



# QUESTROM MEANS BUSINESS.

## MS In Management Studies Information Session

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**BOSTON  
UNIVERSITY**

Boston University Questrom School of Business



# 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

Customer	Recent college graduates seeking market facing roles in growth industries				
Outcome	Day-one ready for well paying roles that inform and enable growth teams				
Experience	An experience that replicates real-life work in a high-growth company				
	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 360° 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...

Class of '23

## 45 Different Undergraduate Majors

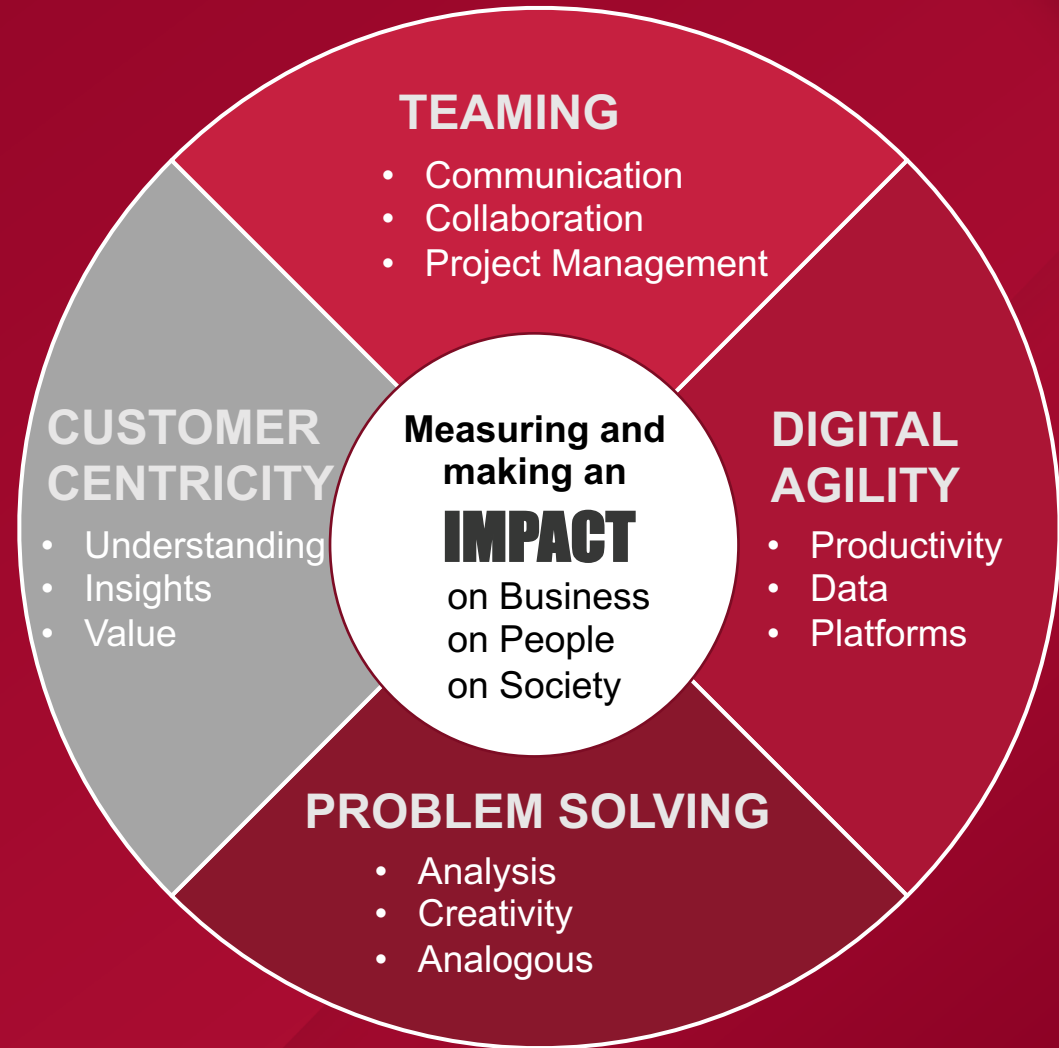
### Top Five Undergraduate Majors

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

