

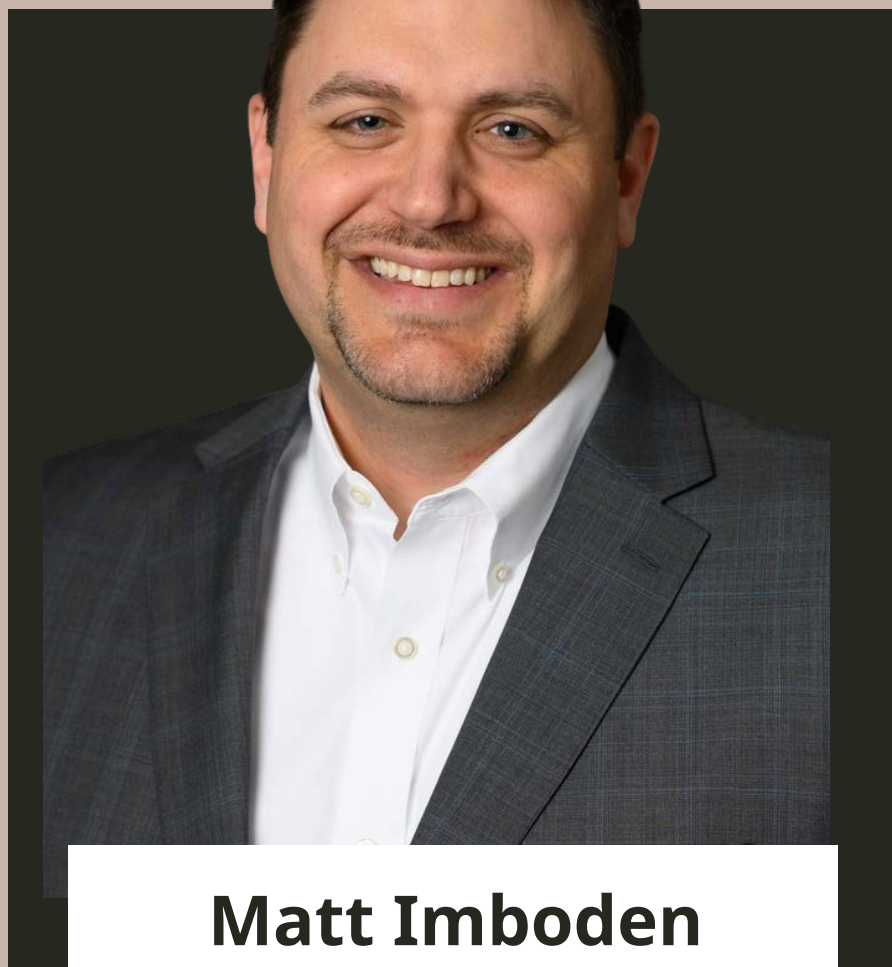


WAKE FOREST UNIVERSITY

School of Business

Family Orientation & Information Session

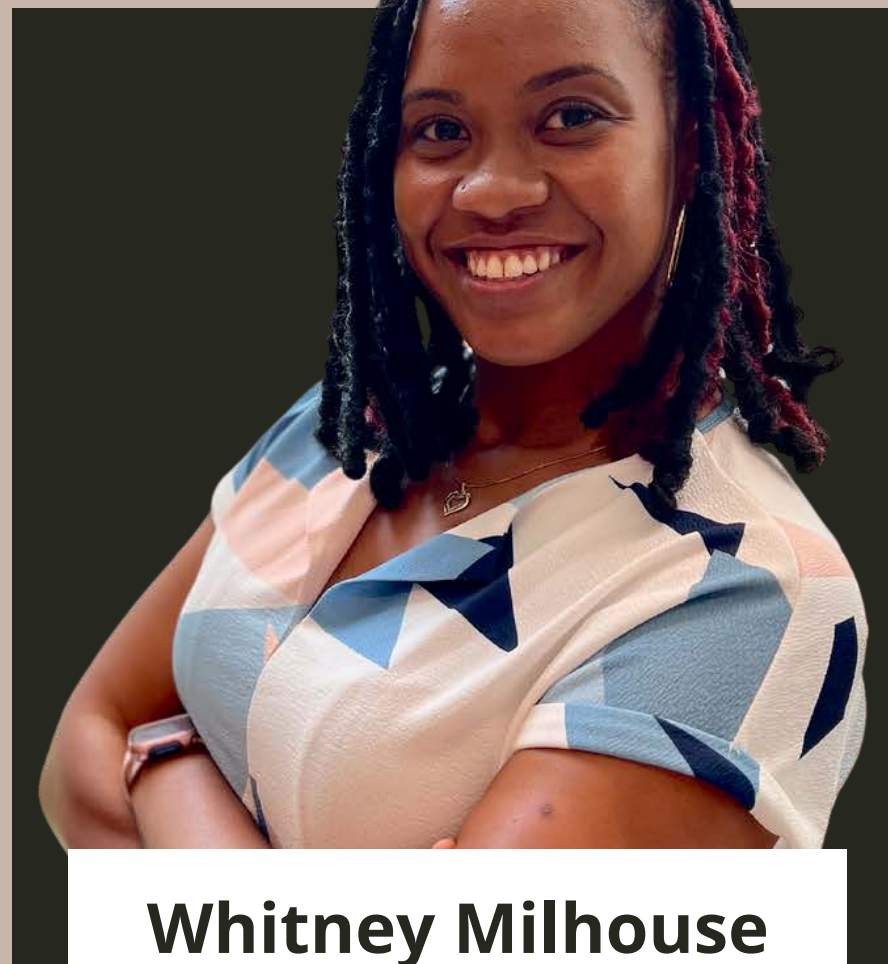




Matt Imboden

**Chief Student & Academic
Services Officer**

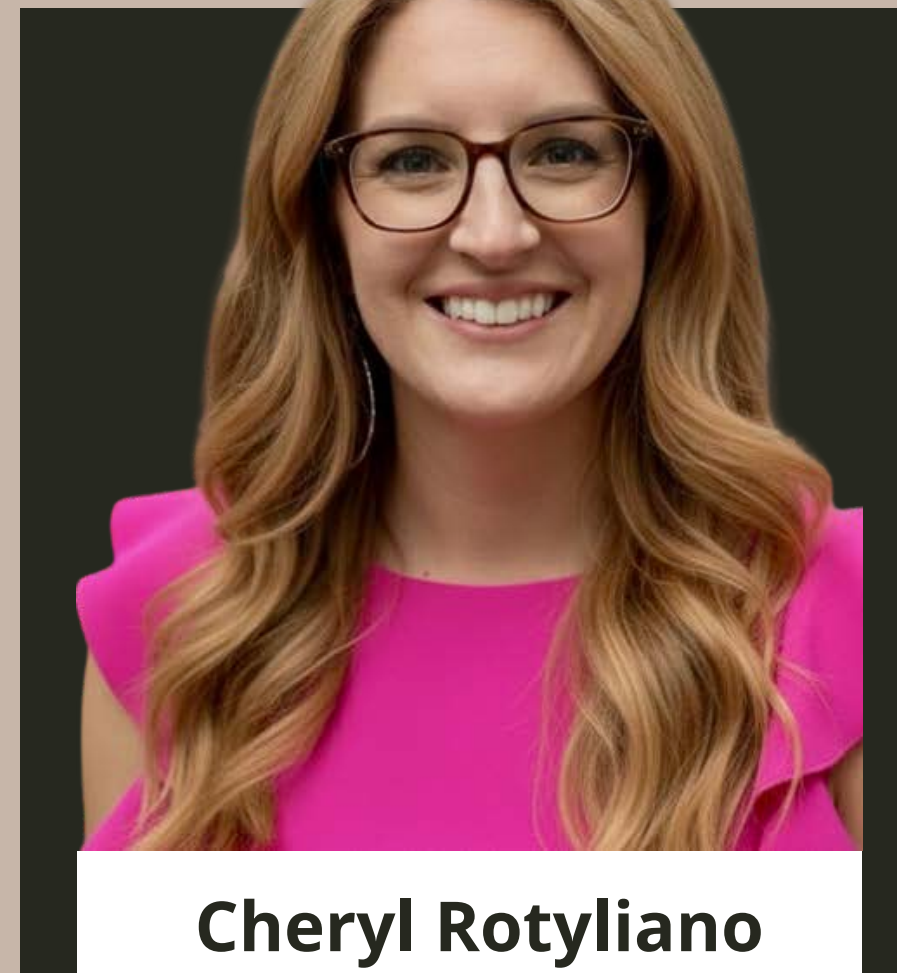
School of Business



Whitney Milhouse

Senior Associate Director

Undergraduate Integrative
Student Services



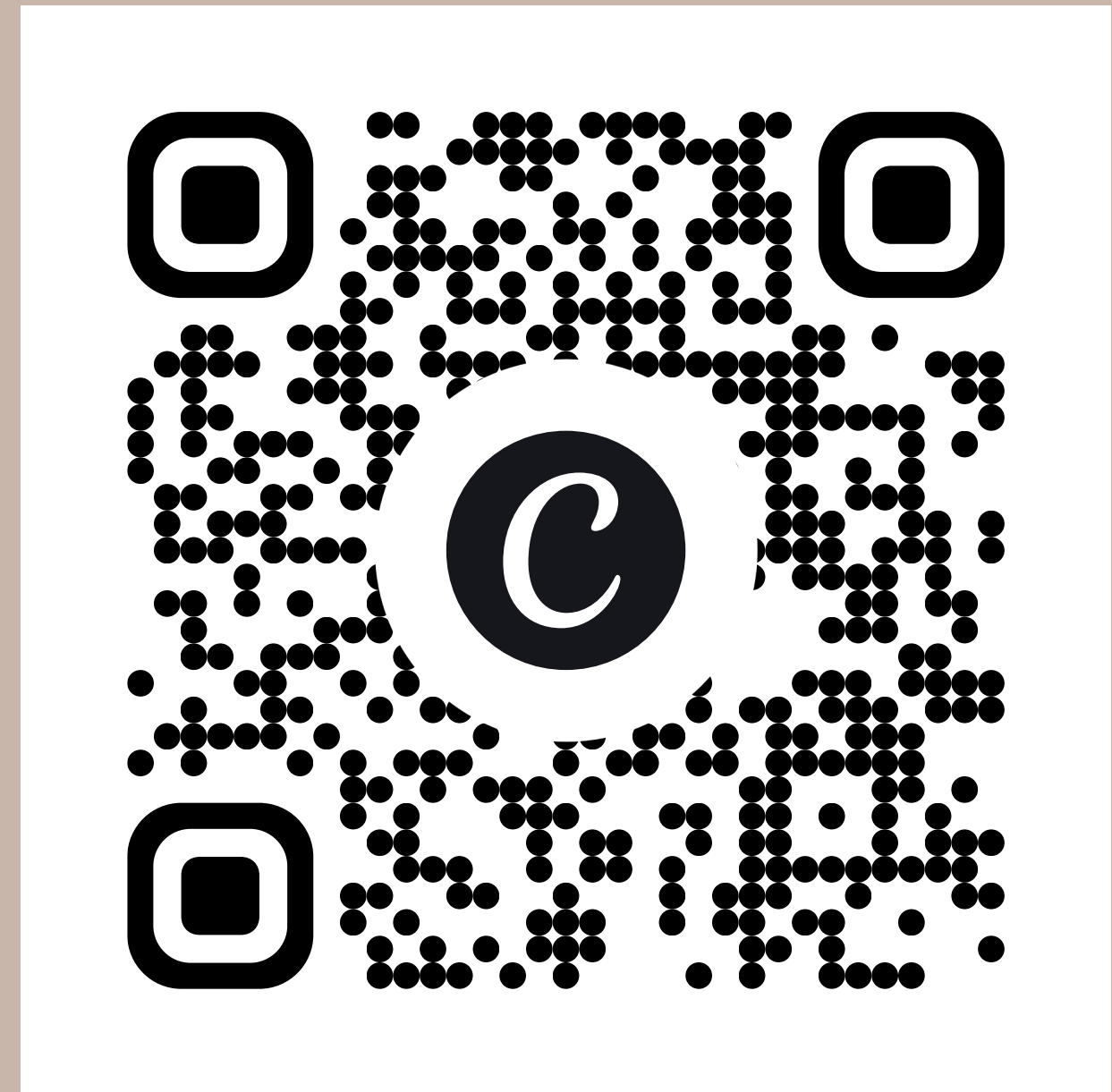
Cheryl Rotyliano

Director

Market Readiness and
Employment

Today's Presenters

QUESTIONS?



Undergraduate Integrative Student Services (ISS) Team



Our ISS Team Provides...



Academic advising support beginning in the first year



Assistance with major exploration and academic planning



Support with registration and course selection



Community engagement & WFU policy/procedure guidance

WFUSB

Academic Programs



Pre Wall Street Career Track



Undergraduate Majors

- Accountancy
- Business and Enterprise Management
- Decision Analytics
- Finance



Undergraduate Minors

- Accountancy
- Business



Graduate Degree Programs

- Master of Science in Accountancy
- Master of Science in Business Analytics
- Master of Science in Management
- Master of Business Administration for working professionals

Pre-Requisite Coursework for all Majors



ECN 150

Intro to Economics
(AP Eligible)



MTH111

Calculus I
(AP Eligible)



ACC 111

Introductory
Financial Accounting



BEM 201

Quantitative Analysis I



***MTH 112** (Calculus II and Intro to Regression) and **STA 112** (Data Science) are required for the Decision Analytics major.*

Business Major Declaration Timeline



1

First Year

Ask questions and begin to establish a strong academic profile.



