



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.

A photograph of a university campus. In the foreground, there is a classical building with several white columns. To the right, a large tree with green and yellowing leaves is visible. In the background, a brick building with many windows is partially obscured by the tree. The sky is a clear, pale 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 integrity, inclusion, innovation and impact 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 have to do things differently. We promise to offer a program that delivers 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 throughout the week, allowing you to keep your job while pursuing your degree.

39%

Average salary increase
one year post-graduation
from entry

*As of December 2017

24%

Average Salary
Increase at Graduation

*As of December 2018

“ One of the best things about the MBA@UNC program is that it’s very flexible. I was able to get through my entire workday, get off of a shift, put my kids to bed, and then sit down and focus on class.



Dr. Tyese Gaines

Founder and CEO of NOWmed Walk-In Urgent Care
MBA@UNC Class of 2017



“ 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

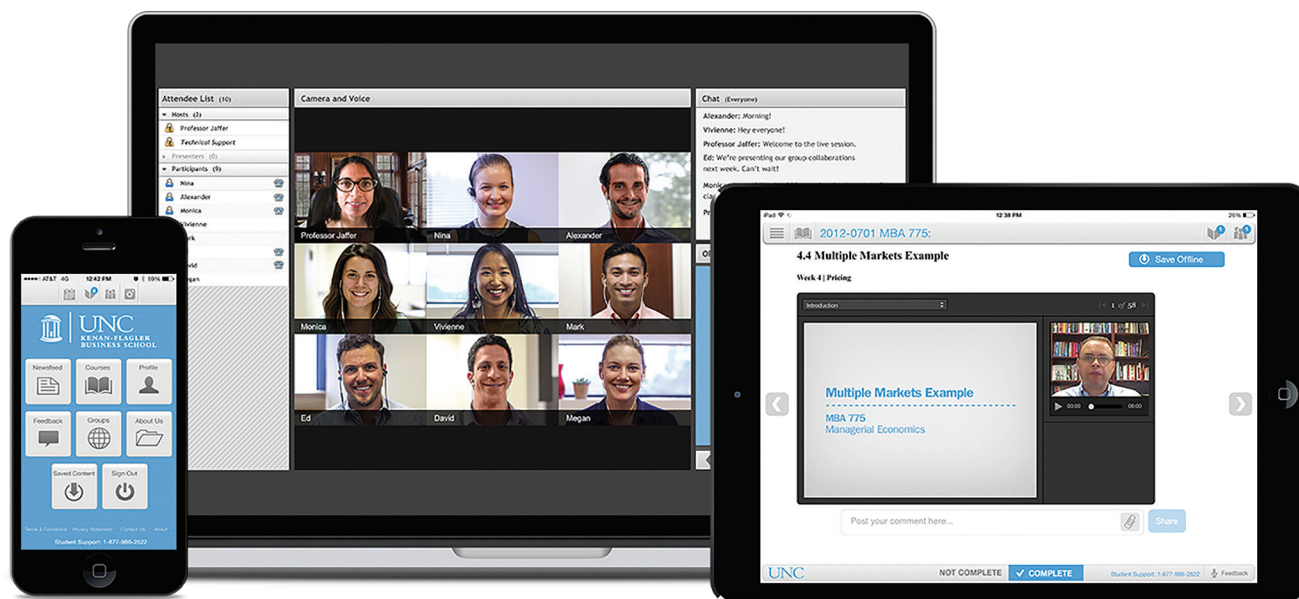
When Megan Salmon was offered a position with the foreign service, she faced a difficult decision. She wanted to pursue her MBA; however, the opportunity to work overseas seemed too good to pass up. Then she discovered MBA@UNC.

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.

62

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 Business 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.

