



UNC

**KENAN-FLAGLER
BUSINESS SCHOOL**

The Undergraduate Business Symposium Overview

Friday, September 25th, 2009

Since its inception in 1983, The Kenan-Flagler Business School's Undergraduate Business Symposium has served as the most significant event in the undergraduate curriculum. For the Symposium's 25th year, the theme will be "Distinguishing Yourself in a Competitive World." In addition to allowing students and executives to interact in an academic setting, this year, the Symposium has been geared as one of the premier recruiting events at Kenan-Flagler. For students, the Symposium's defining purpose is to help them begin to develop a sense of professionalism and to gain exposure to critical and contemporary real-world issues.



**Jesse Tyson, President & Sales
Director ExxonMobil Inter-America,
Keynote Speaker, Symposium 2007**

This year, several changes are being made to enhance the Symposium experience for both students and executives. The Symposium has been moved forward to September 25th, 2009, almost a full month earlier than its previous October date. This was done to ensure that executives get to interact with students during the major recruiting period of the fall. Secondly, we have introduced a senior track which will allow executives to observe students in a real-world situation. This new track provides the opportunity for executives to interact with top BSBA seniors in a working environment. In addition, there are panels for the junior BSBA students in a wide variety of fields. Panels follow a question and answer format and offer executives a chance to interact in a personal setting with top business students.

Symposium Highlights

- Each year, more than 400 business majors and minors participate in the Symposium.
- In the past decade, Symposium has created an opportunity for nearly 1000 seasoned professionals to share their experiences with students.
- Countless internships, career opportunities and business projects among students, faculty and executives have been created as a result of Symposium contacts.
- The Core Committee of students put their management skills into action by organizing the Symposium.

Symposium programs aim to enrich the undergraduate experience by offering panels in a wide variety of industries that are relevant to the leaders of tomorrow. Symposium seeks to emphasize companies with excellent success in their fields, including:

- Marketing
- Finance
- Consulting
- Accounting

Kenan-Flagler Corporate Partnership

The success of Symposium is closely tied to the participation of top executives and companies. Over the last twenty years, the following corporate partners have graciously sponsored the event. Contributions from them have played a large role in the success and growth of past Symposiums.

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| • Bank of America | • NortelNetworks | • Procter & Gamble |
| • BB&T | • PepsiCo | • Wachovia Corporation |
| • GlaxoSmithKline | • Philip Morris USA | • NorthwesternMutual
Financial Network |