

CHARLOTTE MBA PROGRAMS

WAKE FOREST UNIVERSITY SCHOOLS OF BUSINESS
CHARLOTTE, NC



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: 7,200 (2010-2011)

Alumni Network: 62,000

Alumni Network in Charlotte: 6,000

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)



The Wake Forest University Charlotte Center

In January 2012, our Charlotte-based campus will relocate to nearly 30,000 square feet of space in the former International Trade Center building at 200 North College Street. The building, now renamed Wake Forest University Charlotte Center, is in close proximity to some of Charlotte's most influential businesses and



corporations providing convenience for the busy working professionals enrolled in our programs. The move is part of a long-term plan to integrate business and academics, attract talented professionals and foster an "urban campus" within the core business district in Charlotte.

Since establishing a presence in Charlotte in 1995, Wake Forest has more than tripled its MBA student population and now offers two part-time MBA programs. To accommodate this growth, the new space is roughly double the size of the current Charlotte location and includes areas for workshops, guest lectures and networking.

To learn more and follow the progress of the Wake Forest University Charlotte Center, visit: business.wfu.edu/charlotte



“The Wake Forest MBA program is all about experiential learning from a leader’s perspective, which has built confidence that helps me make important decisions, those that continue to assist me through a successful career.”

Rebecca Peifer (MBA '11)

Education: BA '03, University of Wisconsin-Madison, Economics

Current Position: Area Customer Manager, Kraft Foods

Current Industry: Consumer Products

Current Function: Marketing/Sales

Years of Professional Work Experience: 6

For more of Rebecca's story, go to business.wfu.edu/alumnispotlight

“Wake Forest University has the best reputation of all the MBA programs in the Charlotte area, and the evening program fit perfectly with my work schedule. Once I attended a class and met the students and the professors, deciding to come to Wake Forest was a no-brainer.”

Jason Greeter (MBA '11)

Education: BA '04, Michigan State University, Supply Chain Management
Current Position: Global Business Continuity and Recovery, Vice President, Bank of America
Current Industry: Financial Services
Current Function: Supply Chain Management
Years of Professional Work Experience: 7
For more of Jason's story, go to business.wfu.edu/alumnispotlight



Ranked, Recognized and Respected

Wake Forest is ranked among the world's best graduate business schools by *The Economist*, *Entrepreneur*, *Financial Times* and *Forbes*. *U.S. News & World Report* ranked our part-time MBA program as the **#1** program of its kind in North Carolina and in the top **10%** nationally. *Bloomberg BusinessWeek* ranked the MBA Program for Working Professionals **#32** in the nation.



THE WAKE FOREST MBA A Climate of Collaboration

Understanding the value of teamwork is vital to a successful career. Similar to the workplace, you will collaborate in teams for the duration of the program, often meeting during evenings and weekends. Learning to thrive in highly effective teams, with peers from a variety of backgrounds and industries, prepares you to excel in the real and virtual teams that characterize global business today.

Return on Investment

The knowledge you acquire in the classroom today is transferred to your job tomorrow. The structure of the program is intentionally designed to blur the line between classroom and workplace. Through relevant case studies and practical, real-world applications of various concepts, students have the opportunity to explore current work issues and immediately use their education for personal and professional success.

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 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. To learn more about our vision and core philosophies, visit business.wfu.edu/philosophies

AN INTIMATE LEARNING ENVIRONMENT

- Join an incoming class of approximately 50 carefully selected Working Professional MBA students
- Benefit from a student-faculty ratio of 10:1
- Share ideas and hone communication skills through frequent interaction with faculty and fellow classmates
- Surround yourself with other managers and leaders in our highly participatory classroom

EXPERIENCE THROUGH PRACTICAL APPLICATION

- Put your knowledge immediately to practice in your workplace, as well as bring back challenges and professional experiences to discuss with professors and classmates
- Seek professional development through participation in annual student competitions, including the Marketing Summit, Elevator Competition and Biotechnology Conference
- Learn from guest speakers through our Broyhill Executive Lecture Series "Leading Out Loud." Past speakers include: Mike Duke, President and CEO of Wal-Mart Stores Inc., Marilyn Carlson-Nelson, Chairman and former CEO of Carlson, and Dean Kamen, founder of DEKA Research and Development, 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
- Contribute on a global scale through our outreach initiative 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
- Profit from partnerships with many organizations that champion diversity, including the Forté Foundation and Management Leadership for Tomorrow (MLT)

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 five 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 Wal-Mart, 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

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-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



“Wake Forest’s outstanding reputation, challenging curriculum and team-focused learning environment were a draw for me. My position at GlaxoSmithKline requires frequent travel, so the Saturday option fit well with my schedule.”