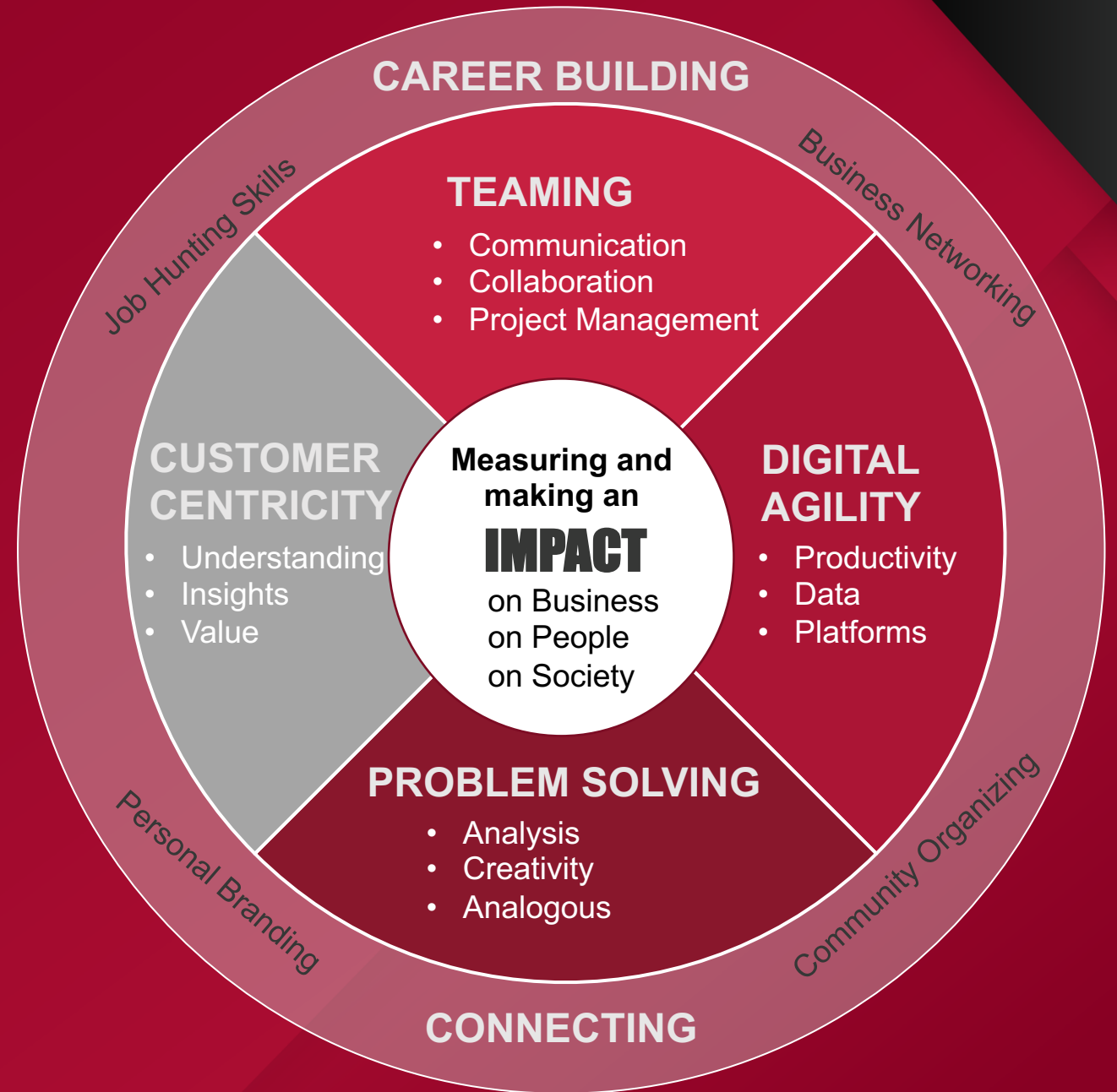
## 13 Different Nationalities Represented

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

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



... 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

### Collaborative Internships

- 3 real-life client projects for each teams
- Leading companies - Staples, CVS,
- Teams supported by business mentors
- Meetings/presentations to clients

## Career Building

## Classroom



# Questrom MSMS Key Program Elements

**Connections**

**Collaborative Internships**

**Career Building**

## **Classroom**

- 20 seven-week modular courses
- Finance, Org, Marketing, Analytics, Communication
- Full-time Questrom faculty with practitioner bias
- Dedicated academic advisor

