

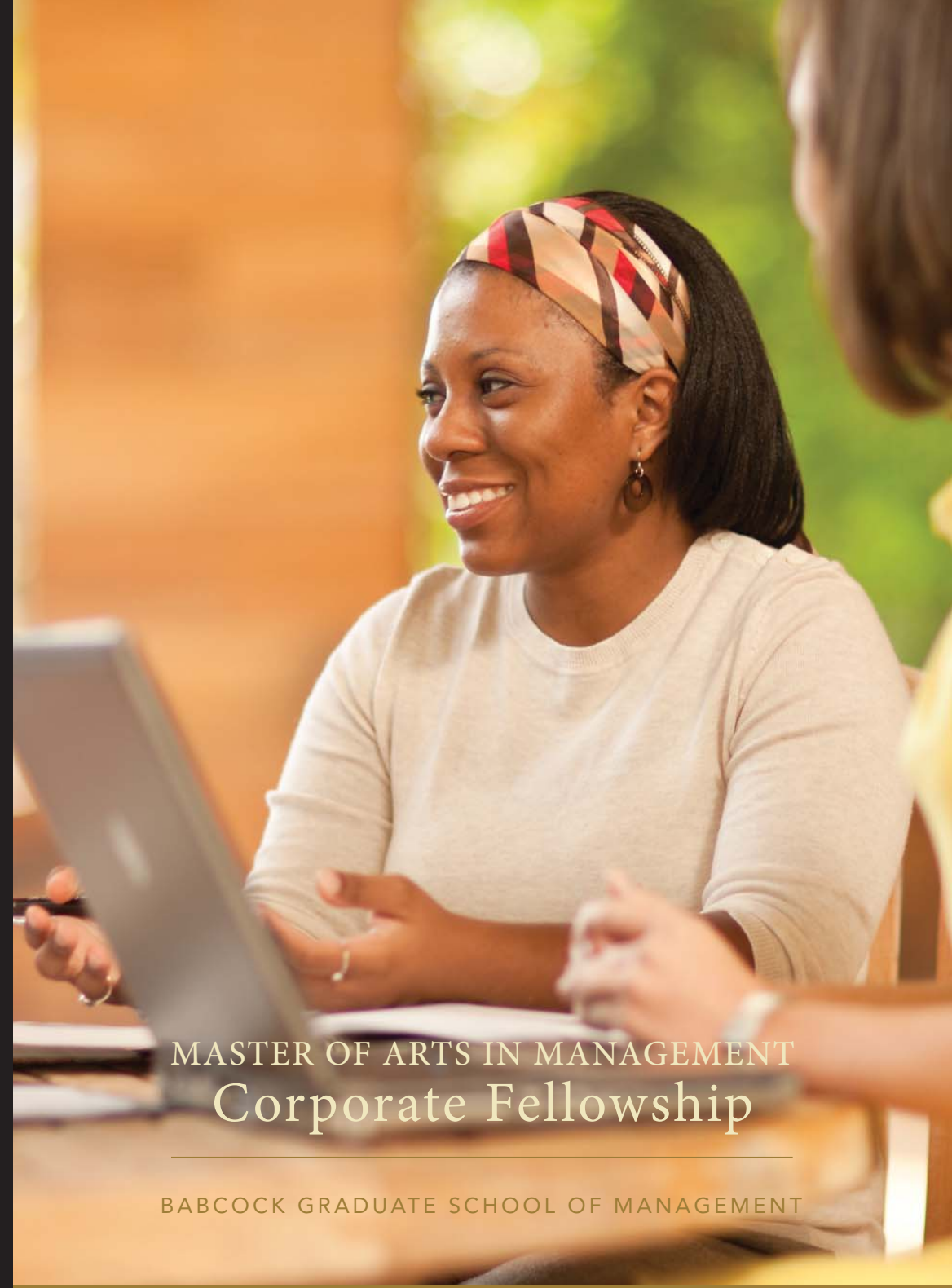
BRINGING OUR DEAN'S VISION TO LIFE

In July 2008, Steve Reinemund joined Wake Forest University as Dean of Business and Professor of Leadership and Strategy at the Babcock Graduate School of Management. One of his first orders of business was to create and implement more meaningful ways to increase diversity among the student body at the school.

