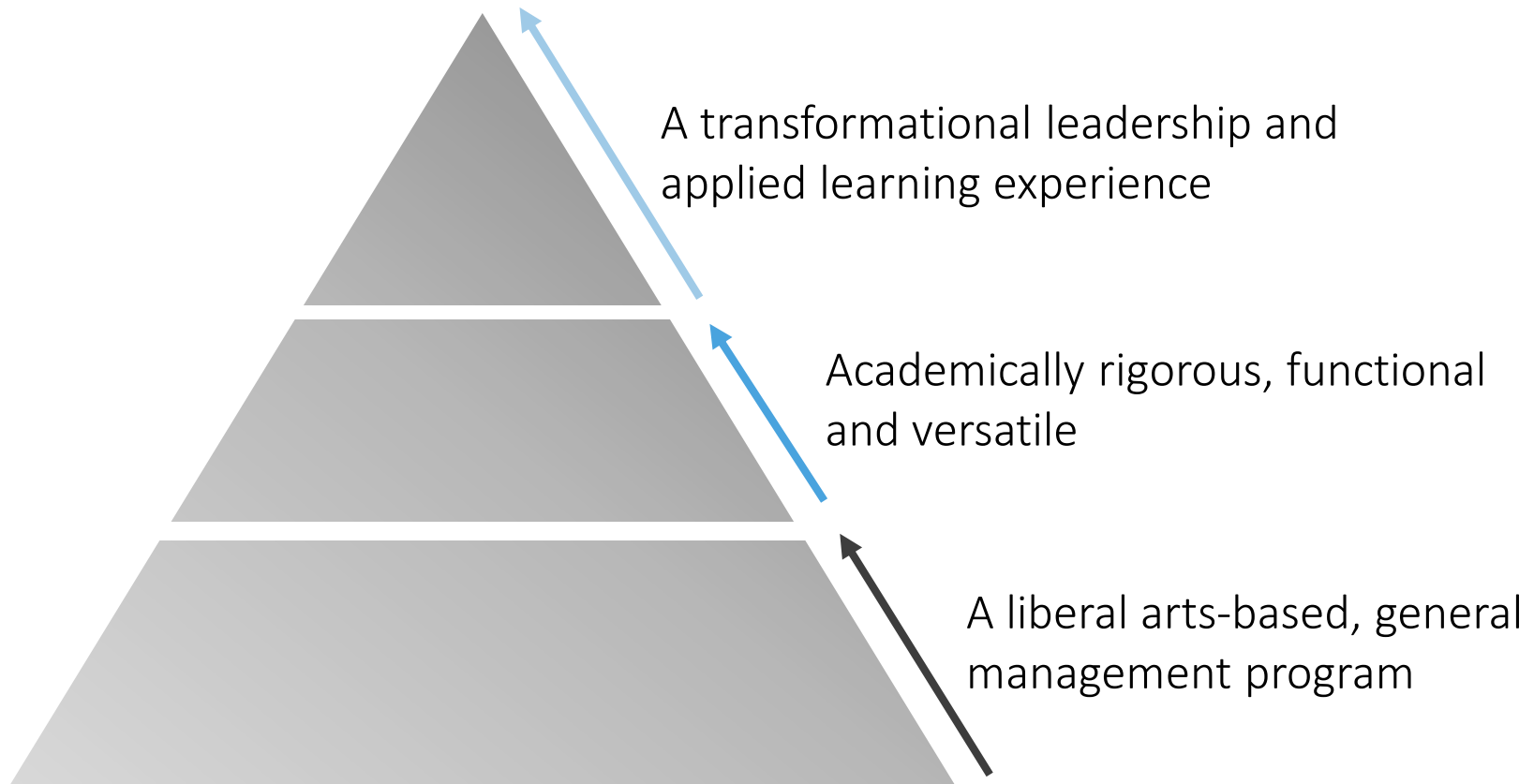
390 majors
80 minors

Internal +
direct
transfer
admitted
per year



PROGRAM OVERVIEW

Bachelor of Science in Business Administration (General Management)



