BE A FORCE FOR GOOD

CARLSON SCHOOL OF MANAGEMENT
UNIVERSITY OF MINNESOTA
At the Carlson School of Management, we firmly believe that business can be a force for good by driving innovation and growth, creating opportunity, addressing inequality, and connecting people across cultures.

To do so, though, business needs driven, emerging leaders—and that’s where you come in. By studying business here, you’ll learn to lead with purpose and build the skills to leave a lasting impact.

#19
BEST UNDERGRADUATE BUSINESS PROGRAMS

_U.S. News & World Report, 2022_

#14
BEST UNDERGRADUATE BUSINESS PROGRAMS

_Poets & Quants, 2021_

**OUR STUDENT BODY**

- **3,027** total students
- **673** students in 2021 first-year class
- **29.9** average ACT for 2021 first-year incoming class
- **87.8%** four-year graduation rate*

*University of Minnesota four-year graduation rate is 72.7%
The Carlson School of Management at the University of Minnesota sits at the heart of one of the country’s most dynamic business communities, teeming with opportunities for driven students. The Twin Cities of Minneapolis and St. Paul are home to global leaders in healthcare, retail, agribusiness, finance, and more, not to mention a growing technology and startup scene. Whatever industry you’re interested in, chances are you’ll find it here.

**MINNESOTA IS HOME TO:**

<table>
<thead>
<tr>
<th>FORTUNE 500 HEADQUARTERS</th>
<th>LARGEST PRIVATELY HELD COMPANIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>6</td>
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</table>

**OUR GRADS GET JOBS**

Your Carlson School education—in and out of the classroom—will equip you with the skills, experiences, and network to thrive wherever business leads you.

- **97.6%** employed/post-graduation plans
- **$61,975** average starting salary
- **$4,923** average signing bonus
As an undergraduate student at the Carlson School, you’ll hone the kinds of fundamental skills to flourish in whatever path your business journey takes you. But you’ll also emerge from your education with a well-rounded perspective. You’ll value teamwork, diversity, equity, and inclusiveness. You’ll bring a purposeful intention to your work and life. You’ll prioritize sustainability and social responsibility.

The Carlson School prepares thoughtful leaders who are comfortable cutting through ambiguity to solve complex problems by making data-driven decisions. Through a combination of coursework and experiences, you’ll develop the data fluency to find the actionable insights hidden in the numbers. You’ll learn to make decisions based on solid data rather than intuition, and you’ll discover how to use that data to tell stories and make your case.

You’ll apply lessons learned in the classroom to projects benefiting real clients, from industry-leading companies to local nonprofits. When you confront puzzling projects in your career, you’ll have the critical thinking and problem-solving skills—and the confidence, built from experience—to deliver solutions.

“Our curriculum meets the needs of today’s employers and ensures our students become self-aware global leaders who are ready to use business as a force for good.”

—VLAD GRISKEVICIUS
ASSOCIATE DEAN OF THE UNDERGRADUATE PROGRAM
WE EMBRACE THESE GUIDING PRINCIPLES:

WE before I
OUR TEAMWORK AND INCLUSIVITY INCREASE OUR IMPACT

WHY before HOW
OUR CURIOSITY AND ANALYSIS LEAD TO PURPOSEFUL ACTION

WORK before REWARD
OUR RESILIENCE AND GRIT ARE KEYS TO LIFELONG SUCCESS
WHEREVER YOUR PATH LEADS, IT CAN START HERE

Business is the world’s language, connecting people, goods, and services across borders; driving ingenuity; and creating prosperity.

With a Bachelor of Science in Business degree from the Carlson School, you’ll have the business fundamentals and the deep command of your chosen major to carve out your career niche—whether that means joining a large, established company; leading a nonprofit organization; starting your own business; or anything in between.

