Looking Toward the Future of Business Education at Wake Forest University

March 2015
Our Mission

We help businesses create a better world through developing passionate ethical business leaders who get results with integrity, and thought leadership that is visible and that positively impacts the practice of business.
Our Programs

Enrollment

- UG
- MS Analytics
- CLT SAT MBA
- CLT EVE MBA
- WS EVE MBA
- EXEC MBA
- MSA
- MA
- FT MBA


Enrollment trends for different programs from 2005 to 2018. The chart shows a steady increase in enrollment across all programs, with some programs showing more pronounced growth than others.
<table>
<thead>
<tr>
<th>Program</th>
<th>Current Rankings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>11-34 (#1 in academic quality)</td>
</tr>
<tr>
<td>MA</td>
<td>No rankings (yet)</td>
</tr>
<tr>
<td>MSA</td>
<td>20 (#1 in CPA pass rate)</td>
</tr>
<tr>
<td>MBA</td>
<td>34-45</td>
</tr>
<tr>
<td>MBA</td>
<td>Evening/Weekend 20-27</td>
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</tbody>
</table>
THE NEW SCHOOL FOR BUSINESS.
Program Investment Themes

**Educating the Whole Person**
- Student-faculty/staff engagement
- Experiential learning
- Ethical leadership

**Connected to the Market**
- Analytics
- E-learning

**Academic Leadership**
- Faculty/staff and student quality
- Partnerships with leading firms
- Program scale
Program Innovation

IMPACTFUL Center for Retail Innovation

HONORABLE Center for Leadership & Character

PROFESSIONAL BB&T Center for the Study of Capitalism

GLOBAL Office of Diversity & Global Initiatives

Undergraduate, graduate and non-degree programs & research
Business Analytics Programs
@ WFU

Wake Forest University
Why Analytics?
Data is everywhere…


and can provide major business benefits

**Where do you see the most important benefits when using big data technologies?**

- Better ability to make strategic decisions: 59%
- Better steering of operational processes: 51%
- Faster analysis: 50%
- Detailed analysis: 43%
- Improved customer service: 32%
- Better targeted marketing: 31%
- Better insight into the market/competition: 28%
- Lower cost: 28%
- Better product-service quality: 25%
- Better customer retention: 16%

Source: BARC Institute, February 2013
Potential business impact of big data analytics

Big data can generate significant financial value across sectors

**US health care**
- $300 billion value per year
- ~0.7 percent annual productivity growth

**Europe public sector administration**
- €250 billion value per year
- ~0.5 percent annual productivity growth

**Global personal location data**
- $100 billion+ revenue for service providers
- Up to $700 billion value to end users

**US retail**
- 60+% increase in net margin possible
- 0.5–1.0 percent annual productivity growth

**Manufacturing**
- Up to 50 percent decrease in product development, assembly costs
- Up to 7 percent reduction in working capital

SOURCE: McKinsey Global Institute analysis
There will be a shortage of talent necessary for organizations to take advantage of big data. By 2018, the United States alone could face a shortage of 140,000 to 190,000 people with deep analytical skills as well as 1.5 million managers and analysts with the know-how to use the analysis of big data to make effective decisions.

McKinsey Institute, May 2011
Business Analytics Programs
NEW FOR 2015

SUMMER BUSINESS ANALYTICS PROGRAM

MAY 26TH - JULY 1ST

CURRICULUM

THE THREE PILLARS OF SUMMER BUSINESS ANALYTICS PROGRAM

DATA MANAGEMENT

DESCRIPTIVE MODELING AND VISUALIZATION

DATA MINING AND PREDICTIVE MODELING

BUSINESS FUNDAMENTALS (FOUNDATION)

“The ability of professionals to uncover meaningful insights and to effectively communicate, align and provoke organizations to action is a critical skill in today’s consumer and trade environment.”

- Dan Butler, SVP Business Analytics and Performance, Diageo
MSc Program

- Duration: 1 year
- Target student: early 20s (pre-experiential)
- Target (first) placement: analytics specialist/data scientist positions in all business disciplines
- First class to arrive in Fall 2016