CORE COURSEWORK

Corporate
Communication



Law & Ethics



Marketing



Corporate
Finance



Strategic
Management



Operations



Leading &
Managing



Accounting



Business
Analytics



Corporate
Strategy

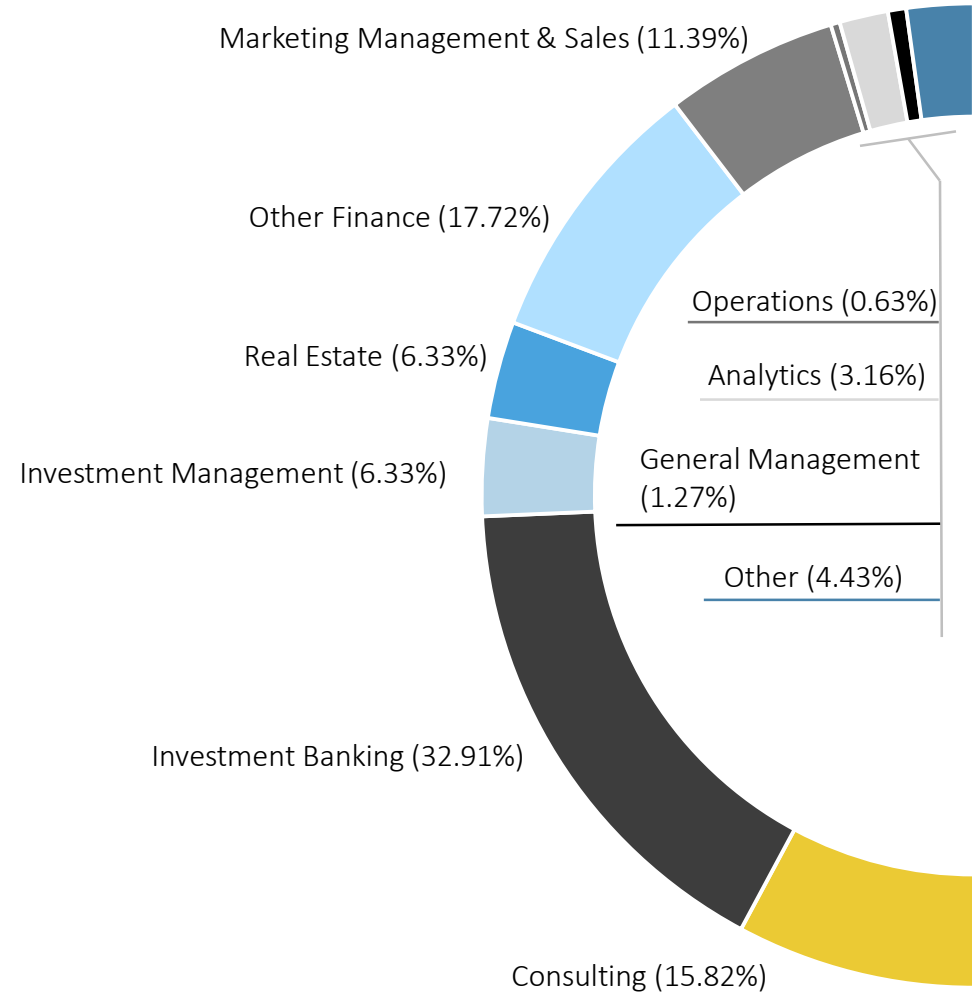


PLACEMENT BY FUNCTION

8

EMPHASIS AREAS—optional concentrations offered

- Investment Banking
- Multinational Finance
- Investment Management
- Real Estate
- Entrepreneurship
- Marketing Management & Sales
- Operations
- Consulting



