

FULL-TIME MBA

WAKE FOREST UNIVERSITY SCHOOLS OF BUSINESS



WAKE FOREST
UNIVERSITY



Wake Forest University

Wake Forest is a private, coeducational collegiate university that integrates the intimacy of an undergraduate liberal arts college with the academic vitality of a research university. At the heart of Wake Forest is the teacher-scholar ideal. Professors are committed to personalized teaching and to their students' individual development. The University is ranked by *U.S. News & World Report* among the top 25 national universities and is one of the leading private liberal arts institutions in the country. Wake Forest is dedicated to an ethically informed education of the whole person in a climate that values personal growth, community interaction and individual honor.

Total Enrollment: 7,400 (2011-2012)

Alumni Network: 63,500

Founded: 1834 in Wake Forest, NC

Relocated: 1956 to Winston-Salem, NC

President: Dr. Nathan O. Hatch (2005-present),
Wake Forest's 13th President

Motto: *Pro Humanitate* (For Humanity)

Mascot: The Demon Deacon

Athletics: NCAA Division I and Atlantic Coast
Conference (ACC)



Winston-Salem

Winston-Salem, North Carolina – part of the vibrant Piedmont Triad metropolitan region – has an amazing quality of life that consistently ranks among the best in the nation. With an average temperature of 69 degrees, the city has also garnered accolades for its ideal location, virtually equidistant from beaches to the east and mountains to the west.

As the fourth-largest city in the state, Winston-Salem, known as the “City of Arts & Innovation,” has been rated as one of the nation’s “Most Livable Cities” by Partners for Livable Communities and is one of only 14 urban areas nationally in the past 10 years that saw more young professionals move in than out. Due in part to the downtown revitalization effort, Winston-Salem was recently ranked as America’s 10th Most Fun, Affordable City by *Bloomberg BusinessWeek*. Additionally, the city has been ranked the 18th best place in the U.S. for business and careers by *Forbes* magazine and is the 56th best place in the nation to “live and launch,” according to *Money* magazine.



Population: 230,000 (Winston-Salem); 1,600,000 (Piedmont Triad)

Nearest Airport: Piedmont Triad International Airport (GSO); 30 minutes from downtown Winston-Salem

Corporations Headquartered in Winston-Salem: Reynolds American Inc., Hanesbrands, Inc., Krispy Kreme Doughnuts, Inc., Branch Banking and Trust Company (BB&T), TW Garner Food Company (makers of Texas Pete), Lowe’s Foods Stores, IMG College (formerly ISP Sports) and the North Carolina Biotechnology Center



The Wake Forest Difference

We believe in creating dynamic, highly capable business leaders by developing the entire student. Through personal engagement and constant challenge, we strive to shape leaders who are as focused on the fulfillment of their passions as they are on the traditional definitions of success. A complete business education must extend well beyond technical proficiency, providing an environment and culture that stress the importance of ethics, interpersonal skills, a global mindset and an overarching sense of purpose. Visit business.wfu.edu/philosophies to learn more about our vision and core philosophies.

AN INTIMATE LEARNING ENVIRONMENT

- Join a class of approximately 60 hand-selected Full-time MBA students
- Benefit from a student-faculty ratio of 10:1
- Gain valuable skills by working in teams of five to six students

EXPERIENCE THROUGH PRACTICAL APPLICATION

- Apply learning through a variety of initiatives, like our student consulting program, *Wake Forest Business Solutions*, or through internships with companies that fit your career aspirations
- Seek professional development through participation in annual student competitions, including the *Marketing Summit* and *Elevator Competition*
- Learn from guest speakers through our Broyhill Executive Lecture Series "Leading Out Loud." Past speakers include: Jeff Immelt, Chairman and CEO, GE; Marilyn Carlson-Nelson, Chairman and former CEO, Carlson; Walter Robb, Co-CEO, Whole Foods Market; Dr. Daniel Vasella, Chairman, Novartis AG; Susan Ivey, retired Chairman, President and CEO, Reynolds American Inc.; Mike Duke, President and CEO, Wal-Mart Stores, Inc.; and Dean Kamen; Founder, DEKA Research and inventor of the Segway and iBot

A COMMITMENT TO ADVANCING THE GREATER GOOD

- Embody *Pro Humanitate*, our University motto meaning "For Humanity," and represent an ideal shared by faculty, students and alumni alike

- Make a difference in our local and regional communities through financial literacy programs with at-risk youth
- Contribute on a global scale through our outreach initiatives in Nicaragua

