

Master of Arts in Management

WAKE FOREST UNIVERSITY SCHOOLS OF BUSINESS



A message from our Dean

It is my pleasure to welcome you to Wake Forest University and the Schools of Business.

The decision to pursue a graduate business degree will be one of the most important investments you will make in your life. Where you choose to study will have an enormous impact on the return that you will have on your investment.

The Wake Forest Schools of Business provide a unique opportunity for you, the aspiring business student. The rigorous curriculum will certainly arm you with the technical skills you need to succeed, but the Wake Forest experience is much more than that.

A complete business education must go beyond a technical knowledge, offering you the environment in which to develop a game plan for life. Our objective is to help each student define his or her calling in life and grow as a leader in all areas of life. You should be challenged to follow your passion so that your life's work has significance to you, as well as to our society. We will challenge you to "Find Your Fire," define your own success goals, prepare yourself to succeed, and then work hard to make it happen.

Our business students are taught by some of academia's brightest minds. The faculty here possess an understanding of what makes the business world work, and what makes it fail. Their ability to share that knowledge and help students learn is unmatched, and their commitment to providing practical experience puts a real-world face on the theories they teach.

We invite you to take on the challenge of engaging in our rigorous academic curriculum and vibrant intellectual community. We welcome you to a profession, to a calling. We welcome you to the Wake Forest University Schools of Business.



Steve Reinemund
Dean of Business



Ignite the power of your potential.

The Wake Forest University Schools of Business deliver a truly distinctive experience that focuses on a set of core philosophies and practices – each working together to help ignite and fuel the fires of imagination, creativity, passion, and excellence among our students, faculty, staff, and alumni.

CORE PRINCIPLES

Finding Your Fire

Challenge students to follow their passion so that their life's work has significance to them, as well as to society.

Moral Compass

Develop leaders who give weight to personal and societal well-being along with the bottom line.

Educational Rigor

Prepare students for personal and professional challenges by developing problem-solving and critical-thinking skills.

Diversity

Help our students understand, appreciate, and thrive in a classroom and community that reflect many differences and backgrounds.

World View

Provide our students with a curriculum that emphasizes global perspectives and world culture.

Rigorous, Relevant Scholarship

Encourage faculty to make original contributions to knowledge and incorporate the highest caliber of teaching standards.

Lifetime Skills

Provide the foundation of lifetime skills and habits that lead to success and opportunity.

The Degree You Need for the Job You Want

Today's job market is fiercer than ever. Top organizations want the best talent they can find – and there is so much competition that some liberal arts and sciences majors find themselves settling for jobs that just aren't what they expected. You shouldn't have to settle. And you won't, if you equip yourself with a competitive advantage.

Designed specifically for recent liberal arts and sciences graduates, this 10-month program broadens students' educations beyond the focus of their undergraduate studies. 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. Students are immersed in business concepts through four specialized modules over the 10-month program.



ENHANCES AN ALREADY OUTSTANDING UNDERGRADUATE EDUCATION

The MA in Management program takes liberal arts and sciences majors a step further, developing great students into well-rounded business graduates, enabling them to pursue careers in a broader range of fields.

GIVES YOU THE SKILLS AND KNOWLEDGE THAT ATTRACT EMPLOYERS

When you combine the critical thinking and communications skills from your undergraduate experience and the business acumen that comes with an MA in Management degree, you are better prepared to start your career on the fast track.

HELPS YOU EARN A BETTER SALARY NOW AND FOREVER

An MA in Management gives you a competitive edge. Previous graduates are earning more in their first jobs than their liberal arts and sciences counterparts with only undergraduate degrees.

THE MA ADVANTAGE: A HEAD START TOWARD EARNING YOUR MBA

MA in Management program graduates have the opportunity to return to Wake Forest University and complete their MBA degree with only one additional year of study. Candidates must apply and fulfill requirements for Full-time MBA program admission.