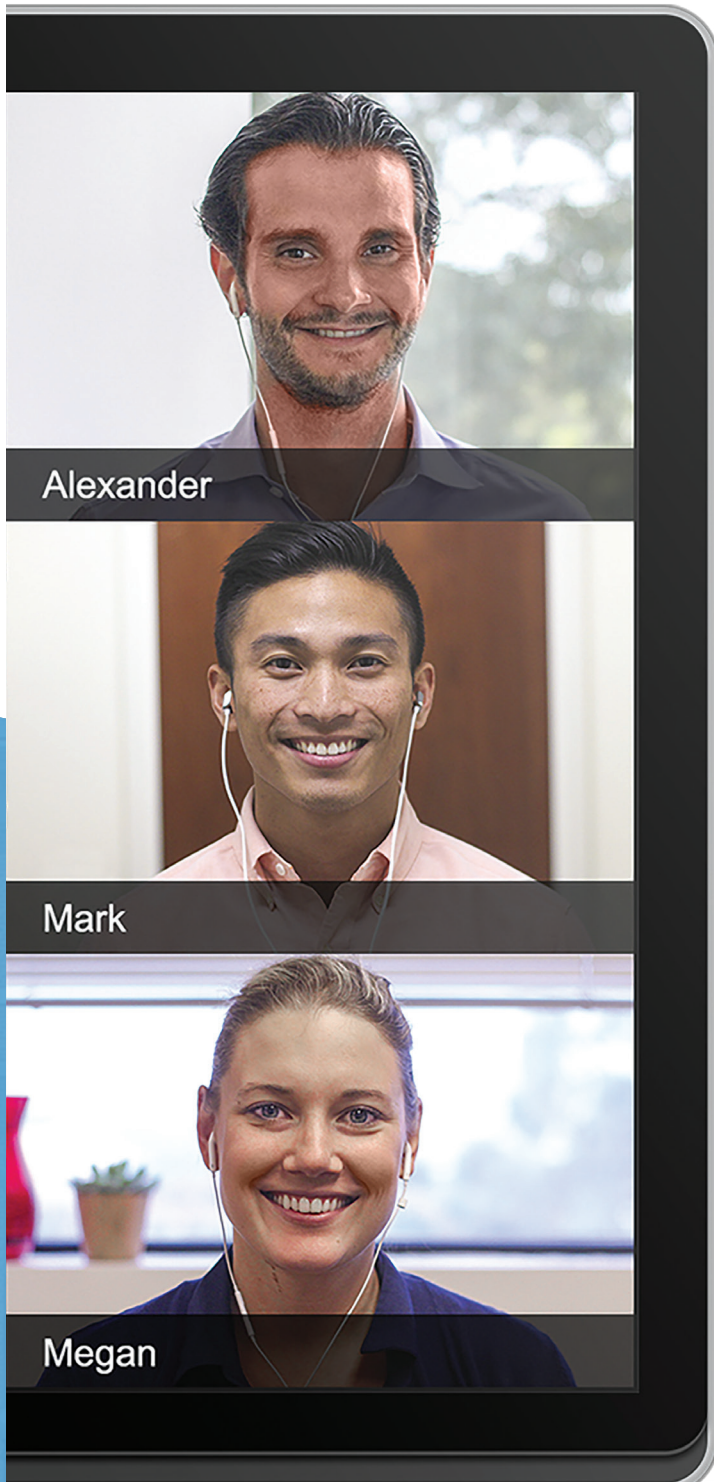


Mabel Miguel

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. This intimate classroom setting facilitates deep, personal connections between students and faculty members.

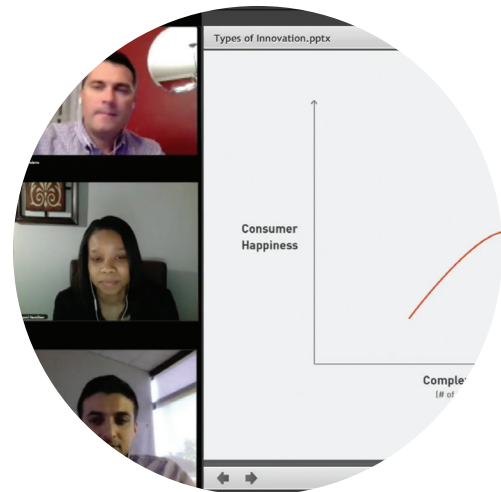


Engaging Course Content

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 Summits, exchange programs, long-term consulting projects, 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.

Summits

Held quarterly, Global Summits 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.



During past summits, students learned from and networked with executives from companies such as:

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



“ I gained exposure to France-based companies and international perspectives that I can contribute to any of my future endeavors. Additionally, having the opportunity to meet other business students from around the world was priceless. I made great connections with my fellow classmates, which really enriched my academic/professional network.