DIVERSITY OF THOUGHT

- Receive a richer, fuller education, and be better prepared to address the challenges and sensitivities found in the workplace by learning in an environment that reflects the diversity found in the marketplace
- Work in teams, allowing you the opportunity to experience shared learning through a variety of different cultural, environmental and philosophical perspectives and backgrounds
- Travel abroad with our two-week international study trips and meet with business leaders from across the globe

REDEFINING BUSINESS EDUCATION

According to *Bloomberg BusinessWeek*, we are one of only a "handful of American business schools that have tapped corporate executives as deans" in the past few years. While a student at the Wake Forest Schools of Business, you'll have opportunities to interact with **Dean of Business Steve Reinemund**, either hearing "war stories" about his career journey from U.S. Marine to Chairman and CEO of PepsiCo, or discussing your passions and career goals during Thursday's "Dawn with the Dean" three-mile run. As a board member of American Express, ExxonMobil, Marriott and Walmart, Dean Reinemund is actively immersed in the global business community. His business acumen, combined with our rigorous academic curriculum, provides a dual perspective that will broaden your learning experience.



Steve Reinemund, Dean of Business, Retired Chairman/CEO - PepsiCo

CLASS PROFILE – FULL-TIME MBA PROGRAM*

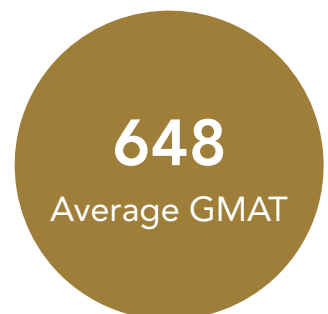
Rigorously challenging. Highly personal.

We believe that achieving real knowledge demands a combination of personal challenge, practical application and open access to experience. Our curriculum is built to deliver on all three of these elements, within a learning environment intentionally designed to foster meaningful relationships with faculty, peers and the world where you'll make your mark.

It's also an environment rich in opportunity. Our students do more than win national competitions – they organize and run them, too. You'll be challenged and inspired by faculty who know who you are and what drives you. For those steadfast on their path to personal fulfillment, and who believe in learning by doing, Wake Forest represents the ideal place to build the knowledge and relationships that will last a lifetime.

Wake Forest University Full-time MBA

This top-ranked program attracts students who seek to enhance their chosen career path, or dramatically switch careers and develop a new path. The program offers individual attention and the guidance required to create a uniquely personal experience. Our students become immersed in an environment that encourages individual contributions within a team-oriented structure, thus preparing them to be successful in their future careers.



*CLASS OF 2013 DATA AS OF JULY 1, 2012

**AFRICAN AMERICAN, HISPANIC AMERICAN AND NATIVE AMERICAN

Ranked, Recognized and Respected

The Full-time MBA program is consistently recognized among the world's best business schools in rankings, including:

In the Nation

- Top 25** In 10 of 11 specialty areas by corporate recruiters; *Bloomberg BusinessWeek* (January 2011)
- No. 29** Among Full-time MBA programs; *The Economist* (October 2011)
- No. 32** Among Full-time MBA programs; *Beyond Grey Pinstripes* (September 2011)
- Top 50** Among Full-time MBA programs; *Financial Times* (January 2012)
- Top 50** Among graduate business schools; *U.S. News & World Report* (March 2012)
- Top 50** Among Full-time MBA programs; *Bloomberg BusinessWeek* (November 2010)*

Employment

- No. 12** At three months after graduation; *Bloomberg BusinessWeek* (November 2010)*
- No. 15** At three months after graduation; *Financial Times* (January 2012)
- No. 32** At graduation; *U.S. News & World Report* (March 2012)

Return on Investment

- No. 18** *Financial Times* (January 2012)
- Top 20** "Best Value MBA Schools" among Full-time MBA programs for veterans using the new GI Bill; *Military MBA* (December 2009)
- Top 30** *Forbes* (August 2011)*

Six Sigma Pass Rate

- 93%** Pass rate on the ASQ's Six Sigma Black Belt Exam since 2004 - 90% in 2012
- 99%** Pass rate on the ASQ's Six Sigma Green Belt Exam since 2007 - 100% in 2012

*Biennial ranking

"This program has been a life-changing experience. I've been able to learn both inside and outside of the classroom, use that knowledge in real situations and build relationships that will last long after graduation."