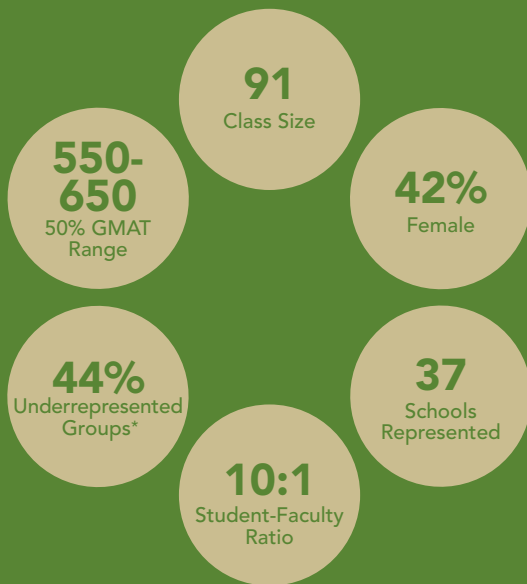
“I believe this graduate program has provided me with a greater confidence level regarding the level of value I bring to an employer. I feel more assured of my ability and am more assertive in my business knowledge and expertise.”

Laura Johnson (MA '09)

Quick Facts



MA IN MANAGEMENT CLASS OF 2010



“I’ve learned a lot and matured significantly since Day One. I’m more aware of how the business world works, and I’m able to speak knowledgeably about subjects with which I was previously unfamiliar.”
Tim Fitzgerald (MA ’09)

*African American, Hispanic American, and Native American

Graduates of the program are working in consulting, marketing, and finance roles at organizations that include:

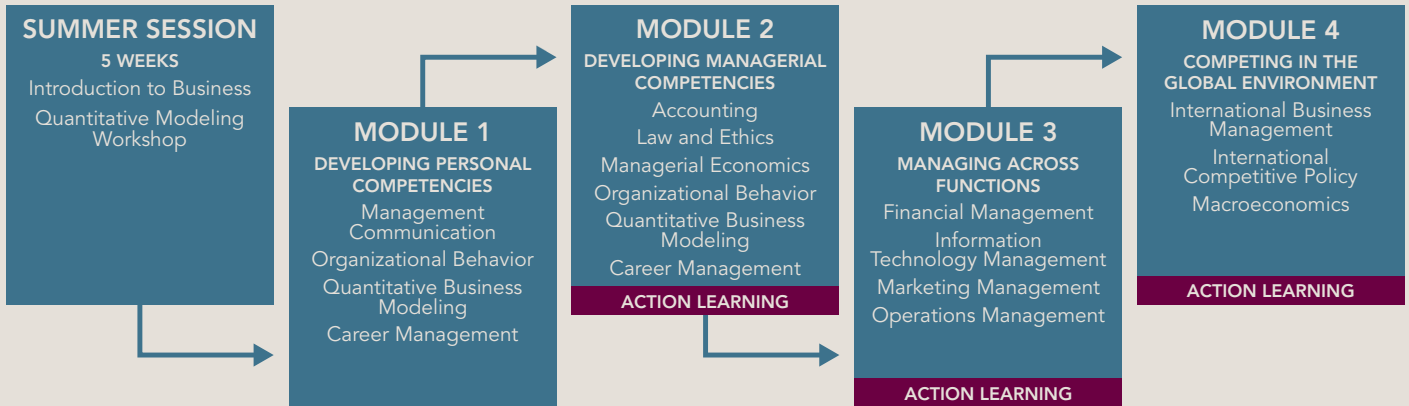
Square One Bank
ExtendBar
General Dynamics
Hewitt Associates
BB&T
Gulfstream Asset Management
GMAC Financial Services

Morris Multimedia
Northstar Travel Media
Toys R Us
Bayada Nurses
Global Infrastructure Group
VidSport
Allegacy Federal Credit Union

Your 10-Month Path to Success

PROGRAM STRUCTURE

Beginning in July, the Introduction to Business course prepares you for graduate-level business courses while focusing your career interests. Following this, you will be immersed in business concepts through four integrated modules.