10 MAJORS
- Accounting
- Entrepreneurial Management
- Finance
- Finance and Risk Management Insurance
- Human Resources and Industrial Relations
- International Business
- Management Information Systems
- Marketing
- Public and Nonprofit Management
- Supply Chain and Operations Management

13 MINORS
- Accounting
- Business Analytics
- Business Law
- Business of Healthcare
- Entrepreneurial Management
- Finance
- Finance and Risk Management Insurance
- Human Resources and Industrial Relations
- International Business
- Management Information Systems
- Marketing
- Strategic Management
- Supply Chain and Operations Management
YOUR TALENT. OUR PROGRAMS.
What are your talents and interests?

I'M A NATURAL PROBLEM SOLVER
consider Human Resources & Industrial Relations
check out the Business Analytics minor
you're a good fit for Marketing
learn more about Supply Chain & Operations
think about International Business

I HAVE A MIND FOR MATH
explore Management Information Systems
you're a good fit for Accounting
you could excel in Finance
pursue Entrepreneurial Management
consider Public & Nonprofit Management

I'M PASSIONATE ABOUT TECHNOLOGY
you're a good fit for Accounting
I DON'T HAVE A MAJOR IN MIND
I WANT TO MAKE AN IMPACT ON THE WORLD
I'M EAGER TO START MY OWN BUSINESS

I LOVE WORKING WITH PEOPLE
I WANT TO MAKE AN IMPACT ON THE WORLD
I'M PASSIONATE ABOUT TECHNOLOGY
I'M EAGER TO START MY OWN BUSINESS
I DON'T HAVE A MAJOR IN MIND

There's no rush to declare a major! You'll explore all areas of business during your first two years.

For more information on majors and minors, visit z.umn.edu/BusinessTalent
GET DOWN TO BUSINESS IN YEAR ONE

You’re coming to college to study business, so why not start right away?

At the Carlson School, that’s exactly what you’ll do, with classes on leadership, business analysis, problem-solving, social responsibility and sustainability during your first year. You’ll also engage in self-reflection to help you purposefully pursue your life and career.

In your second year, you’ll build a foundation of business knowledge and principles through our Impact Core (I-Core) coursework. Not only will you learn core skills in areas like accounting, marketing, and supply chain; you’ll explore socially relevant topics through a course on race, power, and justice in business and partner with an organization to drive change through an Impact Lab Project.

After I-Core, you’ll dive deep into your major, broaden your horizons through an international experience, and become more confident in using data to inform decisions and communicate your rationale.

Throughout your time at the Carlson School, you’ll learn from professors who combine academic expertise with industry experience, ensuring you learn both the theory and practice of business.
**The 3 Pillars**

<table>
<thead>
<tr>
<th>PEOPLE &amp; PLANET</th>
<th>FOUNDATIONS &amp; IMPACT</th>
<th>DATA &amp; DECISIONS</th>
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</thead>
<tbody>
<tr>
<td>Courses that prepare students to Lead with Purpose</td>
<td>Courses that equip students with Business Fundamentals for Lasting Impact</td>
<td>Courses that build skills for Solving Complex Problems</td>
</tr>
</tbody>
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### Signature Experiences

<table>
<thead>
<tr>
<th><strong>International Experience</strong></th>
<th><strong>Impact Core</strong></th>
<th><strong>Impact Lab</strong></th>
</tr>
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<tbody>
<tr>
<td>Developing culturally aware leaders through an immersive global experience</td>
<td>Building core business knowledge in a yearlong community for lasting impact</td>
<td>Making an impact by solving real problems for nonprofits, social enterprises &amp; corporations</td>
</tr>
</tbody>
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#### YEAR 1

- Leading Self & Teams (2cr)
- Design Your Life (1cr)
- Design Your Career (1cr)
- Business Ethics, Social Responsibility & Sustainability (3cr) *(could also be taken in Year 2)*

- Business Economics (4cr)
- Financial Reporting (4cr)

#### YEAR 2

- Race, Power & Justice in Business *(also part of Impact Core)*

- **Impact Core** *(12cr per semester)*:  
  - Information Systems & Digital Transformation  
  - Principles of Marketing  
  - Sustainable Supply Chain & Operations  
  - Finance Fundamentals  
  - Strategic Management  
  - Human Capital Management  
  - Managerial Accounting

- **Impact Lab Project** *(2cr)*

#### YEARS 3 & 4

- **International Experience**

- Coursework in your major *(22-26 credits)*  
  - University of Minnesota Liberal Education and electives, which can be started in Year 1  

- Business Analytics (3cr)  
- Business Communication (3cr)
As a Carlson School student, you’ll have ample opportunities to put lessons from the classroom to the test in real business situations.