Marcus Laster (MBA '11)

Education: BA '98, Winthrop University, Mass Communications

Current Position: Corporate Owned/Independent Group Customer Capabilities, Manager, GlaxoSmithKline

Current Industry: Pharmaceutical

Current Function: Marketing/Sales

Years of Professional Work Experience: 13

For more of Marcus' story, go to business.wfu.edu/alumnispotlight



Career Management

The Career Management Center provides career and life-planning strategies for students in the MBA Program for Working Professionals at the Charlotte campus. Individual counselors are available for guidance, whether you are advancing within your current company or interested in moving on to something different.



Our Career Management Center's team of dedicated staff is available to work closely with you to assess career options, refine goals and sharpen interviewing and negotiation skills so you can be competitive throughout your career. These advisors will walk you through the "4Ps" process that plans a course of lifelong career development. 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. These advisors will also help you navigate through our extensive network of alumni at more than 8,000 companies nationwide.

What Our Students Are Saying:

"I knew there was a significant amount of work involved with changing careers. The Career Management Center was able to help me identify the careers I wanted to pursue, restructure my resumé and provide me with the coaching to get the exact job that I wanted. I have nothing but great things to say about the CMC team and the help they gave me."

Adam Richeson

"The Career Services team helped give me the kind of outside-the-classroom support that was necessary to start a new career path, but less than six months after landing my dream job, my entire division was eliminated. Instead of panicking, I took lessons learned from my counselor to hit the ground running — finding and solidifying an even better position with the same company less than two weeks later."

Michael Nestor



Additionally, as an alumnus, you will benefit from access to career services for life from the Schools of Business. We are here to help you reach your goals throughout every stage of your career.

CAREER MANAGEMENT OPPORTUNITIES

- Speaker events featuring leading business professionals
- Industry panels on topics including: diversity, consulting, finance and sustainability
- Partnership with corporate groups such as the CFO Alliance and the Family Business Center
- Alumni networking events
- Job Search Strategies Workshop

And many more...

Program at a Glance

Program	Charlotte Evening	Charlotte Saturday
Degree Earned	MBA	
Program Length	Two years (six semesters); classes begin in August	Two years (six semesters); classes begin in January
Format	Classes meet two nights a week, 6:00-9:00 p.m.	Classes meet 37 Saturdays a year, 8:00 a.m.-5:00 p.m.
Coursework	Fixed curriculum with electives	
Faculty	Wake Forest University Schools of Business	
International Component	Optional two-week international study tour for an additional fee	
Lifelong Learning	Alumni may enroll in graduate business elective courses for a reduced rate on a space-available basis	

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. The Wake Forest MBA is a cohort program, as all members of an entering class will graduate together at the conclusion of the two-year program. The lockstep curriculum emphasizes broad-based management, while integrating the spectrum of functional areas – from finance to operations, from marketing and entrepreneurship to information technology – to deepen your knowledge of all disciplines. To add to your skill set, you can choose electives to hone your interests and further define your career path.

EVENING

	FALL SEMESTER	SPRING SEMESTER	SUMMER SEMESTER
1ST YEAR	Personal & Team Development Financial Accounting Quantitative Methods	Managerial Accounting Leadership & Behavior in Organizations Managerial Economics	Financial Management I Marketing Management Operations Management
2ND YEAR	Financial Management II Ethical Decision-Making Information Technology Management Macroeconomics	International Business Business Law Global Strategic Management	Elective or International Study Elective Elective
Sample Electives			
Brand Management, Project Management, Negotiations, Advanced Financial Management, Entrepreneurship			

SATURDAY

	SPRING SEMESTER	SUMMER SEMESTER	FALL SEMESTER
1ST YEAR	Behavior & Leadership in Organizations Financial Accounting Quantitative Methods I	Managerial Accounting Managerial Economics Quantitative Methods II Leading Change	Marketing Management Financial Management
2ND YEAR	Information Technology Management Operations Management Business Law	Macroeconomics: Markets, Models & Policy Two Electives	Perspectives on Global Business Global Strategic Management One Elective
Sample Electives			
Marketing Research, Project Management, Negotiations, Advanced Finance, Healthcare, Entrepreneurship			

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

Class Profile

MBA PROGRAM FOR WORKING PROFESSIONALS*

Companies represented among recent classes of our MBA Program for Working Professionals include:

