MS In Management Studies Information Session

Fred Geyer  MSMS Director
Madi Clark  Assistant Director of Graduate Admissions
AGENDA

01. Questrom MSMS Program Overview
02. Admissions Process
03. Questions and Next Steps
Questrom MSMS Mission

Enable recent college graduates without a business degree to be day-one ready for well paying roles in high-growth companies.
Questrom MSMS bridges the gap employers face between

Wanting diverse undergraduate majors
Vs.

Needing new hires to contribute immediately
# MS in Management Studies at a Glance

<table>
<thead>
<tr>
<th>Customer</th>
<th>Recent college graduates seeking market facing roles in growth industries</th>
</tr>
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<tbody>
<tr>
<td>Outcome</td>
<td>Day-one ready for well paying roles that inform and enable growth teams</td>
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## Experience

- **Dynamic**
  - Spaces, schedules and tools for the different ways work gets done
- **Savvy**
  - Team of faculty and mentors with extensive business experience
- **Hands-On**
  - Projects, simulations, cases, and role-play drive learn-by-doing
- **Collaborative**
  - Value teamwork, respect, curiosity, diversity, and positivity
- **Accountable**
  - Bimonthly 360º feedback of team and individual performance

## Highlights

- **3 Learn-by doing team Projects** with leading companies in growth industries
- **Course electives and project alternatives** students can tailor to their career goals and roles
- **Winter retreat** hosted by leading companies on opportunities and challenges for growth industries

## Essentials

- **Core curriculum** for foundational skills employers require
- **Career coach and job-discovery resource center** with excellent results
- **Premium tuition combined with ample scholarship support**
We start with the diverse talents, expertise, and perspectives that employers want...

45 Different Undergraduate Majors

Top Five Undergraduate Majors
1. Economics
2. Engineering
3. Computer Science
4. Communications
5. Hospitality

13 Different Nationalities Represented

- Brazil
- Canada
- China
- Germany
- India
- Indonesia
- Lebanon
- Nigeria
- Philippines
- South Korea
- Spain
- Taiwan
- USA
... and build the day-one readiness skills that employers need:

- **Analysis**
- **Creativity**
- **Analogous**

**TEAMING**
- Communication
- Collaboration
- Project Management

**CUSTOMER CENTRICITY**
- Understanding
- Insights
- Value

**PROBLEM SOLVING**
- Analysis
- Creativity
- Analogous

**DIGITAL AGILITY**
- Productivity
- Data
- Platforms

Measuring and making an **IMPACT**
on Business on People on Society

**QUESTROM MEANS BUSINESS.**
... combined with the career building and connecting capabilities that turn first jobs into career starters.
The design of the Questrom MSMS program brings real work challenges alive

Connections

Collaborative Internships

Career Building

Classroom
Questrom MSMS Key Program Elements

Connections

Career Building

Collaborative Internships
- 3 real-life client projects for each teams
- Leading companies - Staples, CVS,
- Teams supported by business mentors
- Meetings/presentations to clients
## Questrom MSMS Key Program Elements

<table>
<thead>
<tr>
<th>Connections</th>
<th>Collaborative Internships</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Classroom</strong></td>
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<tr>
<td></td>
<td>- 20 seven-week modular courses</td>
</tr>
<tr>
<td></td>
<td>- Finance, Org, Marketing, Analytics, Communication</td>
</tr>
<tr>
<td></td>
<td>- Full-time Questrom faculty with practitioner bias</td>
</tr>
<tr>
<td></td>
<td>- Dedicated academic advisor</td>
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### Career Building

- Collaborative Internships
  - Connections
  - Classroom
Questrom MSMS Key Program Elements

Connections

Collaborative Internships

Career Building

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

Classroom
Questrom MSMS Key Program Elements

Connections
- Boston area business leader speaker series
- Industry lunch & learns with Questrom grads
- Faculty and mentor breakfast talks
- Questrom online alum and student community

