Undergraduate Business Program Applicant Information

Please note that the following materials and resources on this page should be reviewed prior to meeting with University Career Services for application preparation purposes.

Please refer to the Undergraduate Business Program’s website [1] for complete application instructions and eligibility requirements.

Pre-Business Passport:

- Workshops design to give you a head start on your professional and personal growth
- Participation considered as part of your admissions application
- Pre-Business Passport Website [2]

Application Preparation Resources:

- Essay presentation [5] from the Writing Center
- Sample interview questions [8]

Virtual Interview Resource:

- Virtual Interview Handout [9]

Personal Statement - Personal Statement should include the following (500 word limit)

1. Rationale for why you are interested in studying business (Why did you choose business over other majors? What experiences have led you to this decision?)
2. Articulation of your specific short (immediately upon graduation) and long-term (10-15 years post-graduation) career goals and how you have decided on these goals.
3. Reasons why the Kenan-Flagler Undergraduate Business Program is essential to helping you achieve these goals.
Help during fall semester:

- University Career Services is available during virtual drop-in hours for resume reviews and personal statement reviews; or by appointment, if you need more than the 10-15 minutes allotted during drop-in hours.
- Practice Interviewing - Before meeting with a UCS counselor, make sure you do a practice interview through Big Interview - our on-line tool to practice live interviewing to prepare for your Kenan-Flagler Undergraduate Business interview. See sample questions on the right.

Instructions:

Here’s how to set up your Big Interview account:

STEP 1: Go to https://unc.biginterview.com/ and click “Register”.

STEP 2: Enter your school email address, name, and password, and click “Create my Account”.

STEP 3: You’ll then receive a confirmation email. Click ”Verify” in the email, and you'll be able to start using Big Interview.

Here is a short video if you need help with registration.

Source URL: https://careers.unc.edu/students/undergraduate-business-program-applicant-information

Links
[2] https://careers.unc.edu/students/pre-business-resources/pre-businesspassport#overlay-context=students/undergraduate-business-program-applicant-information
[6] https://careers.unc.edu/students/interviewing
[8]