Accenture	Duke Energy	Merrill Lynch	Southern Community Bank and Trust
Accountemps - Contract with Merck	Electrolux	Milliken & Company	Southern Energy Management
Agdata LP	Erosion Control Services, Inc.	North Highland	SPEED Channel, Inc.
AkzoNobel Surface Chemistry	Esri	NouvEON	Synthes Spine
Alfred Williams and Company	Fifth Third Bank	Novant Health	The Boulevard Company
Areva	Fluor Corporation	Nuclear Fuel Services	The CIT Group / Commercial Services, Inc.
Asta CRS	Goodrich Corporation	Octagon Marketing North America	The Hartford
AT&T	Honeywell Scanning & Mobility	Parker Hannifin Corp	The Nexus Group
Aviagen, Inc.	HRG North America	Parsons Corporation	Thompson Construction Group, Inc.
Balfour Beatty Construction	IHS Herold, Inc.	Patient Care Technology Systems	TIAA-CREF
Bank of America	iLevel by Weyerhaeuser	PepsiCo, Inc.	Time Warner Cable
BASF	IMO Pump	Pratt & Miller Engineering	Timex Group USA Inc.
Belk	Ingersoll Rand	Praxair	Wachovia Bank, A Wells Fargo Company
Childress Klein Properties	JPS Composite Materials	Prospect Mortgage LLC	Waterstone Asset Management
City of Charlotte	Liberty AV Solutions	Reebok International	Wells Fargo Securities
Compass Group	Lowe's Companies, Inc.	Regions Bank	Westinghouse Electric Company
Corning	Lululemon Athletica	Safmarine	YMCA of Greater Charlotte
DaVita, Inc.	MacLean Power Systems	School Specialty	
DermaRite Industries	McKesson	Siemens	
Development InfoStructure	Mechanical Systems and Services, Inc.	Signature Consulting/ Bank of America	
DSM Dyneema LLC	Mercer		

Industries Represented*

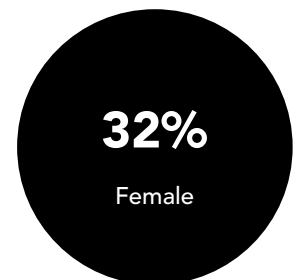
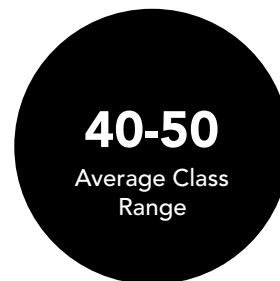
Financial Services	35%
Manufacturing	18%
Technology	8%
Real Estate	4%
Nonprofit	2%
Consulting	1%
Consumer Products	1%
Pharmaceutical/Biotech/Health Care	1%
Other	16%

(Including Architectural, GIS, Hospitality, Insurance, Legal, Logistics, Media/ Entertainment and Shipping)

Functional Areas Represented

Operations/Purchasing/Engineering	19%
Finance/Accounting	16%
Marketing/Sales/Public Relations	15%
General Management	14%
Consulting/Strategic Planning	5%
Other	16%

(Including Architectural, GIS, Hospitality, Insurance, Legal, Logistics, Media/ Entertainment and Shipping)



* DATA REFLECTS CURRENT AND ENTERING ENROLLED CHARLOTTE EVENING AND SATURDAY PROGRAMS

Admissions

The Schools of Business welcome applicants who have demonstrated academic achievement, professional experience and community involvement. We look for driven and motivated candidates who work well in teams and whose values parallel those of the Wake Forest University Schools of Business. To meet eligibility requirements for the MBA Program for Working Professionals, candidates must have graduated with a bachelor's degree from an accredited institution and have a minimum of 3 years of full-time professional work experience prior to the program start date. (Exception: the work requirement is waived for PhD/MBA candidates.)

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 resumé and essay
- \$100 application fee*
- Official transcript
- Two recommendations
- Official GMAT or GRE score (For exceptionally well-qualified students with strong undergraduate academic records and outstanding and substantial work experience, we will occasionally make exceptions to this requirement on an individual basis.)
- Official TOEFL or PTE score (if applicable)
- On-campus interview required

2011-2012 TUITION & FEES*

Tuition.....\$34,620

*U.S. DOLLARS

NOTE: 2012-2013 TUITION HAS NOT BEEN DETERMINED

SCHOLARSHIPS

We offer a limited number of merit-based scholarships that are awarded on a competitive basis. Scholarship decisions are made in conjunction with admissions decisions. Scholarships range in value and are determined by the overall quality of the application and application components. Applications that are complete by the scholarship deadline will be automatically considered for a scholarship award; no separate application is required for scholarship consideration. To determine what constitutes a complete application, please refer to the application components.

KEY DATES

	Scholarship Deadline (Scholarships may be awarded after this date as funds are available.)	Final Application Deadline (Applications will be considered after this date on a space-available basis.)	Program Begins
Charlotte Evening	April 1	June 1	Late-August
Charlotte Saturday	September 1	November 1	Mid-January

LEARN MORE

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

For a schedule of admissions events, visit: business.wfu.edu/events-admissions



WAKE FOREST
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SCHOOLS of BUSINESS

Charlotte MBA Programs
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cltbusinessadmissions@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.