

# **ACTION LEARNING** PROJECTS

WAKE FOREST UNIVERSITY SCHOOL OF BUSINESS

**MASTER OF ARTS  
IN MANAGEMENT**



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# In the business world, there's no substitute for hands-on experience.

**Action Learning Projects (ALP)** are an integral part of the Master of Arts in Management (MA) program. Designed to provide students with a world-class experiential learning opportunity, these projects give organizations the benefit of fresh ideas and solutions in business.

## Benefits of participating in the ALP program:

### For Sponsors:

- Applicable solutions to a business issue
- Exposure to Wake Forest talent
- Connection with the Millennial generation

### For Students:

- Apply and reinforce course concepts
- Create real business solutions
- Strengthen skills, confidence and experience

## How does it work?

MA students are grouped into project teams of approximately five students to work with a business client (ALP Sponsor) throughout the spring semester. The ALP experience is an extension of the classroom while giving students the opportunity to work with a 'live' project and client. As a result, this "partnership in learning" will help students develop important professional capabilities while creating value for the sponsoring organization—a "win-win" scenario.



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September – October	Projects are submitted to be reviewed by the ALP Review Board
November	Sponsors are notified if they secured a spot in the ALP Project line up
December	Student teams are assigned a project based on a preference survey
January	Project kick-off/Meet & Greet sessions
January – April	Project completion
April	Final presentations
May	End-of-Year Celebration

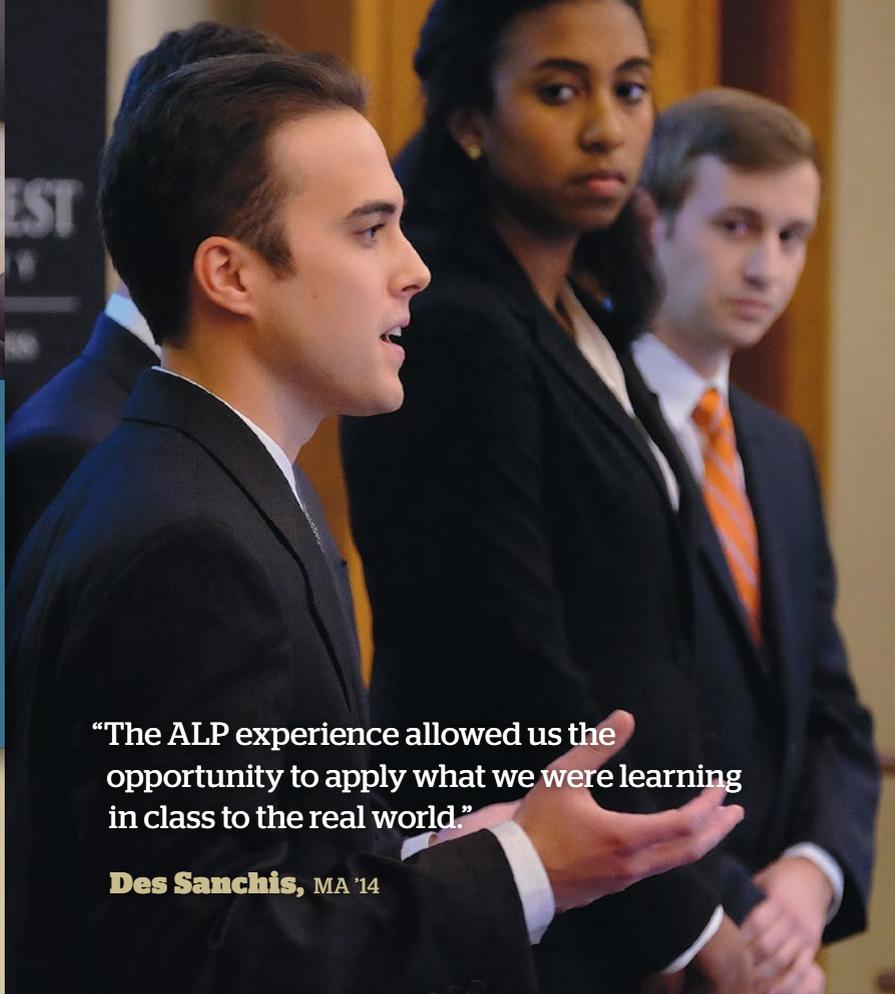


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## Some previous ALP Project Sponsors:





MA in Management students create  
**SHARED VALUE**  
for retailer **THE FRESH MARKET**

"We walked away with great ideas that will drive our business through social impact."

**Chris Miller**, Vice President of Strategy and Marketing,  
*The Fresh Market*

"The ALP experience allowed us the opportunity to apply what we were learning in class to the real world."

**Des Sanchis**, MA '14





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## SPONSOR TESTIMONIALS

“Working with the ALP team was a fantastic experience. Their level of professionalism and quality of work was impressive. At no point in the process did I feel I was working with students. Rather, it felt like these were my peers at work. The team was very receptive to feedback and asked a lot of questions. They really submerged themselves into the business problem and our brand.”

**Tomas Arias**

*Associate Brand Manager, Johnson & Johnson*

“We were fortunate because we had just opened a new Habitat ReStore, which provided a really nice marketing opportunity. We put it in front of the ALP students and said, ‘What’s it going to take to get people here, to shop here, to donate here?’ It was very real-world. They jumped in and were professional, and very willing to engage. We’re going to be using a lot of the suggestions the students came up with.”

**Brad Zabel**

*Director of Resource Development, Habitat for Humanity (multiple year ALP sponsor)*

“When you think about the ALP program and why it is so important, it’s all about your exposure to and experience in a corporate environment, your understanding of how to influence people, and being able to put together a presentation to share your ideas and inspire a group to make a change.”

**Mike Bevilacqua**

*Senior Director, Credit & Accounts Receivable, Pepsi (multiple year ALP sponsor)*