# 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

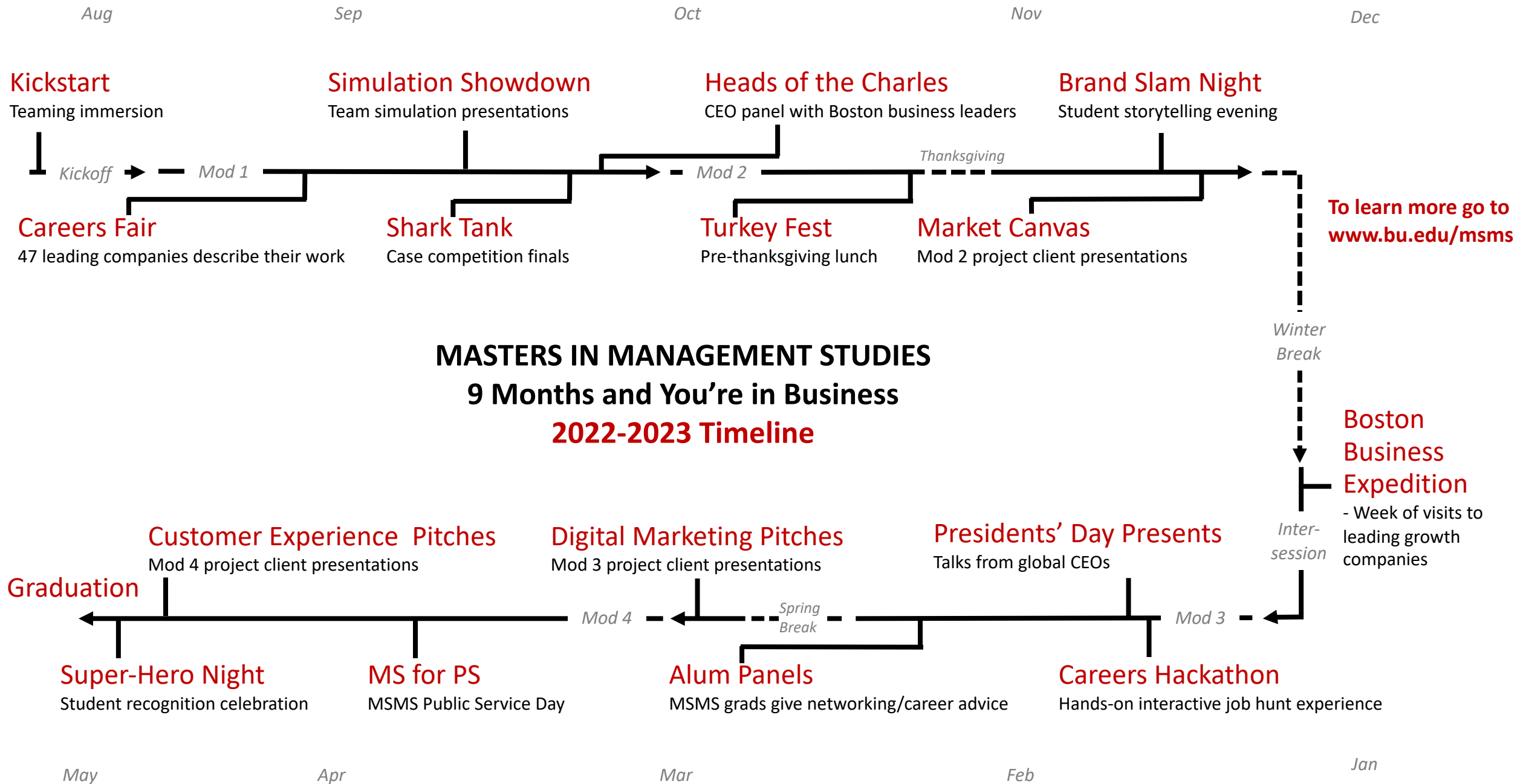
## Connections

- 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





	Module 1	Module 2	Module 3	Module 4
Focus	Business Foundations	Customer-Driven Growth	Digital Demand Generation	Customer Experience Innovation
Projects	Business Simulation & Case Competition	Insights & Analytics Client Project	Digital Marketing Client Project	New Business Launch Client Project
Classroom	<ul style="list-style-type: none"> <li>• Business Context &amp; Strategy</li> <li>• Financial Reporting</li> <li>• People and Teams</li> <li>• Quantitative Methods</li> <li>• Mgmt Communication</li> </ul>	<ul style="list-style-type: none"> <li>• Customers &amp; Markets</li> <li>• Financial Decision Making</li> <li>• Leadership and Change</li> <li>• Mgmt Communication</li> <li>• Customer Research Methods</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic Growth &amp; Transformation</li> <li>• Digital Sales &amp; Marketing</li> </ul> Electives: <ul style="list-style-type: none"> <li>• Project Management</li> <li>• Product Management</li> <li>• Data Visualization</li> </ul>	<ul style="list-style-type: none"> <li>• Innovation and Entrepreneurship</li> <li>• New Business Planning</li> </ul> Electives: <ul style="list-style-type: none"> <li>• Negotiation &amp; Conflict</li> <li>• New Product Development</li> <li>• Customer Data Analysis</li> </ul>
Careers	My Story; Social Presence	Career Pathways	Job Pursuit	Transition to Work
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\*

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

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
- Google
- Healthcare Strategy Partners
- InCrowd
- Industrial Light and Majic
- 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 2020-2021 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



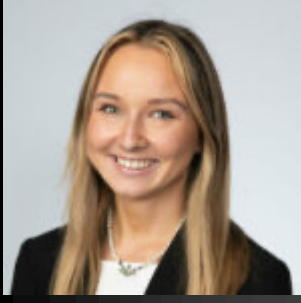
**ALIESHA**  
PSYCHOLOGY



**PATRICK**  
HISTORY &  
GLOBAL STUDIES



**JEDIDIAH**  
CONTEMPORARY  
WRITING



**SARA**  
HEALTH SCIENCES

ENTERING CLASS PROFILE	MSMS
ENROLLED	71
SELECTIVITY	38%
AVG. GRE	321
AVG. GPA	3.35
AVG. WORK EXP.	6 MONTHS
AVG. AGE	23
FEMALE	52%
UNDERREPRESENTED MINORITIES	40%
INTERNATIONAL	13 COUNTRIES

# Application Deadlines

**November 2, 2022**

Decision Release:

January 13, 2023

**February 8, 2023**

April 7, 2023

**April 5, 2023\***

May 12, 2023

**May 10, 2023\*\***

June 2, 2023

*\* 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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