Collaborative Internships

Career Building

Classroom
<table>
<thead>
<tr>
<th>Module 1</th>
<th>Module 2</th>
<th>Module 3</th>
<th>Module 4</th>
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<tbody>
<tr>
<td><strong>Focus</strong></td>
<td><strong>Module 2</strong></td>
<td><strong>Module 3</strong></td>
<td><strong>Module 4</strong></td>
</tr>
<tr>
<td>Business Foundations</td>
<td>Customer-Driven Growth</td>
<td>Digital Demand Generation</td>
<td>Customer Experience Innovation</td>
</tr>
<tr>
<td>Projects</td>
<td>Insights &amp; Analytics Client Project</td>
<td>Digital Marketing Client Project</td>
<td>New Business Launch Client Project</td>
</tr>
<tr>
<td>Classroom</td>
<td>Business Simulation &amp; Case Competition</td>
<td>• Business Context &amp; Strategy</td>
<td>• Innovation and Entrepreneurship</td>
</tr>
<tr>
<td></td>
<td>• Financial Reporting</td>
<td>• Financial Decision Making</td>
<td>• New Business Planning Electives:</td>
</tr>
<tr>
<td></td>
<td>• People and Teams</td>
<td>• Leadership and Change</td>
<td>• Negotiation &amp; Conflict</td>
</tr>
<tr>
<td></td>
<td>Quantitative Methods</td>
<td>• Mgmt Communication</td>
<td>• New Product Development</td>
</tr>
<tr>
<td></td>
<td>• Mgmt Communication</td>
<td>• Customer Research Methods</td>
<td>• Customer Data Analysis</td>
</tr>
<tr>
<td>Careers</td>
<td>Career Pathways</td>
<td>Job Pursuit</td>
<td>Transition to Work</td>
</tr>
<tr>
<td></td>
<td>My Story; Social Presence</td>
<td>Boston/NYC Business community building</td>
<td>Your New Company community building</td>
</tr>
<tr>
<td>Community</td>
<td>Questrom community building</td>
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</table>
Questrom MSMS - Outstanding Outcomes

#3 Rated program in the USA*

+ 80% Job placement rate within six months of graduation (pre-covid)**

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

* QS World University Ranking for Masters in Management 2021
** Questrom Feld Center Employment Report
*** National Associate of Colleges and Employers salary survey, Feb 22, 2021
## Interesting Jobs for Leading Companies

<table>
<thead>
<tr>
<th>Company Name</th>
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<tbody>
<tr>
<td>Abaldo Enterprises, LLC</td>
<td>Matrogenix</td>
</tr>
<tr>
<td>Accenture</td>
<td>Neuberger Berman</td>
</tr>
<tr>
<td>Alpha Marketing Executives</td>
<td>North Easton Savings Bank</td>
</tr>
<tr>
<td>Bank of China</td>
<td>Oracle</td>
</tr>
<tr>
<td>Boston Hotel Group</td>
<td>Oracle NetSuite</td>
</tr>
<tr>
<td>Bullfrog &amp; Baum</td>
<td>Plannuh</td>
</tr>
<tr>
<td>Country Garden</td>
<td>PwC</td>
</tr>
<tr>
<td>Doble Engineering</td>
<td>Rep. Kim Schofield</td>
</tr>
<tr>
<td>Fox News</td>
<td>Reprise Digital</td>
</tr>
<tr>
<td>Google</td>
<td>Stanley Black and Decker</td>
</tr>
<tr>
<td>Healthcare Strategy Partners</td>
<td>The Grace Children's Foundation</td>
</tr>
<tr>
<td>InCrowd</td>
<td>Vecna Robotics</td>
</tr>
<tr>
<td>Industrial Light and Majic</td>
<td>Wenzhou Tianhao Pen Industrial Co., Ltd</td>
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*Selected MSMS Graduates’ Starting Employers 2020-2021 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 (Video and Short Answer)
### Class Profile 2022-2023

<table>
<thead>
<tr>
<th>ENTRING CLASS PROFILE</th>
<th>MSMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENROLLED</td>
<td>71</td>
</tr>
<tr>
<td>SELECTIVITY</td>
<td>38%</td>
</tr>
<tr>
<td>AVG. GRE</td>
<td>321</td>
</tr>
<tr>
<td>AVG. GPA</td>
<td>3.35</td>
</tr>
<tr>
<td>AVG. WORK EXP.</td>
<td>6 MONTHS</td>
</tr>
<tr>
<td>AVG. AGE</td>
<td>23</td>
</tr>
<tr>
<td>FEMALE</td>
<td>52%</td>
</tr>
<tr>
<td>UNDERREPRESENTED MINORITIES</td>
<td>40%</td>
</tr>
<tr>
<td>INTERNATIONAL</td>
<td>13 COUNTRIES</td>
</tr>
</tbody>
</table>

- **Aliesha**
  - Psychology

- **Patrick**
  - History & Global Studies

- **Jedidiah**
  - Contemporary Writing

- **Sara**
  - Health Sciences
# Application Deadlines

<table>
<thead>
<tr>
<th>Application Deadline</th>
<th>Decision Release Date</th>
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<tbody>
<tr>
<td>November 2, 2022</td>
<td>January 13, 2023</td>
</tr>
<tr>
<td>February 8, 2023</td>
<td>April 7, 2023</td>
</tr>
<tr>
<td>April 5, 2023*</td>
<td>May 12, 2023</td>
</tr>
<tr>
<td>May 10, 2023**</td>
<td>June 2, 2023</td>
</tr>
</tbody>
</table>

* 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.
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