Sample 2 Year Schedule

Semester	Class Schedule	Credit Hours
1 Fall	ECON 410 Intermediate Micro Economics ¹ BUSI 405 Leading & Managing BUSI 401 Management & Corporate Communication ² 2 General Educ/Elective Courses (if needed)	3 3 3 6
2 Spring	BUSI 408 Corporate Finance BUSI 406 Principles of Marketing General Educ/Elective Course (If needed) 2 Business Elective Courses	3 3 3 6
Summer	Global Immersion Elective (Maymester)	3
3 Fall	BUSI 403 Operations Management BUSI 411 Strategic Management ³ BUSI 407 Financial Accounting & Analysis 2 Business Elective Courses	3 1.5 3 6
4 Spring	BUSI 412 Corporate Strategy BUSI 404 Legal & Ethical Environment of Business BUSI 410 Business Analytical Applications Business Elective Course	1.5 1.5 3 3

GIE: Business elective, study abroad, and fulfills Experiential Education requirement



PROGRAMMING & RESOURCES



LEARN BY DOING

S.T.A.R. Student Teams Achieving Results



BUSINESS IMPROV



Applied Investment Management Course



GLOBAL IMMERSION ELECTIVE



Short-term study abroad opportunity fulfills 3 credit hours of business elective credits and the Experiential Education requirement. Scholarships available.



CAREER OUTCOMES

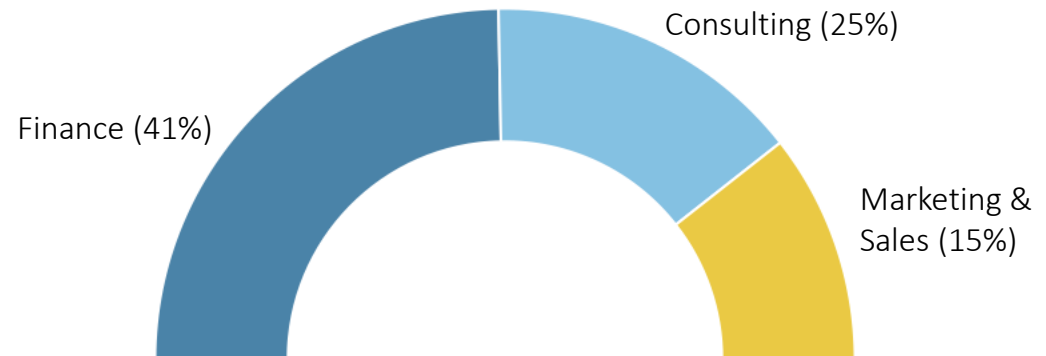
EMPLOYMENT STATS FOR CLASS OF 2020

85% Employed Full-Time

13% Graduate School

\$72,357 Mean Base Salary

\$7,927 Mean Signing Bonus



BAIN & COMPANY

McKinsey&Company

Lenovo

JPMorgan

Bank of America

Merrill Lynch

CREDIT SUISSE

BLACK & DECKER

Deloitte.

Google

citigroup

BB&T

Johnson & Johnson

Morgan Stanley

P&G
Procter & Gamble

TARGET

GE

WELLS FARGO

Goldman Sachs

Data as of September 2020. Statistics represent a 98% "Knowledge Rate" for Class of 2020..



KENAN-FLAGLER BUSINESS SCHOOL
Undergraduate Business Program



DIRECT TRANSFER PROCESS (Business)



(Pre-UNC)
Spring

- Submit application (Bachelor of Science in Business Administration) via Common App
- Video Interview Checklist Item
- Review Credit Summary

Summer

- Ensure transfer credits are correct in Connect Carolina (student information system)
- Address any missing Business Prerequisites beyond ECON 410
- Orientation
- Summer Transfer Program

UNC
Fall 1

Finish Final
Remaining
Prerequisite
(ECON 410)

UNC
Spring 1

Begin with
a “full”
load of
business
courses



DIRECT TRANSFER PROCESS



ACADEMIC ELIGIBILITY

Admission is contingent upon successful completion of all prerequisites (C or better)

