



**QUESTROM  
MEANS  
BUSINESS.**

**Masters in Management  
Information Session**

**BOSTON  
UNIVERSITY**

Boston University Questrom School of Business



# AGENDA

01.

Program  
Overview

02.

Admissions  
Process

03.

Questions and  
Next Steps



# Questrom Masters in Management Mission

Ready recent college graduates  
with an interest in business for  
successful business careers

Questrom Masters in Management bridges  
the gap employers face between:

*Wanting diverse undergraduate majors*

*Vs.*

*Needing new hires to contribute  
right away*



BOSTON UNIVERSITY

QUESTROM  
SCHOOL OF BUSINESS



# Masters in Management at a Glance

<b>Customer</b>	<b>Recent college graduates seeking market facing roles in growth industries</b>				
<b>Outcome</b>	Day-one ready for well paying roles that inform and enable growth teams				
<b>Experience</b>	<b>An experience that replicates real-life work in a high-growth company</b>				
	<p style="text-align: center;"><b>Dynamic</b> Spaces, tools and schedules for the variety of ways work gets done</p>	<p style="text-align: center;"><b>Savvy</b> Team of faculty and mentors with extensive business experience</p>	<p style="text-align: center;"><b>Hands-On</b> Projects, simulations, cases, and role-play drive learn-by-doing</p>	<p style="text-align: center;"><b>Collaborative</b> Value teamwork, respect, curiosity, diversity, and positivity</p>	<p style="text-align: center;"><b>Accountable</b> Bimonthly 360° feedback of team and individual performance</p>
<b>Highlights</b>	4 Learn-by doing team projects with leading companies in growth industries	Course electives students can tailor to their career goals and roles		Two week-long retreats focused on teaming, careers and social impact	
<b>Essentials</b>	Core curriculum for the foundational skills employers require	Career coach and job-hunting resource center with outstanding results		Premium tuition combined with ample scholarship support	



We start with  
the diverse  
talents,  
expertise, and  
perspectives  
that employers  
want...

## 35 Different Undergraduate Majors

### Top Five Undergraduate Majors

1. Economics & Finance
2. Engineering
3. Computer Science
4. Communications
5. Hospitality

## 20 Different Nationalities Represented

- Brazil
- Canada
- China
- Germany
- India
- Indonesia
- Lebanon
- Philippines
- South Korea
- Spain
- Taiwan
- USA