The focus of the first module is to help students understand and develop their personal competencies. Building on these personal competencies, emphasis shifts to helping students develop their managerial competencies in the second module by covering the fundamental knowledge required of all business professionals. In the third module, students apply their individual and managerial competencies to issues related to managing an enterprise across functional areas. Finally, in the last module, students further enhance the skills and knowledge acquired in previous modules and apply them to issues related to competing successfully in a global environment.

ACTION LEARNING PROJECTS

In the business world, there is no substitute for hands-on experience. Given this, Action Learning Projects are an integral part of the MA program whereby students are required to complete four projects in parallel to their studies. The purpose

of these Action Learning Projects is to create value for the sponsoring organizations, while at the same time providing students with the opportunity to apply and reinforce course material utilizing data from an actual organization.

<p>TALENT MANAGEMENT PROJECT (Mid September-November)</p> <p>Students may be assigned to:</p> <ol style="list-style-type: none"> 1) Investigate an employee related issue (e.g., developing an employee brand) 2) Assess the company's hiring strategy 3) Assess the company's motivation strategy 4) Assess the company's performance appraisal-feedback process 	<p>DATA ANALYSIS PROJECT (Mid September-November)</p> <p>Students may be assigned to:</p> <ol style="list-style-type: none"> 1) Forecast the demand of a product or service 2) Execute an employee satisfaction survey 	<p>BUSINESS ANALYSIS PROJECT (January-March)</p> <p>Students may be assigned to:</p> <ol style="list-style-type: none"> 1) Create an analyst report 2) Complete a process mapping/process improvement project 3) Perform a customer retention analysis 	<p>CONSULTING PROJECT (March-April)</p> <p>Students will complete a consulting project for an issue related to the firm's competitiveness.</p>
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Career Management

To build the career you want, you'll need to start with a solid set of plans.

Our Career Management Center guides you through a process to establish a personal brand as you pursue vocational discernment.

BUILDING YOUR BRAND FOR LIFELONG CAREER MANAGEMENT



Admissions

The MA in Management program is open to students who have graduated with a liberal arts or sciences degree on/after May 1, 2009.

REQUIREMENTS

- Bachelor's degree
- \$75 nonrefundable application fee
- Current résumé or CV
- Official transcript
- Two recommendations
- GMAT/GRE
- TOEFL (if applicable)

Apply online at:

www.business.wfu.edu/apply

For upcoming events visit:

www.business.wfu.edu/events

KEY DATES

- **November 1** – Early application deadline (*Completed applications received by this date will be reviewed for an early decision. The deadline is nonbinding. Applications received after this date will be reviewed on a rolling basis.*)
- **March 1** – Scholarship deadline
- **June 1** – Final application deadline (*Qualified applicants are welcome to apply at any time. Applications will be accepted after this date on a space-available basis.*)
- **July 20** – Program begins

SCHOLARSHIPS

We offer merit-based scholarships and corporate fellowships on a competitive basis. All candidates who submit a complete application before the March 1 deadline will be considered. No separate application is required for scholarship consideration. Applications submitted after this deadline will be considered as funds are available. Applicants who are awarded a scholarship will be notified at the time of the admissions decision. Awards will be made only once. Admittance does not guarantee a scholarship award.

Wake Forest University is accredited by:

AACSB International, The Association to Advance Collegiate Schools of Business, which represents the highest standard of achievement for business schools, worldwide. Accredited institutions confirm their commitment to quality and continuous improvement through a rigorous and comprehensive peer review.

The Commission on Colleges of the Southern Association of Colleges and Schools to award bachelors', masters', and doctoral degrees. The Commission can be contacted at 404.679.4501, 1866 Southern Lane, Decatur, GA 30033-4097 and www.sacscoc.org. Inquiries should relate only to the accreditation status of the institution, and not to general admission information.



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SCHOOLS *of* BUSINESS

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