- Calculus (MATH 152 or MATH 231 or STOR 113)
- ECON 101 (hybrid Macro & Micro)
- STOR 155
- BUSI 102
- ECON 410

<https://catalog.unc.edu/admissions/undergraduate/nccc-transfer-pathways/business-administration-aa-bsba/>



SELECTION CRITERIA

Through a combination of deliverables (personal statement, resume & interview) we evaluate for the following attributes:



Academic excellence



A compelling motivation for studying business and understanding of Kenan-Flagler values



Intellectual curiosity



A global mindset



Strong leadership potential



A track record of impactful extracurricular/community involvement



SUPPLEMENTAL MATERIALS



- PERSONAL STATEMENT
- RESUME
- VIDEO INTERVIEW (checklist item added after application submission)



PERSONAL STATEMENT

Why are you interested in studying business? (Why did you choose this major? What experiences have led you to this decision?)

Knowing that your career journey will evolve throughout your time at UNC and that many students continue the career exploration process throughout college, articulate your current short-term (immediately upon graduation) and long-term (5 years post-graduation) career goals and how you have explored and chosen these goals.

Explain why you want to transfer to UNC and how the Kenan-Flagler Undergraduate Business Program is essential to helping you achieve your goals.



GENERAL ESSAY WRITING TIPS

Answer the question

Does your response satisfy the inquiry?

Outline your key points

Did you provide a roadmap for your reader?

Provide relevant examples—Show, don't just tell

Would an example illustrate your point more effectively?

Be concise

Did you adhere to the word limit?

Add depth

Did you answer the “so what” and “why” questions?

Proofread, edit, revise

Did you spell check? Have someone else read it?



RESUME OVERVIEW

UBP Resume Template

FIRST NAME I. LAST NAME

FirstName_LastName@unc.edu
(Area Code) Phone-Number
LinkedIn URL (Optional)

EDUCATION

UNIVERSITY OF NORTH CAROLINA at Chapel Hill May 20xx
Pre-Business Studies, GPA ### [Optional, only if 3.00 or higher]

- Scholarship(s)/Activities/Achievement(s)/Honor(s)
- Other possible info to include: Study Abroad, International Experience and/or Relevant Coursework

EXPERIENCE

COMPANY NAME – City, State [abbreviated e.g. NC] or City, Country [if non-US location] Month 20xx- Month 20xx
Optional, company descriptors are in italics to describe unfamiliar companies. Keep to 1 line

Job Title

- In this section include bulleted accomplishment statements, which provide examples of times you have successfully used the skills employers are seeking
- Consider the following questions to help you create more effective bullet points: What was the result/outcome of your work? What were your accomplishments? How did you help the organization? What skills/knowledge did you enhance? How does this experience relate to your internship/employment goal?
- Begin bullets with a variety of verbs to avoid repetition (e.g. Led, Directed, Supervised)
- Open resume bullets with direct action verbs and AVOID “Responsible” or “Assisted”
- Use Times New Roman font; font sizes: Name, 16; Major Section Headings, 12; Text: 10.5

COMPANY NAME – City, State [abbreviated e.g. NC] or City, Country [if non-US location] Month 20xx- Month 20xx
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Job Title

- Avoid resume bullets with 1-2 words on the 2nd line
- Do not adjust margins or spacing between lines; keep to one-page maximum for on-campus resume
- Remove any hyperlinks to your email or LinkedIn profile
- Remove grammar or spelling underlines in MS Word and create .doc(x) and .pdf versions
- Save your resume file as “First Name Last Name Resume Date” (ex: John Doe Resume 7-12-16)

COMPANY NAME – City, State [abbreviated e.g. NC] or City, Country [if non-US location] Month 20xx- Month 20xx
Optional, company descriptors are in italics to describe unfamiliar companies. Keep to 1 line