# Class Profile 2023-2024



**GEORGE**  
CIVIL ENGINEERING



**LINA**  
POLITICAL SCIENCE



**BROOKE**  
COGNITIVE SCIENCE  
& SPANISH

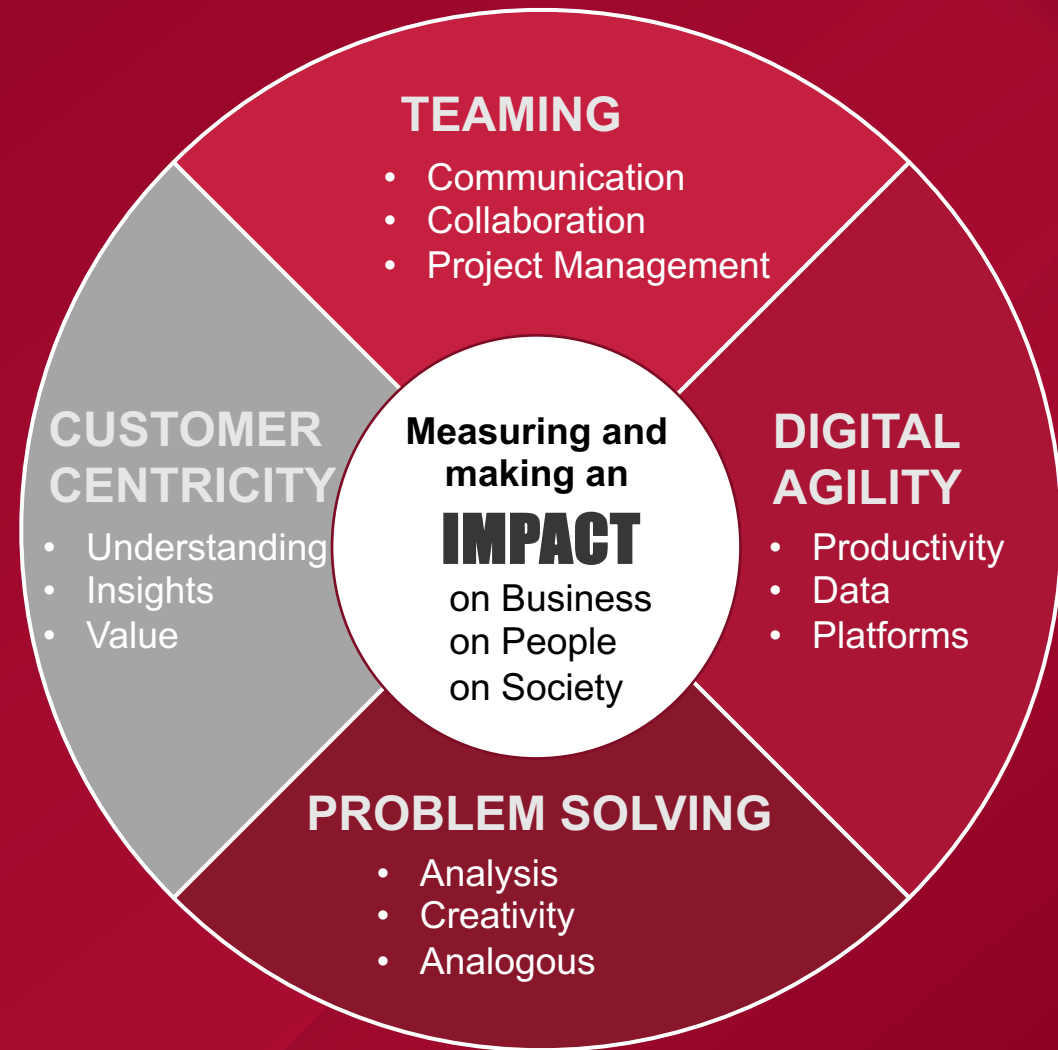


**PURUSHOTTAM**  
INDUSTRIAL  
ENGINEERING

## ENTERING CLASS PROFILE

ENROLLED	106
SELECTIVITY	38%
AVG. GPA	3.45
AVG. WORK EXP.	9 MONTHS
AVG. AGE	23
FEMALE*	52%
INTERNATIONAL	20 COUNTRIES

... and build the  
day-one readiness  
skills that  
employers need





... combined with the career building and connecting capabilities that turn first jobs into career starters



# The program's design brings real work challenges alive...

**Connections**

**Collaborative Projects**

**Career Building**

**Classroom**

# ...through collaborative projects

**Connections**

## **Collaborative Projects**

- 4 real-life projects for each team
- Leading companies – Diageo, Merrill Lynch,
- Teams supported by business mentors
- Meetings/presentations to clients

**Career Building**

**Classroom**



# ...through the classroom

**Connections**

**Collaborative Internships**

**Career Building**

## **Classroom**

- 20 eight-week modular courses
- Finance, Org, Marketing, Analytics, Communication
- Full-time Questrom faculty with practitioner bias
- Tech and Communications labs

# ...through career building

## Connections

## Collaborative Internships

### Career Building

- "Gamified", five-step career building program
- Individual coaching by dedicated career advisor
- Social and personal branding hackathons
- Full access to Questrom Feld Center resources

## Classroom

# ...through connecting you to business leaders

## Connections

- Boston area business leader speaker series
- Evening talks with Questrom grads
- Faculty and mentor breakfast talks
- Questrom online alum and student community