"In a globalized economy such as ours, the most fundamental thing that business schools can do is to turn out exceptional leaders who represent the diverse population of the United States and the world."

Promoting and increasing diversity is nothing new to Dean Reinemund, who spent 23 years at PepsiCo, ultimately serving as Chairman and CEO. While at PepsiCo, his efforts at championing diversity in the workplace earned him several national awards, including the National Equal Justice Award from the NAACP Legal Defense Fund.

To learn more about becoming a Master of Arts in Management Corporate Fellowship sponsor, contact Debra Jessup at 336.399.5403 or debra.jessup@mba.wfu.edu.



MASTER OF ARTS IN MANAGEMENT
Corporate Fellowship

BABCOCK GRADUATE SCHOOL OF MANAGEMENT



WAKE FOREST
UNIVERSITY

BABCOCK GRADUATE
SCHOOL of MANAGEMENT

PO Box 7659
Winston-Salem, NC
27109-7659



WAKE FOREST
UNIVERSITY

At the Babcock School, we are strongly committed to building a student body that mirrors the diversity found in the marketplace. We believe that students receive a richer, fuller education and are better prepared for the challenges and sensitivities of the workplace when they are exposed to many different backgrounds and points of view. Thus, we are partnering with leading companies who share these beliefs, in an effort to reward high-achieving students with diverse backgrounds with a Master of Arts in Management Corporate Fellowship.

TEN MONTHS IS ALL IT TAKES

The MA in Management is an intense program designed to transform recent liberal arts and sciences graduates into polished young professionals, equipped with the specialized knowledge, experience in a professional environment, and graduate degree that companies are actively seeking. The curriculum combines the critical thinking and communication skills learned as an undergraduate with the business acumen that comes with an MA in Management degree. Rigorous coursework and hands-on learning opportunities emphasize the value of teamwork and creativity in solving tough business issues. By the end of the program, students emerge with a solid grasp of business concepts. 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.

SMALLER IS BETTER

One of the reasons MBA students cite for choosing the Babcock School over other graduate business schools is that we offer a personalized learning experience for every student and a unique opportunity to form lifelong friendships with faculty, staff, and alumni. This is even more true for MA students. The projected class size for our MA in Management program is approximately 40 students—an ideal size for encouraging class participation and lively debate. In addition, each entering class moves through the MA in Management program together. This continuity, coupled with the intimate class size, helps build an incredibly supportive, close-knit community among students and faculty.

TUITION IS JUST THE BEGINNING

All student fellows receive full tuition plus a \$21,000 stipend to cover living expenses during their time in the MA in Management program. However, the Corporate Fellowship is about much more than a scholarship. It's about making connections—between people, between business concepts, between textbook knowledge and real-world experience. Fellows are assigned a mentor: a high-level executive at a major corporation who will guide them through the practices and processes of their sponsor company. Fellows must also complete a Fellowship Practicum, which provides valuable hands-on experience that complements and enhances their classroom education. By establishing a relationship with their mentor and by gaining an in-depth understanding of how their sponsor company operates, fellows are uniquely poised to make immediate and profound contributions to their sponsor companies should they be recruited to work there upon graduation.

A WIN-WIN FOR EVERYONE

The Corporate Fellowship allows the MA in Management program to provide a richer learning experience for all students by building a more diverse student body. In addition, fellowship students receive an all-expenses-paid graduate business education, personal mentoring by an accomplished business leader, a chance to prove themselves in a professional business environment, and the potential to receive a job offer from a leading company.



WHAT DOES THE FELLOWSHIP PRACTICUM ENTAIL?

As part of the Fellowship Practicum, students will make several visits to their sponsor company in order to complete assignments related to specific areas of its business. These assignments are designed to help students understand how various aspects of their sponsor company's business currently function and provide recommendations for improving their effectiveness. For example, in parallel to an organizational behavior class, students could be asked to describe their sponsor company's current practice for recruiting and retaining valuable employees. Then, based on what they've learned in class and through additional outside research, students would develop recommendations to help their sponsor better structure its talent management processes. But that's just one example. There are many ways that students could apply what they're learning in school to what they're seeing in real life at their sponsor company.