Job Title

- Include 1 high school internship/project only if it DIRECTLY relates to your target career goals
- Avoid multiple sentences in a single bullet point; the semi-colon is your friend
- Do not use a period at the end of your bullet points

LEADERSHIP AND COMMUNITY INVOLVEMENT

ORGANIZATION NAME, Title, City, State Month 20xx- Month 20xx

- Positions within this section should be formatted like previous experience sections, but may or may not include bullet points
- In an additional experience section, you can include work experiences that may not be directly related to the job you are applying to, but add to your credibility by exemplifying a progressive work history

ORGANIZATION NAME, Title, City, State Month 20xx- Month 20xx

- Numbers: K=thousands, M=millions, B=billions, +=more than [e.g. \$50M+], <less than [e.g. <2%], sf=square feet
- All numbers should be digits, not words [e.g. 8, not eight]

ADDITIONAL INFORMATION

- Use this section to include information like language abilities, technology skills beyond MS Office, coding languages
- US permanent work authorization [only for international students with the right to work in the US]
- *Optional:* List hobbies and interest to use as an ice breaker

Formatting Tips:

- Margins:
 - .5” on all sides
- Font Style:
 - Times New Roman
- Font Size
 - Name: 16
 - Headers: 12
 - Text: 10.5
- Bullet Style
 - Use standard “•”



RESUME OVERVIEW - BREAKDOWN

UBP Resume Template

EXPERIENCE

COMPANY NAME – City, State [abbreviated e.g. NC] or City, Country [if non-US location] Month 20xx- Month 20xx
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Experience Section



RESUME OVERVIEW - BREAKDOWN

UBP
Resume
Template

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ORGANIZATION NAME, Title, City, State

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Leadership & Community Involvement Section



RESUME OVERVIEW - BREAKDOWN

UBP
Resume
Template

ADDITIONAL INFORMATION

- Use this section to include information like language abilities, technology skills beyond MS Office, coding languages
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- *Optional:* List hobbies and interest to use as an ice breaker

Additional Skills & Information Section



STANDOUT RESUMES

- Strong Accomplishment Statements
- Quantities And Percentages
- IMPACT - Contributing To Projects/Bottom-line

Think About Each Experience and Ask The Following Questions:

PURPOSE:

Why did you do the task?



POWER VERB

+

METHOD:

How did you go about doing the task?



JOB RESPONSIBILITY

=

RESULT:

What happened, because of your actions?



HOW / WHY



RESUME BULLET BOOT CAMP

1. Choose a strong **ACTION VERB**
2. Identify the **PROJECT / DUTY / TASK**
3. Identify **WHO BENEFITED**
4. Provide **DESCRIPTORS**; answering the question “what is the purpose?”
5. Quantify or qualify the **RESULTS** (*when possible*)



RESUME BULLET BOOT CAMP

1. Choose a strong **ACTION VERB**
2. Identify the **PROJECT / DUTY / TASK**
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5. Quantify or qualify the **RESULTS** (*when possible*)