## Collaborative Internships

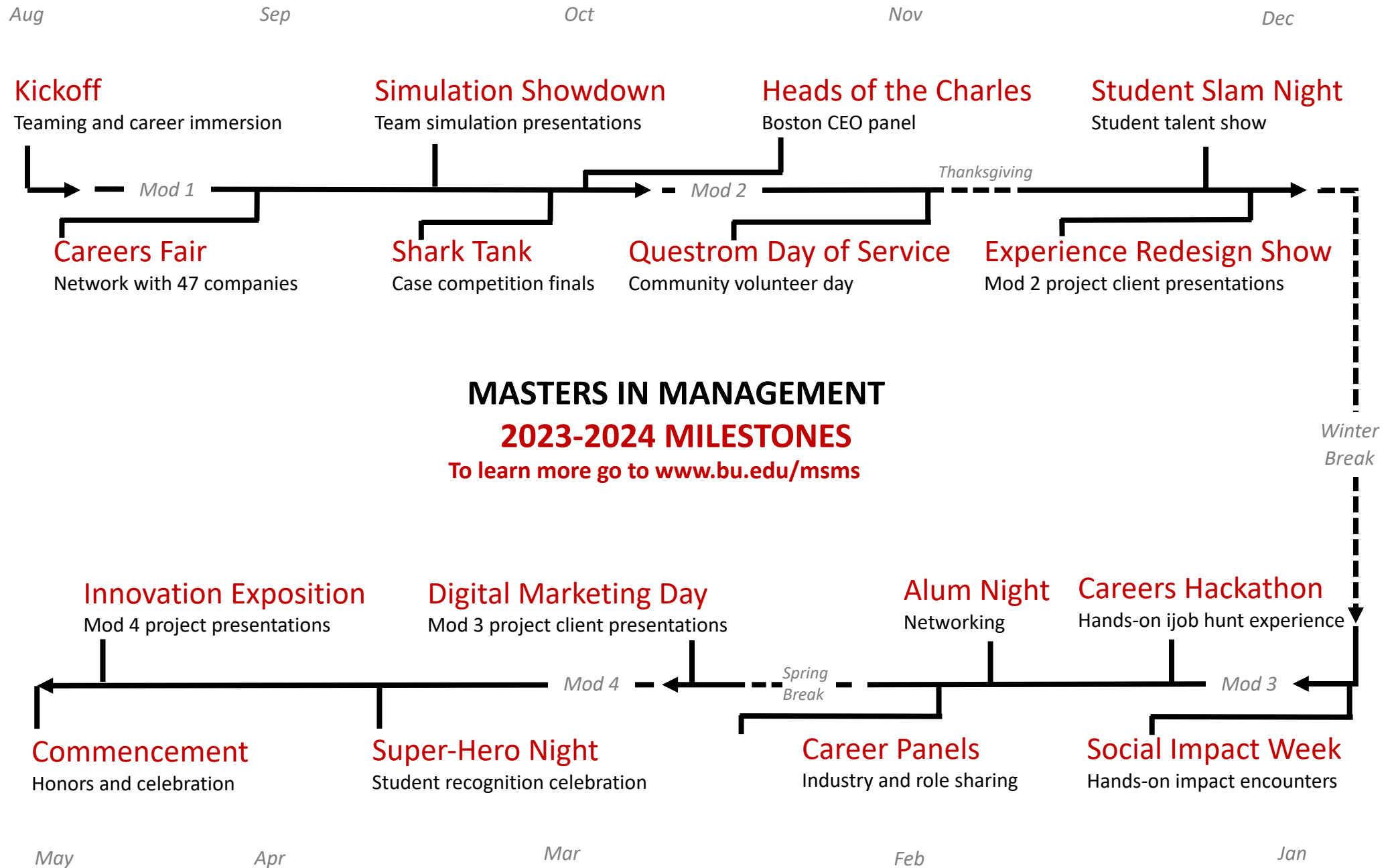
## Career Building

## Classroom



# Questrom Masters in Management at a Glance

	Module 1	Module 2	Module 3	Module 4
Focus	Business Foundations	Customer-Driven Growth	Growth Acceleration	Commercialize Innovation
Projects	Business Simulation & Case Competition	Experience Redesign Client Project	Digital Marketing Client Project	New Business Launch Student Project
Classroom	<ul style="list-style-type: none"> <li>• Business Strategy</li> <li>• Financial Reporting</li> <li>• People and Teams</li> <li>• Quantitative Methods</li> </ul> <p>← - - - - Management Communications - - - - →</p> <p>← - - - - - - - - Tech and Coms Labs - - - - - - - - →</p>	<ul style="list-style-type: none"> <li>• Customers &amp; Markets</li> <li>• Financial Decision Making</li> <li>• Agile Project Management</li> <li>• Customer Data Analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Entrepreneurial Innovation</li> </ul> <p>← - - - - Consultative Communications - - - - →</p> <p>← - - - - - - - - Tech and Coms Labs - - - - - - - - →</p> <p>Electives:</p> <ul style="list-style-type: none"> <li>• Leadership and Change</li> <li>• Product Management</li> <li>• Digital Marketing Analytics</li> <li>• Data Visualization</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Transformation</li> </ul> <p>Electives:</p> <ul style="list-style-type: none"> <li>• Negotiation &amp; Conflict</li> <li>• New Product Development</li> <li>• Business Impact Modeling</li> <li>• Data Management</li> </ul>
Careers	Self Knowledge and Industry Understanding	Firm focused networking and information gathering	Penetrating target firms and interviewing	Closing offers and preparing to start
Community	Questrom community building	Boston/NYC Business community building	Industry & Function community building	Your New Company community building



