



**WAKE FOREST**  
**UNIVERSITY**  
 BABCOCK GRADUATE  
 SCHOOL of MANAGEMENT

# Putting Passion to Work with a Master of Arts in Management

*You may have classmates who have the next 50 years of their lives mapped out already. Amazing. Truth is, most of America's outstanding young minds graduate from college without being sure about what they want to do with their lives.*

*You probably chose your major because you had a special passion for it. You've spent the past four years learning all you could in class and enjoying all that life at Wake Forest has to offer.*

*Now, as you prepare to graduate, you may be looking for a career you can be passionate about, too. You want to be doing something you love. And there may be a few more things you need to learn in order to translate what you already know into a skill set that employers recognize and value.*

Wake Forest University's new Master of Arts in Management program is tailored specifically to people who have followed this path. It is designed to help you quickly build solid, marketable business fundamentals to add to the knowledge you've already mastered.

***This one-year program:***

- ▶ **Expands opportunities within existing fields of interest.** You'll gain a broad business perspective that lets you explore a wider range of careers within your major field.
- ▶ **Provides a competitive edge.** The program content will give you a distinct advantage in the marketplace among candidates with BA or BS degrees.
- ▶ **Broadens professional horizons.** The MA in Management takes Liberal Arts and Sciences majors a step further, developing good scholars into well-rounded business graduates, enabling you to pursue careers in a broader range of fields beyond your major.

In other words, the Master of Arts in Management can help transform you into a polished young professional with the kind of business knowledge that employers are actively seeking.

Most importantly, these skills help you pursue more and better opportunities in the areas that you care about.

That's what we mean by "putting your passion to work."

## The business world needs you.

***Creativity matters in business, too.***

The business world needs your energy and intelligence more than you realize.

The economy is changing dramatically, and it's not enough for companies to simply know what worked in the past. The fundamentals are important, but today's students represent a new generation of business creativity that will be required to solve the exciting challenges that are popping up every day.

The Master of Arts in Management harnesses the innate strengths of the Wake Forest Liberal Arts and Sciences major. The learning environment is experiential, hands-on, and transformational, emphasizing the value of teamwork and collaboration in problem solving.

You have a tremendous amount to offer, and this program is designed to help you identify, develop, and polish the skills that more and more employers are going to need in the coming years.

***Connecting you with opportunity.***

While you're cultivating those important business skills, you will also be learning to identify the opportunities that best suit your career and personal goals. Our career development counselors do more than just provide how-to materials – we mentor students.

We'll teach you how to open the right doors and make a winning impression once you're inside. You'll learn how to create a résumé that stands out from the crowd, you'll polish your interviewing skills, and you'll begin building the personal network that will propel you down the road toward career success.

The Babcock Graduate School of Management is recognized among the world's best graduate business schools in each of the five major business school surveys – *Business Week*, the *Financial Times*, *Forbes*, *U.S. News & World Report* and *The Wall Street Journal*. The school also ranks 10th in the world in *Beyond Grey Pinstripes*, the only survey that evaluates efforts to prepare MBA graduates for new business realities demanding social and environmental stewardship, and has earned national rankings for its entrepreneurship program in *U.S. News & World Report* and *Entrepreneur* magazine.

\* This program is pending approval by the WFU Board of Trustees.