Ryan McBreen (MBA '11)

Education: MS '04 Engineering, Purdue University

BS '02 Engineering, Iowa State University

MBA Concentration: Marketing

Internship: Business Development Intern, PepsiCo

Current Position: Market Manager, PepsiCo – Plano, TX

Leadership: Dean's Scholar; Marketing Summit Co-chair; Student Government Association; Project Nicaragua; Admissions Ambassador; Second-Year Advisor

For more of Ryan's story, visit: business.wfu.edu/alumnispotlight

Curriculum

Our curriculum is designed to provide students with the ability to approach and analyze challenges from a wide range of perspectives in order to achieve holistic solutions. This process begins in the first year with a required integrative class schedule of core business and management coursework. From a strong foundation of fundamental skills, you'll chart your individual course through electives and focused studies, leading to your selection of one of five career concentrations in the second year.

For more details on classes and electives offered, visit: business.wfu.edu/fulltime



“The Wake Forest MBA program integrated an optimal mix of theory and practice. The balanced curriculum equipped me with essential tools and insightful frameworks that have served as the foundation for operating my own firm. My entrepreneurial vision was embraced and refined by an engaged MBA community that believed in my mission of enhancing the financial well-being of individuals, families and institutions.”



Lazetta Rainey Braxton (MBA '04)

Education: BS '95 Finance and International Business, University of Virginia, McIntire School of Commerce

MBA Concentration: Finance and Entrepreneurship

Internship: National Center on Planned Giving Intern, Wachovia Corporation

Current Position: Founder/CEO, Financial Fountains – Chicago, IL

Leadership: Honor Council; Finance Club, Financial Literacy Initiative Outreach Coordinator; Black Business Student Association; Entrepreneurship Club; Leadership Speaker Series Committee

For more of Lazetta's story, visit: business.wfu.edu/alumnispotlight

Students may select one primary concentration, two primary concentrations or one primary/one secondary concentration from among five areas, including:

Finance

The finance concentration teaches a core set of skills in financial modeling, debt and equity issues, valuation, mergers and acquisitions, financial planning, risk management, financial reporting and analysis.

Top companies hiring recent Wake Forest MBA graduates:

Commercial Banking

Bank of America
BB&T
SunTrust Bank
Wells Fargo

Corporate Finance

Apple
AT&T
Baptist Health System
CIGNA
DISH Network
FedEx
Frito-Lay

Investment Finance

Bank of America Merrill Lynch
Scotia Capital
Wells Fargo Advisors

Financial Consulting

Deloitte Consulting
Ernst & Young
Resurgent Capital Services

Private Equity

Harbert Management Corporation
Thompson Research Group

Enrichment opportunities at Wake Forest University:

Wake on Wall Street
Accounting Club
Finance Club
Annual Finance Club Trip

Operations Management

Students who choose one of the operations tracks will develop a comprehensive understanding of issues related to the management and analysis of business processes. Such an understanding is becoming more critical to the success of an organization due to the recent advances in both manufacturing and information technologies, and the emergence of global manufacturing and service sectors across the economy.

Top companies hiring recent Wake Forest MBA graduates:

Corporate Operations

Assurant
Bank of America
Lowe's Companies
PACCAR

Operations Consulting

Global eProcure
IBM Global Services
New Breed Logistics
Wipro Consulting

Enrichment opportunities at Wake Forest University:

First school in the country to host a seating for Six Sigma certification through the American Society for Quality (ASQ)
93% Pass Rate on ASQ's Six Sigma Black Belt Exam since 2004 – 90% in 2012
99% Pass Rate on ASQ's Six Sigma Green Belt Exam since 2007 – 100% in 2012
Annual Operations/IT Club Trip
Operations/IT Club

Marketing

The knowledge and skills gained from a concentration in marketing can be used to help firms create value for customers by learning how to understand customer needs and desires, develop unique and superior products and services, and develop and communicate compelling brand messages.

Top companies hiring recent Wake Forest MBA graduates:

Brand Management

Bayer Corporation
Hanesbrands, Inc.
HJ Heinz
Johnson & Johnson

Client Services

Crossmark
The Mullen Company

Corporate Marketing

American Express
Delta Airlines
Inmar
PepsiCo
Target
Walmart

Market Research

Abbott Laboratories
Altria
Symphony IRI Group

Sales/Sales Management

Frito-Lay
PepsiCo

Enrichment opportunities at Wake Forest University:

Annual Wake Forest Marketing Summit Case Competition
Wake Forest Business Solutions
Annual Marketing Club Trip
Marketing Club

Consulting/General Management

The consulting concentration encompasses core concepts, frameworks and techniques allowing students to learn how to identify the sources of profit available to the business enterprise, and to formulate and implement strategies to develop these sources of profit.