# Questrom MSMS - Outstanding Outcomes

#3 Rated  
program in  
the USA for 5  
years in a  
row\*

+ 88% Job  
placement  
rate within  
six months  
of  
graduation

18% Higher  
average  
starting salary  
than average  
college  
graduate\*\*\*



# Interesting Jobs for Leading Companies

- Abaldo Enterprises, LLC
- Accenture
- Alpha Marketing Executives
- Bank of China
- Boston Hotel Group
- Bullfrog & Baum
- Country Garden
- Doble Engineering
- Fox News
- Guillevin
- Healthcare Strategy Partners
- InCrowd
- Maia Strategy Group
- Matrogenix
- Neuberger Berman
- North Easton Savings Bank
- Oracle
- Oracle NetSuite
- Plannuh
- PwC
- Rep. Kim Schofield
- Reprise Digital
- Stanley Black and Decker
- The Grace Children's Foundation
- Vecna Robotics
- Wenzhou Tianhao Pen Industrial Co., Ltd

*Selected MSMS Graduates' Starting Employers 2020-2023 from Questrom Feld Center Employment Tracking*

# Admissions

Applicants are  
looked at  
holistically.

Decisions are  
based on the  
competitiveness  
within the  
applicant pool.

How much value  
will you receive  
from the  
Questrom  
experience?

How much value  
will you bring?

# The Application

- Application Form
- Resume
- Transcripts
- GMAT or GRE (optional)
- TOEFL/IELTS/Duolingo/PTE
- Essays (Short Answer and Video)





# Application Deadlines

November 1, 2023

January 10, 2024

February 7, 2024

April 3, 2024\*

May 8, 2024\*\*

*\* Last round for all international applications who are not currently in the U.S. and on an active F-1 visa.*

*\*\* For domestic students and international students with a current, active F-1 visa*



# QUESTROM MEANS BUSINESS.

## QUESTIONS?

### NEXT STEPS:

1. Keep an eye out for a follow-up email regarding your application fee waiver.
2. Connect with us.
3. Apply for fall 2023 entry.

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