Adrienne Fraser

Category Manager, Modsy
MBA@UNC Class of 2018

Student Teams Achieving Results (STAR)

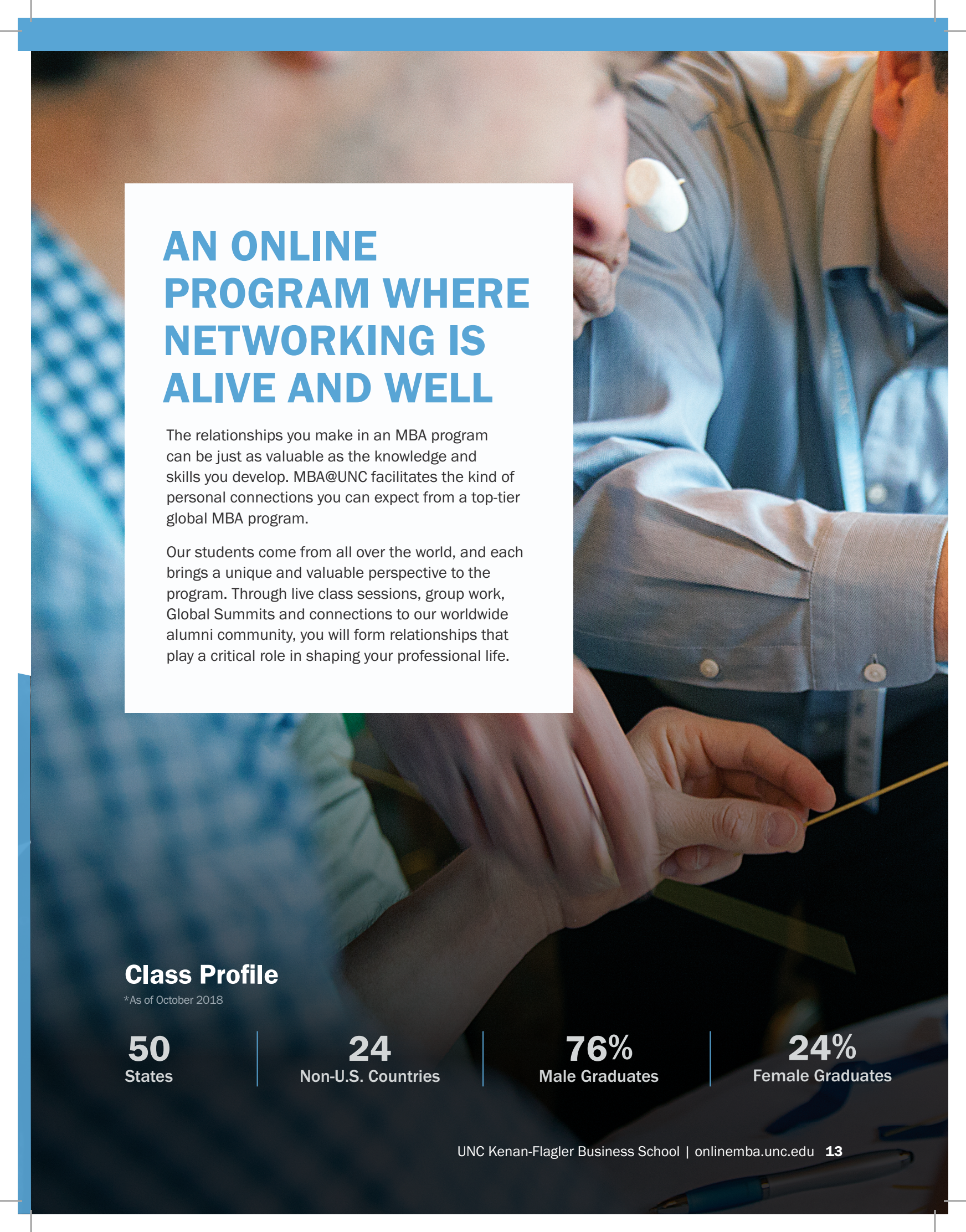
The Student Teams Achieving Results program is an experiential learning program in which students learn by doing as they take on the role of consultants to real companies. Working in virtual teams, students help solve real problems companies are facing, and present recommendations that enable clients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

Doing Business In (DBI)

These courses give students an opportunity to study abroad and explore another culture during a one- or two-week course 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 Summits and connections to our worldwide alumni community, you will form relationships that play a critical role in shaping your professional life.