Top companies hiring recent Wake Forest MBA graduates:

Booz Allen Hamilton Consulting
Ernst & Young Advisory

FMI Consulting
IBM Global Services

Scott Madden Consulting
Wipro Consulting

Enrichment opportunities at Wake Forest University:

Wake Forest Business Solutions
Annual Consulting Weekend
Strategy & Consulting Club

Entrepreneurship

In September 2011, *Entrepreneur* magazine, in conjunction with *The Princeton Review*, ranked Wake Forest's graduate entrepreneurship program as one of the Top 20 Graduate Programs in the U.S. at No. 17.

The entrepreneurship concentration encourages students to understand the dynamics of entrepreneurial activity in a variety of settings, as well as develop compelling business models and craft business plans. Not all entrepreneurial students aspire to become new venture entrepreneurs. Many students will apply their entrepreneurial thinking within a traditional company, while others will pursue careers with a social mission, enter their family business or buy a business.

Top companies hiring recent Wake Forest MBA graduates and companies started by alumni:

CapitalSouth Partners Funds, LLC
Financial Fountains
Innovation Village
Keranetics

Small Business Technology Development Center
Sandbox Learning Company
Targacept

Enrichment opportunities at Wake Forest University:

Annual Wake Forest Elevator Competition
Venture Capital Investment Competition
Angell Center for Entrepreneurship

Family Business Center
Entrepreneurship Club

Taught by faculty with relevant experience

Our business students are taught by some of academia's brightest minds. The faculty possess an understanding of what makes the business world work and what makes it fail. They know because they've been there. They've worked for leading companies, followed their own entrepreneurial spirit to start successful businesses, consult regularly and have seen business in many forms, in many nations. Their ability to share that knowledge to help students reach their full potential is unmatched, and their commitment to providing practical experience puts a real-world face on the theories they teach.

With a student to faculty ratio of 10:1, the interaction between and among exceptional professors and bright, enthusiastic students is so much a part of the culture at Wake Forest that it can be easy to forget that such engagement is no longer the norm across higher education. The concept of balancing teaching and research demands is embraced here and acknowledged as an essential dynamic of an intellectually rigorous community.



- 95% hold a PhD or other doctoral degree
- 75% have international consulting, teaching or research experience
- 33% serve on a board of directors
- 30% have experience owning companies



Career Management

To build the career you want, you'll need to start with a solid set of plans. Our Career Management Center will guide you through a process to establish a personal brand as you pursue vocational discernment.

Our career counselors will also help you navigate through our extensive network of alumni at more than 8,000 companies nationwide.



Our Career Management Center's team of dedicated staff will assist you in the development of skills that allow you to be both proficient and competitive over the duration of your career. Throughout the two-year program, you will walk through the "4Ps" process that plans a course of lifelong career management. One-on-one coaching allows you to identify your *Passion* and *Purpose*, as well as *Preparation* strategies and *Performance* action steps. This process enables you to make informed career decisions and prepares you for a lifetime of professional success.

MENTORSHIP

In addition to a dedicated career counselor, the Career Management Center will provide you with another resource. The Schools of Business offers a robust one-to-one mentorship program for our students. As part of our Executive Partners Mentorship Program, you'll have access to the valuable guidance and perspective of someone who lives and works within the business world. We have partnered with some of the finest professionals in the region to present experiences that will motivate you to learn and grow in a personalized environment.

“The Career Management Center staff provided guidance on my resume and cover letter, and prepared me for interviews by sharing tips and commonly asked questions. Their assistance was crucial to landing my internship.”



Ross Morgan (MBA '13)

Education: BS '06 Finance, Virginia Polytechnic Institute and State University

MBA Concentration: Finance

Internship: Private Equity Associate, Agilis Equity Partners LLC

Leadership: Net Impact Club; Finance Club - Financial Literacy Initiative Co-president; Consulting Club; ACG Case Competition