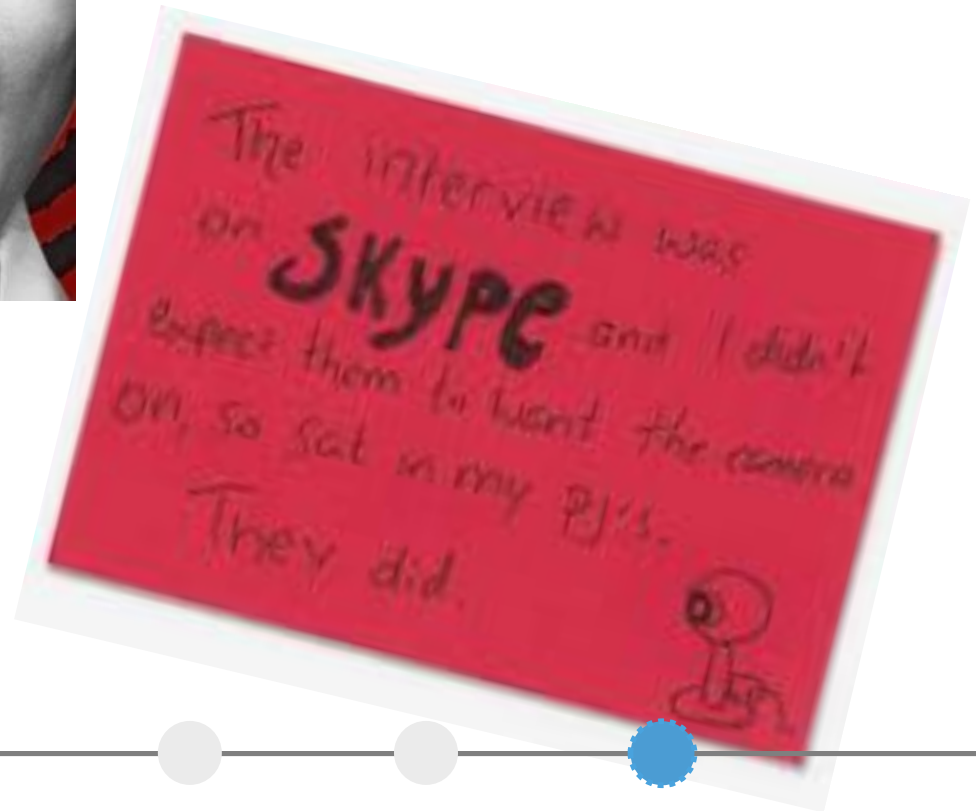
ANATOMY OF A STRONG RESUME BULLET

Sample Statement – Made flyers for CUAB events

Anatomy	Action Verb	Project Duty	For Whom?	What is the purpose?	Was there a result?
	Designed	marketing materials & social media posts,	for the college union activities board (CUAB),	increasing programming awareness and attendance	by 40%.



VIDEO INTERVIEW



VIDEO INTERVIEW

Video Interview

Click *Start Test* in order to demo the system and to determine that the computer web cam and microphone are working properly.

