

# MA in Management

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WAKE FOREST SCHOOLS OF BUSINESS

RECRUITING GUIDE  
2009-2010



WAKE FOREST  
UNIVERSITY

## CREATIVE THINKERS WHO DELIVER DYNAMIC BUSINESS SOLUTIONS

Wake Forest University's Master of Arts in Management is an intense, 10-month business immersion program that transforms students with undergraduate liberal arts and sciences majors into well-rounded business graduates.

The MA in Management program's learning environment is experiential and hands-on, emphasizing the value of teamwork and collaboration in solving problems. Courses cover business concepts related to finance, information technology, marketing and operations. The result is articulate, energized, team-oriented, creative thinkers ready to add value to your organization.

The faculty of the Wake Forest University Schools of Business instructs these students in business concepts. Faculty follow Wake Forest's teacher-scholar model that values excellence both in the classroom and in academic research and remain connected to current business practices through consulting and collaborative research. Starting with a summer session, then proceeding through four integrated modules, students transform into young professionals with the business knowledge you seek.

PROGRAM	COURSES
<b>SUMMER SESSION</b>	Introduction to Business, Quantitative Modeling
<b>MODULE 1 DEVELOPING PERSONAL COMPETENCIES</b>	Management Communication, Organizational Behavior, Quantitative Business Modeling, Career Management
<b>MODULE 2 DEVELOPING MANAGERIAL COMPETENCIES</b>	Accounting, Law and Ethics, Managerial Economics, Organizational Behavior, Quantitative Business Modeling, Career Management
<b>MODULE 3 MANAGING ACROSS FUNCTIONS</b>	Financial Management, Information Technology Management, Marketing Management, Operations Management
<b>MODULE 4 COMPETING IN THE GLOBAL ENVIRONMENT</b>	International Business Management, International Competitive Policy, Macroeconomics

## ACTION LEARNING PROJECTS

Action Learning Projects provide hands-on experience for each student. Working with senior management of sponsoring organizations, which have included Allegacy Federal Credit Union, Douglas Battery, Golding Farms Foods, K&W Cafeterias, Pace Communications, and DataChambers, students engage in value-added projects. These projects also provide students with the opportunity to apply and reinforce course material utilizing actual company data.

Action Learning Projects for 2008-2009 during modules 2, 3 and 4 included:

<b>DEMAND ESTIMATION PROJECT</b>	Developing a demand estimate for a new or existing product or service
<b>TALENT MANAGEMENT PROJECT</b>	Evaluating effectiveness of recruiting and retaining employees
<b>ANALYST REPORT</b>	Providing a critical and objective assessment of the organization's current strategy and its current competitive position
<b>CONSULTING PROJECT</b>	Analyzing, identifying and providing recommendations for a competitive opportunity or challenge, specific to the sponsoring organization

If you are interested in becoming a sponsoring organization for an Action Learning Project or to learn about other potential contributions Wake Forest MA in Management graduates can provide your organization, contact our Career Management Center:

Phone 800.226.1065 | Fax 336.758.4271

[careers@mba.wfu.edu](mailto:careers@mba.wfu.edu)

<http://business.wfu.edu/corporatevisitors>

Wake Forest is ranked among the world's best graduate business schools by *Business Week*, *Financial Times*, *Forbes*, *U.S. News & World Report*, *Entrepreneur Magazine* and *The Wall Street Journal*. Wake Forest is also ranked in Beyond Grey Pinstripes, the only survey that evaluates efforts to prepare graduate business students for new business realities demanding social and environmental stewardship.

<http://business.wfu.edu>



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