



## **Your Guide to Preparing a Competitive Undergraduate Business Application**

A strong application to the Undergraduate Business Program (UBP) includes a clear, compelling picture of your strengths, goals, and readiness for the curriculum while also demonstrating a genuine interest in the opportunities the UBP has to offer.

And while the UBP Application will officially open this summer on **June 15th**, now is an excellent time to begin preparing and familiarizing yourself with the process.

Pre-business students are encouraged to use the following resources to help deepen your understanding of the application process, provide personalized guidance, and refine your materials so that they reflect your best work. By taking advantage of these resources, you not only strengthen the quality of your application but also show initiative and engagement - qualities that help you stand out in a competitive admissions process!

1. **Watch the [BUSI Talk Series](#):** A five-part, self-paced video series built to aid pre-business students while navigating eligibility, motivation for business, impactful engagement and more.
2. **Attend a Pit Sit:** A great opportunity to visit UBP Admissions at their table in the Pit on Tuesday, March 31<sup>st</sup> from 11:00 a.m. – 1:00 p.m. and ask questions to learn more about the program & upcoming events.
3. **Drop-In to [Virtual Admissions Counseling](#):** A convenient resource for current pre-business students wanting to get answers to general admissions questions, clarify program expectations, and receive guidance on planning their next steps.

4. **Register for the [Application Workshop](#):** A virtual session that provides practical guidance on essay writing, video interview preparation, and résumé-building strategies for the UBP application. For more information, check out this week's *Resource Spotlight*!

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## **Being BUSI**

***Are you looking for ways to engage with Kenan-Flagler and the larger UNC community as a Pre-Business student? Here are 3 opportunities to consider...***

### **UBP Undergraduate Research Night**

Wednesday, 3/25, 5:00 PM – 6:00 PM

Register in [Heel Life](#)

### **The Art of Negotiating with AlphaSights**

Thursday, 3/26, 5:30 PM – 6:30 PM

Register in [Heel Life](#)

### **Pathways for Sustainability Leadership**

Thursday, 3/26, 6:00 PM - 7:00 PM

Register in [Heel Life](#)

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## **Resource Spotlight**

### **The UBP Application Workshop**

The UBP Admissions Team will host an [Application Workshop](#) on **Tuesday, April 7th at 5:00 PM via Zoom**.

This session will walk through the full application timeline and break down each component of the UBP application. Participants will receive guidance on essay writing, video interview preparation, and tips for developing a strong résumé. The workshop will also highlight special opportunities including [TREBLE](#) and the [Luther Hodges Scholars](#) program as well as programming and additional resources to support pre-business students throughout the process.

Admissions staff will be on hand to explain requirements, answer questions, and help you better understand what to expect as you prepare your application.

[Register here](#) today!

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View previous Pre-View Archives and other Pre-Business Resources, including our BUSI Talk recordings, [here](#).



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