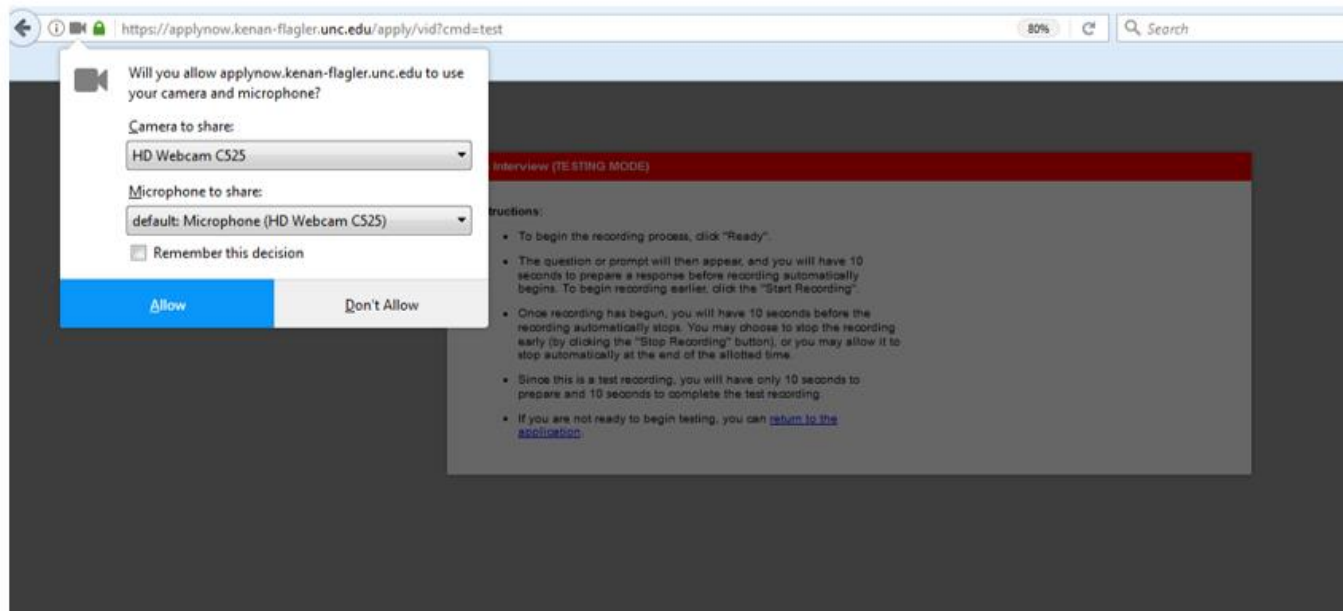
The screenshot shows a web application titled "Video Interview". On the left is a vertical navigation menu with links: Home, Applicant Eligibility, Instructions, Personal Information, Application Details, UNC Information, Required Resume, Awards and Recognitions, Employment, Activities and Volunteer Experience, Essays, Video Interview (highlighted), Additional Information, Global Exposure, Campus Safety, Signature, and Review. The main content area has the title "Video Interview" and a paragraph: "Please make sure you have your webcam ready and respond to the prompts. Note that you will be asked to respond to TWO questions within a 6 minute (360 second) maximum time frame. Feel free to divide your time between the two questions as you see fit. You do not have to use the entire 6 minutes if you do not need that much time." Below this is a red-bordered box containing the text: "To record your video, you will need to use a computer with a webcam and a browser that supports media recording (Chrome and Firefox)." and a red "Start Test" button. A grey "Continue" button is located below the navigation menu. The footer of the page reads "THE UNIVERSITY of NORTH CAROLINA at CHAPEL HILL".

- Video Essay Format
 - 2 questions within 6 min. max
 - 30 sec prep prior to recording
 - 3 attempt max (previous attempt deleted)
 - Required to test functionality prior to recording (unlimited opportunities to test)

VIDEO INTERVIEW DEMO

Video Interview

You may be prompted to allow the use of your webcam and microphone.



VIDEO INTERVIEW DEMO

Video Interview

Note that timetables for testing differ from that of the video interview. Applicants will have 30 seconds of prep time and 360 seconds to answer two questions.

Video Interview (TESTING MODE)

Instructions:

- To begin the recording process, click "Ready".
- The question or prompt will then appear, and you will have 10 seconds to prepare a response before recording automatically begins. To begin recording earlier, click the "Start Recording".
- Once recording has begun, you will have 10 seconds before the recording automatically stops. You may choose to stop the recording early (by clicking the "Stop Recording" button), or you may allow it to stop automatically at the end of the allotted time.
- Since this is a test recording, you will have only 10 seconds to prepare and 10 seconds to complete the test recording.
- If you are not ready to begin testing, you can [return to the application](#).



Ready



VIDEO INTERVIEW DEMO

Video Interview

Video Interview (TESTING MODE)

Pretend that we just asked you an existential question.

When you are no longer testing, the real question or prompt will appear here.
(You will also have more than 10 seconds to respond.)

For now, you may record whatever you would like as a test response. This recording will not be saved beyond the testing phase and will never be reviewed.



Recording in 7s...

Start Recording



VIDEO INTERVIEW DEMO

Video Interview

Review the test recording and re-test as many times as you like by clicking “start over.” When you are satisfied and ready to record, please acknowledge that you have tested and click that you are ready to proceed.

start over'. A blue arrow points from a callout bubble to the 'start over' link. Below this is a blue square placeholder for a video. Further down, it says 'If you are ready to proceed, please review the requirements below, click the acknowledgement, and then click Ready:'. A bulleted list of requirements follows: 'You can play any welcome videos.', 'You can hear the audio.', 'You can record a test video.', and 'You can playback your test video, with video and audio captured successfully.' At the bottom, there is a checked checkbox with the text 'I acknowledge that I have tested this process and am ready to start recording.' and a green 'Ready' button."/>

Video Interview (TESTING MODE)

We have received your test video submission. Please review it to ensure that the audio and video play properly.