During your Impact Lab Project, you and a group of second-year classmates will work directly with a business, nonprofit or social enterprise. You’ll make an impact by addressing a real issue facing the organization, while learning how to navigate ambiguous challenges and combine creativity and analysis to solve them.

Our In-Action courses and case competitions encourage you to devise marketing solutions, make an investment recommendation for a client, or launch your own business. These hands-on experiences help you develop industry skills for early career success and equip you with the tools to navigate competitive recruiting timelines.

Interested in an especially rigorous challenge? A select number of undergraduate students can join our Carlson School Enterprise Programs, where, alongside experienced MBA students, you’ll tackle semester-long projects for paying clients who expect results.

When it comes time to start your first job, you’ll reap the rewards of a Carlson School education that’s built around authentic business experiences.
“It’s kind of like if I wanted to teach you to play tennis, nothing is going to replace you actually going out there and hitting balls. And that’s the whole idea of this class—you’re actually going to hit those balls.”

—JOE REDDEN
CURTIS L. CARLSON CHAIR IN MARKETING ANALYTICS
“For my international experience, I had the opportunity to intern in Singapore for the summer. I learned invaluable skills such as communicating in a global, multicultural environment and developing my analytical skills. And, I found an amazing mentor at Hilti.

My mentor has helped empower me and has taught me the importance of being courageous enough to take chances in order to make our vision a reality.”

—SUBHA RAVICHANDRAN
’20 BSB
Not only will your learning go beyond the classroom—it will go beyond the United States. As part of their business curriculum, all Carlson School undergraduates complete an International Experience which helps foster the global mindset and cultural understanding you’ll need to thrive in today’s world of business.

You’ll choose from a range of offerings in settings across the globe, from short-term enrichment programs that last several weeks to long-term immersions that span a summer or a semester.

The Carlson Global Institute and the University’s Learning Abroad Center also offer a variety of need- and merit-based scholarships and financial aid packages to help students offset the cost of an International Experience.

**270 STUDY ABROAD SCHOLARSHIPS**
awarded in 2020-21

**$40,000 DISBURSED IN 2020-21**
(reflects program cancellations and deferred scholarships)

**$262,000 FIRST-YEAR STUDENT-NEED SCHOLARSHIPS**
awarded in 2020-21

More options available through the University of Minnesota Learning Abroad Center

*Figures reflect Education Abroad offerings as of 2021, are subject to change.
YOUR CAREER CONNECTION

By using the resources available through our Undergraduate Business Career Center, you’ll shape your career plans—and then act on them. You’ll work with a career coach to evaluate your interests, learn about opportunities that match them, and learn tips and tricks to prepare for job interviews and negotiate offers.

You can also connect with a mentor from the Twin Cities business community through the Maroon and Gold Network, allowing you to gain practical advice and build your professional network.

OPPORTUNITIES ABOUND
TOP COMPANIES RECRUIT OUR STUDENTS

59,000+
job and internship opportunities posted to the UMN Career Network in 2020-21