For more of Ross' story, visit: business.wfu.edu/alumnispotlight

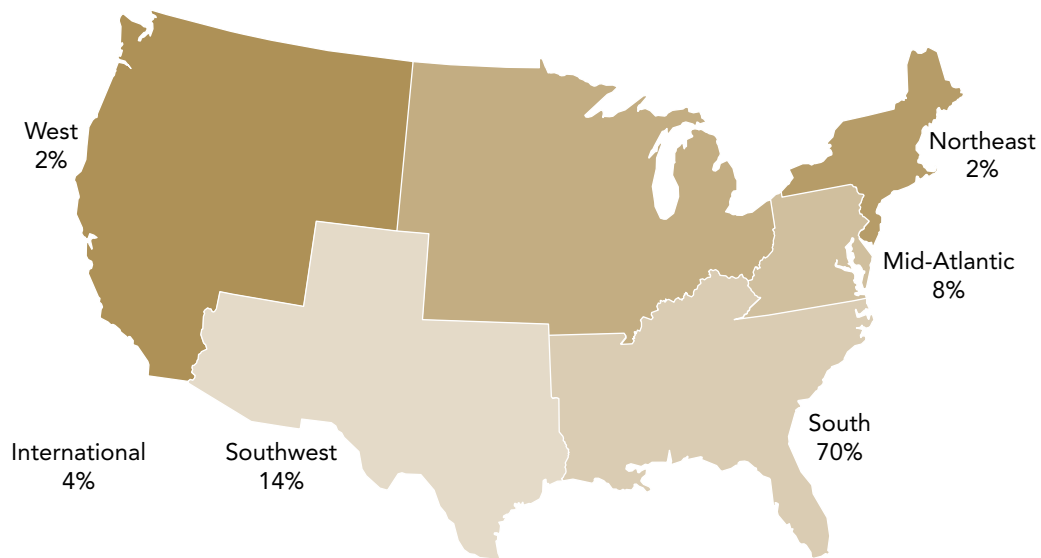
FULL-TIME MBA EMPLOYMENT OVERVIEW



Professional Functions*	Class Distribution	Mean
Finance/Accounting	29%	\$80,357
Marketing/Sales	28%	\$78,692
Consulting	19%	\$93,611
Operations/Production	10%	\$77,501
General Management	8%	\$74,250
Management Information System	4%	\$90,000
Other	2%	\$56,500

Professional Industries*	Class Distribution
Consumer Products	25%
Financial Services	23%
Consulting Services	19%
Pharmaceutical/Biotech/Healthcare	7%
Manufacturing	4%
Real Estate	4%
Technology	2%
Nonprofit	2%
Media/Entertainment	2%
Other Services	12%

GEOGRAPHIC LOCATION OF POSITIONS*



Admissions

Candidates interested in applying to the Full-time MBA program must meet eligibility requirements. Please visit business.wfu.edu/fulltime to verify your eligibility.

APPLICATION COMPONENTS

Admissions decisions will be made within four weeks, once all application components have been received and your file is complete. Please refer to the application requirements listed below:

- Completed online application, including résumé and essay
- \$100 application fee USD
- Official transcript
- Two recommendations
- Official GMAT or GRE score
- Official TOEFL or PTE score (if applicable)
- Interview (by invitation only)

2012-2013 TUITION & FEES*

Tuition.....\$40,506

Required fees.....\$626

*NOTE: 2013-2014 TUITION HAS NOT BEEN DETERMINED

SCHOLARSHIPS

A limited number of merit-based scholarships are awarded on a competitive basis, as determined by the overall quality of the application and application components. Scholarship decisions are made in conjunction with admissions decisions. No separate application is required.

KEY DATES

August 15 – Online application available

(Completed applications will be reviewed after this date on a rolling basis.)

November 1 – Early application deadline (*nonbinding*)

February 15 – Scholarship deadline

(Scholarships may be awarded after this date as funds are available.)

April 15 – Final application deadline

(Applications will be considered after this date on a space-available basis.)

LEARN MORE

For detailed admissions, financial aid and scholarship information, visit: business.wfu.edu/fulltime

For a schedule of on- and off-campus admissions events, visit: business.wfu.edu/events-admissions

Farrell Hall

To be completed in the summer of 2013, the new \$53 million, 120,000-square-foot Wake Forest Schools of Business building, Farrell Hall, will feature state-of-the-art technology and groundbreaking design to create an environment where faculty-student engagement will thrive. Built around an 8,200-square-foot “living room” concept that brings faculty and students together in new ways, the world-class facility was designed to include flexible classrooms and spaces that allow for collaborative learning and social interaction.



Visit business.wfu.edu/farrell to learn more and follow the progress on Farrell Hall.





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SCHOOLS of BUSINESS

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busadmissions@wfu.edu
business.wfu.edu

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
through saccoc.org. Inquiries should relate only to the accreditation status of the
institution, and not to general admission information.