2

Sophomore-Fall Semester

Continue to establish a strong academic profile. Mandatory admissions meeting in September '27. Application due in October '27.

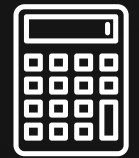


3

Sophomore-Spring Semester

Admission decisions will be released in January '28.

ACCOUNTANCY & BUSINESS MINORS



Accountancy

- ✓ Build a strong foundation in accounting and financial decision-making.
- ✓ Develop skills in financial reporting and managerial accounting while satisfying requirements towards MSA prerequisites.
- ✓ Develop an understanding of how accounting information supports business decisions and organizational settings.
- ✓ Best fit: students seeking a deeper focus in accounting



Business

- ✓ Gain broad business knowledge to complement your primary area of study.
- ✓ Explore areas including accounting, finance, marketing, management, and economics.
- ✓ Designed for non-business majors seeking foundational business knowledge
- ✓ Best fit: students seeking a broad business foundation.

Early Career Graduate Programs

All students at Wake Forest have the opportunity to expand their business acumen through one of our three 10-month residential master's programs.



Master of Science in Accounting

Recognized as one of the top programs in the country due to our internship opportunities and CPA pass-rate success.



Master of Science in Business Analytics

Learn apply analytics to business challenges across a range of functions, including finance, marketing, operations, and human resources.



Master of Science in Management

Non-business majors and business minors can develop skills necessary for a broad range of business and management careers.

Navigating the First-Year Experience



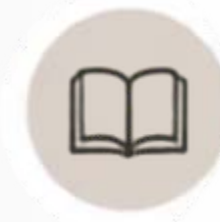
Academic Exploration

Explore other major and minor interests via dividual courses.



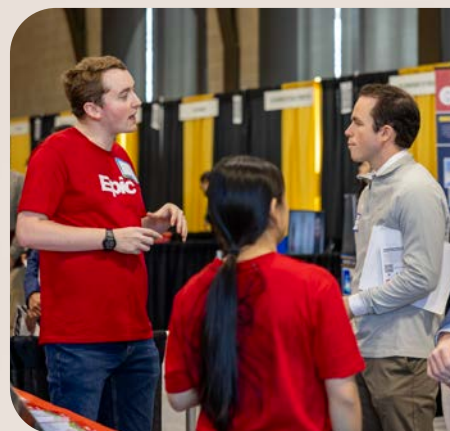
Getting Involved

The Integrative Student Services Team and the Market Readiness & Employment coaches hold sessions on academic pathways and careers, respectively.



WFU Resources

The Center for Learning Access and Student Success (CLASS) and the Counseling Center, among others, are terrific resources.



Career-Focused Groups

Join a student-led group to learn about different industries.

First-Year Programming

Opportunities for first-year students to engage.



Pre-Wall Street Career Track

Our 3-semester Pre-Wall Street Career Track program is an industry-focused initiative targeting students who have an interest in finance-related careers. The program can serve 35 students/year.



First-Year Programming

In partnership with the Market Readiness and Employment team as well departments across WFU, there will be programming that allows first-years to learn more about major offerings, gain insight into career pathways, and connect with upperclassmen, faculty, and alumni.



Business-Related Clubs

Our business-related clubs are open to all majors and student levels.