If you need to re-test, you may [start over](#)

If you are ready to proceed, please review the requirements below, click the acknowledgement, and then click Ready:

- You can play any welcome videos.
- You can hear the audio.
- You can record a test video.
- You can playback your test video, with video and audio captured successfully.

☒ I acknowledge that I have tested this process and am ready to start recording.

Ready

Important to select **start over** unless you are ready to record.

VIDEO INTERVIEW DEMO

Video Interview

Note new timetable (30 seconds) in “real” interview scenario. Click “Ready” to proceed.

Video Interview

Instructions:

- To begin the recording process, click "Ready".
- The question or prompt will then appear, and you will have 30 seconds to prepare a response before recording automatically begins. To begin recording earlier, click the "Start Recording".
- Once recording has begun, you will have 360 seconds before the recording automatically stops. You may choose to stop the recording early (by clicking the "Stop Recording" button), or you may allow it to stop automatically at the end of the allotted time.



Ready Microphone input detected.



VIDEO INTERVIEW DEMO

Video Interview

Review the questions. Applicants will have 30 seconds to prepare responses for two questions. Do not click “Start Recording” unless you want to forfeit your preparation time.

Video Interview

Question 1: What are your short term career goals and how will Kenan-Flagler help you achieve them? Question 2:

Recording in 22s...

Start Recording

VIDEO INTERVIEW DEMO

Video Interview

Applicants have 360 seconds to respond to both questions. Notice the countdown provided in the lower right side of the screen. Click “Stop Recording” when you are ready to stop the recording.

Video Interview

Question 1: What are your short term career goals and how will Kenan-Flagler help you achieve them? Question 2:

Stop Recording Recording... 354s remaining...

VIDEO INTERVIEW DEMO

Video Interview

Review your first attempt submission. If you are not satisfied, you have two remaining attempts. The second question will differ for each new attempt. You will not be granted a fourth attempt.

The screenshot shows a web application titled "Video Interview". On the left is a navigation menu with links: Home, Applicant Eligibility, Instructions, Personal Information, Application Details, UNC Information, Required Resume, Awards and Recognitions, Employment, Activities and Volunteer Experience, Essays, Video Interview (highlighted), Additional Information, Global Exposure, Campus Safety, Signature, and Review. The main content area displays a message: "We have successfully received your video submission." Below this is a video player showing a black silhouette on a blue background, with a progress bar at 0:13 / 0:13. Below the video player, it says: "You have 1 recording attempt(s) remaining. If absolutely necessary, you may [start over](#)." A blue arrow points from a large blue oval callout to the "start over" link. The callout contains the text: "CAUTION! If you select **start over** the system will delete your first recording. You have a maximum of 3 attempts." A "Continue" button is located at the bottom of the main content area.

VIDEO INTERVIEW TIPS

The best results occur when applicants:

- **Are able to articulate their elevator pitch in a clear and concise manner.**
Why business, what are your career goals, & how does Kenan-Flagler fit into your plans?
- **Practice instead of resorting to cue cards or reading from their screen.**
This never ends well—and is ultimately distracting to the viewer.
- **Exude a professional level of enthusiasm.**
Though the interview is more like a video essay, remember that there will be someone on the other end of the camera—and we are excited to meet you!
- **Use examples to illustrate their response.**
Avoid using examples already used in other materials. As you would do in an in-person interview, prepare a list of the various examples that could be used to illustrate common behavioral questions.
- **Find a quiet, private location with strong internet connection (avoid Wi-Fi if possible).**
Find a partner to help reduce distractions

