

Wake Forest MA in Management Class of 2010

BABCOCK GRADUATE SCHOOL OF MANAGEMENT



WAKE FOREST
UNIVERSITY



Your decision to pursue a graduate business education is 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 have on your investment.

The Babcock School provides a unique opportunity for you, the aspiring MA student. The rigorous curriculum will certainly arm you with the technical skills you need to succeed, but the Babcock experience is much more than that. As part of a thriving liberal arts university, the Babcock School is uniquely positioned at the intersection of the arts and sciences and the study of business. From that vantage point, this becomes the perfect place to bridge the gap between your undergraduate experience and your future career.

To learn more about the culture at Wake Forest University, please visit www.mba.wfu.edu/welcome

Best regards,

Steve Reinemund, Dean of Business
Professor of Leadership and Strategy

MA in Management: 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.

Wake Forest University's Master of Arts in Management is an intense program that will transform you into a polished young professional with the core business knowledge that employers are actively seeking. If you give us ten months, we can give you the business knowledge and skills that it takes to get the kind of job you deserve...the kind of job that pays more, both now, and throughout your entire career.

Designed specifically for recent liberal arts and sciences graduates, the 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 ten-month program.

ENHANCES AN ALREADY OUTSTANDING UNDERGRADUATE EDUCATION.

The MA in Management Program takes liberal arts and science majors a step further, developing great students into well-rounded business graduates, enabling you 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.

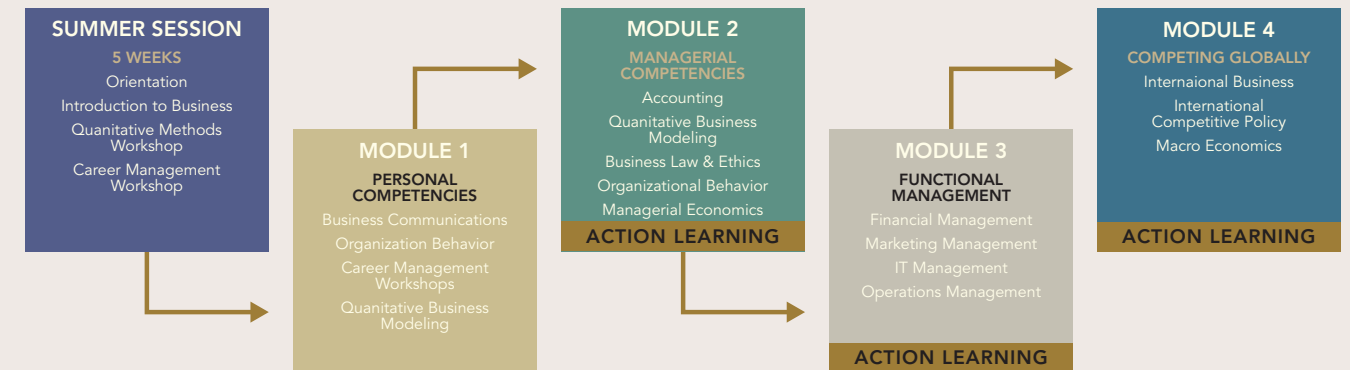
HELPS YOU EARN A BETTER SALARY NOW AND FOREVER.

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

PROGRAM STRUCTURE

Your 10 month Path to Success

The MA in Management program begins in mid July with the Introduction to Business to get you ready for graduate level courses in business and help you begin to focus 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

In the business world, there is no substitute for hands-on experience. Given this, Action Learning Projects are an integral part of Babcock's MA program whereby students are required to complete four Action Learning Projects in parallel to their studies in Modules 2, 3, and 4. The purpose of these 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.

In the 2008–2009 academic year, the Action Learning Projects include:

DEMAND ESTIMATION	Forecast the demand for a new or existing product or service.
TALENT MANAGEMENT	Help sponsoring companies more effectively recruit and retain employees.
ANALYSIS	Provide a critical and objective assessment of the sponsoring organizations' current strategy and its competitive position.
CONSULTING	Identify a competitive opportunity or a challenge specific to the sponsoring organization, analyze issues and provide recommendations.

PLACEMENT

The graduates of the MA in Management Program land challenging and exciting positions in consulting, marketing and finance at organizations including General Dynamics, Hewitt, BB&T, Gulfstream Asset Management, Bank of Montreal, Toys R Us, BearingPoint, Bayada Nurses, Allegacy Federal Credit Union and Eze Castle Software. They are starting their careers in locations such as New York, Boston, St. Louis, Philadelphia, Charlotte and Washington D.C.

The Career Management Center conducts sessions to help students grow both personally and professionally. The CMC coordinates activities (on campus and off campus) with alumni, corporate information sessions, networking, career panels, employer meetings, roundtables, job postings, club trips and more.

Each MA student is assigned to a dedicated career counselor who provides assistance in skill development in 3 phases.



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 MBA program admission.

The Babcock Graduate School of Management is globally recognized for its commitment to a collaborative and experiential learning environment, while maintaining a culture dedicated to entrepreneurship and innovation. Babcock has been ranked among the world's best business schools by publications such as *Forbes*, *Business Week*, and *The Wall Street Journal*.

ADMISSIONS

The MA in Management program is open to students who have graduated with a Liberal Arts or Sciences degree within the past 12 months. Our admissions process is designed to be as user-friendly and efficient as possible, so that we can provide notification within three weeks of completing the application.

KEY DATES	APPLICATION	EVALUATION
DEADLINES November 1 Application Reviews Begin Files will not be reviewed before this date June 1 Application Deadline Applications will continue to be accepted after June 1 on a "space available" basis NOTIFICATION Within 3 weeks of completed application CLASSES BEGIN July 20	CHECKLIST Completed Application \$50 Application Fee Résumé Interview Official Transcripts GMAT and/or GRE TOEFL (if applicable) Recommendations	CRITERIA Quality of Application Undergraduate Performance Extracurricular Involvement Communication Skills Mental Preparedness Overall Fit



"After being here for a month, I'm realizing how much I didn't know. I think my time here will be much more effective than just looking for any job. I'm so glad I'm doing this."

—Charlotte Coleman
MA '09

"When I began interviewing again, the quality of my resume and my applications was drastically different. I was not only competitive with business undergraduates, but also with MBAs."

—Katie Simpler
Leadership Development Program Associate
Branch Banking & Trust Co.
MA '08

"When I heard about the MA in Management program at Babcock, I felt like someone had designed the program for me. It was exactly what I needed to bridge the gap between the passion I pursued with my liberal arts education and the successful career I was looking for following graduation."

—Devi Eddins
Analyst - Health Management Consulting Practice
Hewitt Associates
MA '08



(MA)XIMIZE
Your Career Potential

CONTACT

For more information on the
MA in Management program, please contact:

Kevin Bender
Director of Recruiting
kevin.bender@mba.wfu.edu

1.866.WAKE.MBA

www.mba.wfu.edu



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PO Box 7659
Winston-Salem, NC 27109-7659



This booklet is printed on environmentally responsible paper which contains
50% total recycled fiber including 30% post consumer recycled fiber.