467
Unique employers hired Carlson School students in 2020-21 for either internships or full-time positions

SNAPSHOT OF EMPLOYERS

3M  Accenture  Land O’ Lakes, Inc.
Accenture  Amazon  Medtronic
Ameriprise Financial  Andersen  Microsoft
Andersen  Corporation  Procter & Gamble
Baker Tilly  Piper Sandler  PwC
Best Buy  Ecolab  Sezzle
Boston Scientific  Epic  Target
Cargill  Ecolab  Teach for America
Deloitte  Epic  Thomson Reuters
Epic  EY  Travelers
EY  General Mills  U.S. Bank
General Mills  Goldman Sachs  UnitedHealth Group/Optum
Goldman Sachs  Google  Wells Fargo
Google  JAMF  West Monroe Partners
JAMF  J.P. Morgan Chase  Xcel Energy
KPMG  Land O’ Lakes, Inc.  Medtronic
KPMG  Microsoft  Procter & Gamble
Land O’ Lakes, Inc.  Medtronic  Microsoft
Medtronic  Microsoft  PwC
Microsoft  Procter & Gamble  Sezzle
Procter & Gamble  Piper Sandler  Target
Piper Sandler  PwC  Teach for America
PwC  Sezzle  Thomson Reuters
Sezzle  Target  Travelers
Target  Teach for America  U.S. Bank
Teach for America  Thomson Reuters  UnitedHealth Group/Optum
Thomson Reuters  Travelers  Wells Fargo
Travelers  U.S. Bank  West Monroe Partners
U.S. Bank  UnitedHealth Group/Optum  Xcel Energy
UnitedHealth Group/Optum  Wells Fargo  Xcel Energy
Wells Fargo  West Monroe Partners  Xcel Energy
West Monroe Partners  Xcel Energy 
ACCESS TO GREAT SUPPORT

Our academic advising team will help you set—and reach—your goals. Your academic advisor, assigned to you at orientation, will support you throughout your undergraduate career and help you stay on track for graduation. When a question arises, you can either schedule an appointment with your advisor or take advantage of our convenient daily drop-in advising sessions.

Additionally, your career development begins the first day of classes and we have designed services to support students of all identities at all points in their career development process.

“As an incoming freshman with a lack of experience in any sort of recruitment process, the Undergraduate Business Career Center (UBCC) was there for me when I needed it the most. The staff helped me craft my resume, provided me with tips and tricks on how to tackle the Career Fair effectively, and even conducted mock interviews with me to help with my interviewing skills! Anything you need to succeed, the UBCC will have it for you!”

– NATE TAYE
’21 BSB
This is the place where you’ll grow as a student, a future professional, and a person. Our First-Year Experience programming will help you navigate the transition to college, meet new friends, and build confidence.

By joining one or several of our varied student organizations, you’ll connect with classmates, learn from others, work as part of a team, and find your voice to lead. We’ve got clubs based on your major, background, hobbies and personal interests, and more—see the full list at z.umn.edu/BusinessOrgs.

And, as part of a University of Minnesota campus that’s more than 30,000 undergraduates strong, you’ll have access to more than 800 student groups, programming and activities, and other opportunities that extend far beyond business.
The University of Minnesota is a great value and the Carlson School works to provide as much support to incoming and current students as possible. New freshmen and transfer students who apply are given consideration for awards. Current students have opportunities to apply annually for various scholarships.

**TUITION AND FEES***

In-state and reciprocal states: $15,368
Out-of-state: $33,958
Surcharge**: $2,000
Cost of living on campus: $10,934

**SCHOLARSHIP AND AID INFO**

Students receiving a Pell Grant or University of Minnesota UPromise Scholarship are waived of the Carlson surcharge. For more information about UPromise, visit upromise.umn.edu.

$3.3 MILLION scholarship dollars awarded in the 2020-21 academic year.

*based on 2021-22 tuition and fees for one academic year

**Surcharge supports additional expenses for a top-ranked business school experience, including reduced class sizes and support of the hiring and retention of nationally ranked faculty.
Curious? Take the next steps:

VISIT
A campus visit is the best way to get a feel for the University of Minnesota and to learn about what life is like as a U of M student. We offer specialized tours designed for students interested in the Carlson School of Management.

z.umn.edu/visitcampus

APPLY
The Office of Admissions is your starting point for information, deadlines, and the application.

z.umn.edu/apply

CONTACT
Our admissions counselors are here to answer any of your questions. Give us a call!

612-625-2008 or 1-800-752-1000
TTY for hearing impaired: 612-625-9051

CONNECT

@CarlsonUG

UNDERGRADUATE PROGRAM OFFICE

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