

BE A FORCE FOR GOOD



CARLSON SCHOOL
OF MANAGEMENT

UNIVERSITY OF MINNESOTA



WELCOME

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:

18

**FORTUNE 500
HEADQUARTERS**

6

**LARGEST PRIVATELY
HELD COMPANIES**

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

BUSINESS AS A FORCE FOR GOOD

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?



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



PEOPLE & PLANET

Courses that prepare students to
Lead with Purpose



FOUNDATIONS & IMPACT

Courses that equip students with
Business Fundamentals for Lasting Impact



DATA & DECISIONS

Courses that build skills for
Solving Complex Problems

Signature Experiences	International Experience Developing culturally aware leaders through an immersive global experience	Impact Core Building core business knowledge in a yearlong community for lasting impact	Impact Lab Making an impact by solving real problems for nonprofits, social enterprises & corporations
YEAR 1	<ul style="list-style-type: none"> • Leading Self & Teams (2cr) • Design Your Life (1cr) • Design Your Career (1cr) • Business Ethics, Social Responsibility & Sustainability (3cr) <i>(could also be taken in Year 2)</i> 	<ul style="list-style-type: none"> • Business Economics (4cr) • Financial Reporting (4cr) 	<ul style="list-style-type: none"> • Business Statistics in R (4cr) • Modeling Business Scenarios in Excel (2cr) • Powerful Problem Solving (2cr) • Data-Driven Business Decisions (3cr) <i>(could also be taken in Year 2)</i>
YEAR 2	<ul style="list-style-type: none"> • Race, Power & Justice in Business <i>(also part of Impact Core)</i> 	Impact Core (12cr per semester): <ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Coursework in your major (22-26 credits) • University of Minnesota Liberal Education and electives, which can be started in Year 1 	<ul style="list-style-type: none"> • Business Analytics (3cr) • Business Communication (3cr)

PUT YOUR LEARNING INTO ACTION

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.

663

students took In-Action courses in 2020-21

12

In-Action courses and Enterprises offered

500+

students engaged in case competitions

4

MBA-level Enterprise programs offered to undergraduates



“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



GO GLOBAL

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.



33

COUNTRIES

with study abroad opportunities

Argentina	Italy
Australia	Japan
Austria	Kenya
Belgium	Netherlands
Brazil	New Zealand
Chile	Norway
China	Poland
Costa Rica	Senegal
Cuba	Singapore
Denmark	South Korea
Ecuador	Spain
Finland	Sweden
France	Switzerland
Germany	Taiwan
Hong Kong	Thailand
India	United Kingdom
Ireland	



*More options available through
the University of Minnesota
Learning Abroad Center*



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

*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



CAREER COACHING

During the academic year, the Student Services team conducts 1,700+ 1-on-1 appointments and drop-in appointments.



CAREER FAIRS

We host two fairs specifically for Carlson School students every year, featuring more than 200 employers.



CAREER PROGRAMS

We offer more than 30 programs to help you navigate your career search and shine in interviews.



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

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**



12

**ACADEMIC
ADVISORS**



5

**CAREER
COACHES**



4,000+
**ADVISING
APPOINTMENTS**

FIND YOUR COMMUNITY

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.

SOMETHING FOR EVERYONE



CARLSON HOUSE

Share classes, form study groups, and work on projects with your housemates.



BUSINESS BOARD

Shape the school by serving on the undergraduate student body government.



BUSINESS WEEK

Celebrate Carlson's connections to the business community.



CREW LEADERS

Build community with your peers and your upper division mentor, your Carlson Crew Leader.



POWER LUNCHES

Get advice from accomplished female business leaders.



THRIVE

Engage with peers from diverse backgrounds to build community and create resources.

PAYING FOR SCHOOL



The graphic is a dark red circle containing a white icon of three overlapping checkmarks at the top. Below the icon, the text "13-CREDIT POLICY" is written in a bold, yellow, sans-serif font. A thin horizontal line is positioned below the text. At the bottom of the circle, the text "all credits over 13 are at no additional cost" is written in a smaller, white, sans-serif font.

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

*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.

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.



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



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



APPLY

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

z.umn.edu/apply



CONNECT



@CarlsonUG



CARLSON SCHOOL
OF MANAGEMENT

UNIVERSITY OF MINNESOTA

UNDERGRADUATE PROGRAM OFFICE

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