Class Profile

*As of October 2018

50
States

24
Non-U.S. Countries

76%
Male Graduates

24%
Female Graduates



24%
U.S. Minority

9.5 Years
Experience

27%
Military

24%
Advanced Degrees



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

A mother of two living in Abu Dhabi, United Arab Emirates, Nancy Preston is a deputy project manager at TechWise Global. MBA@UNC's course schedules and mobile-friendly coursework allow Nancy to earn her degree from UNC while raising 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.



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 register for a Global Business Webinar.



3:00 p.m.

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



4:30 p.m.

Attend Marketing Strategy live class session before leaving the office.



6:15 p.m.

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



8:15 p.m.

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



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.



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

Working on his fourth continent in seven years, Joe Dillon is an asset manager for Enscoco plc. He is part of the management team for the Enscoco 6002, a deep sea semi-submersible drilling rig. During his time in the program, Joe has 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.

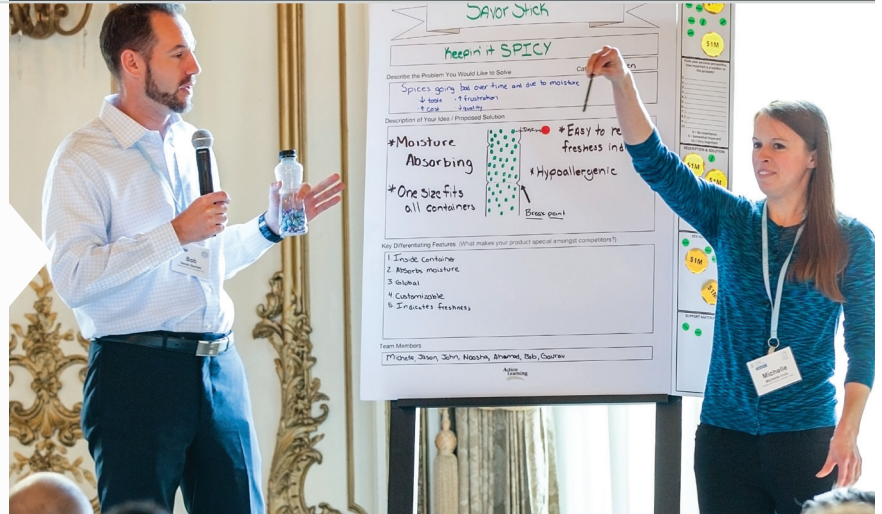
1 Principles

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.

“**MBA@UNC is an upfront investment, and for me it has paid out immensely. I wanted the experience, the exposure, the new networks, and I got all of that when making a transition in my career.**”



Michael Freedman

Senior Product Manager, Amazon
MBA@UNC Class of 2016

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.

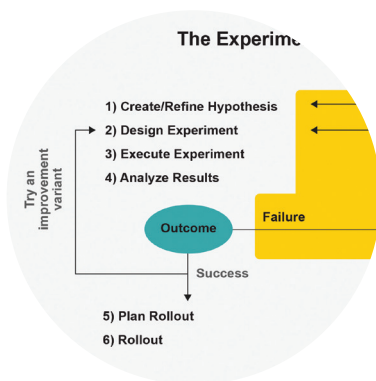
3 Target and Activate
Whether it's a new job, a promotion or professional development, the career management team helps you create a strategic plan to reach your goals.

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.



Courses as Alumni

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 classes across the Kenan-Flagler portfolio 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

37,000+

Number of Alumni Worldwide

80+

Countries Where Alumni
Work and Live

The UNC Kenan-Flagler community is made up of more than 37,000 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.

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.

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.

“ We all started thinking we were just getting an MBA through an online platform, but it became so much more than that. The individuals I’ve been able to meet since I’ve been in the MBA@UNC program have really changed the trajectory of my life.



Andre Walters

Chairman and CEO, The A. Shawn Group
MBA@UNC Class of 2015

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, 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.

Requirements

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

For specific application deadlines and policies, please visit: onlinemba.unc.edu/admissions/mba-admissions-overview

Application Checklist

- Online application
- GMAT or GRE score report if you have fewer than five 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
- Two essays are required, and one is optional. The essay prompts are available in the online application

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 five 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 offers and accepts an array of programs that can help fund your MBA education. Available options include:

- Fellowships
- Veterans benefits
- Federal Direct loans
- Federal Direct Graduate PLUS loans
- Private loans

For more information on financial aid, please visit:

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

Webinars and Events

The MBA@UNC staff and 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.

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