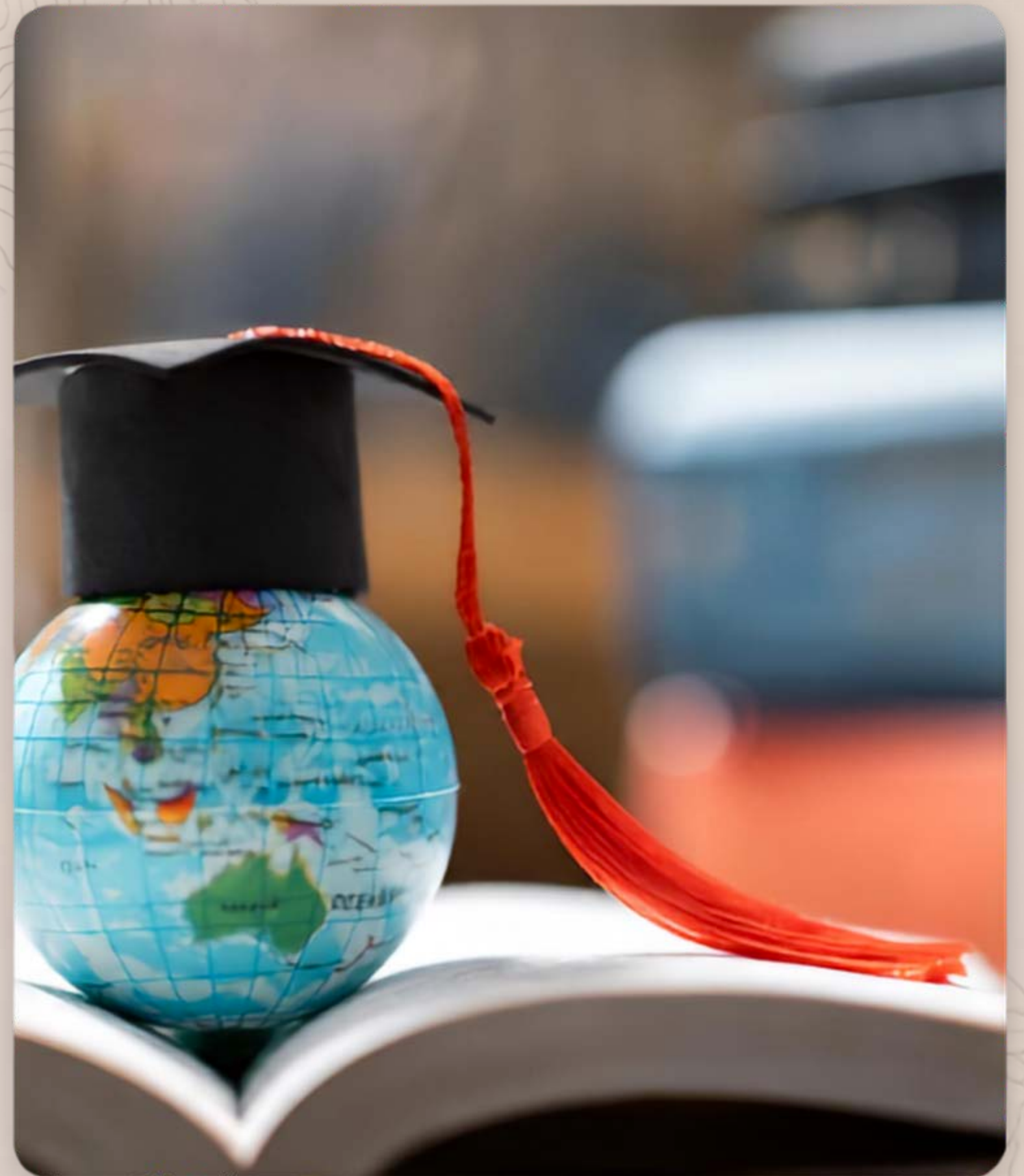
Alpha Kappa Psi
Case Competition Club
Dow Jones Club
Finance Club
Management Consulting Club
Marketing & Advertising Club
Wake Investing Club
Undergraduate Women in Business



Studying Abroad

Over 70% of School of Business majors have historically studied abroad at some point in their academic careers. Popular locations include the following:

- Barcelona
- Florence
- French Riviera
- New South Wales
- New Zealand
- Sydney
- Tokyo
- Vienna





Tips for your First Year

- **Make purposeful progress through your coursework and overall experience.**
- **Intentionally schedule and plan -- from the outset of your Wake career -- for divisional, minor, and double-major courses.**
- **When in doubt or when working to refine your interest in a potential major, minor, or course-based experience, please ask for help!**



MARKET READINESS & EMPLOYMENT

ENGAGING WITH THE WFU CAREER TEAM

Cheryl Rotyliano, MS, CMCS
Director of Market Readiness & Employment
Wake Forest University School of Business

The Coaching Experience

The WFU Career Coaching Team is here to support students as they navigate their unique career journey by serving as resources, champions, coaches, and advisors.



CONSTRUCTING CAREERS

STUDENTS WITH VISION. COACHES WITH EXPERTISE.



PHASE 1: CREATING THE BLUEPRINT

The coach acts as **the Senior Architect**, training your student to become your own **Lead Designer** and **Project Manager**.

	BLUEPRINTS
	BUILDING CODES
	MATERIALS
	TOOLS

Coaches teach how to read the job market, understand transferable skills, and use resumes and networking to create lasting opportunities.



PHASE 2: BUILDING



Coaches can help design a solid foundation, but students are swinging the hammers.



They choose the **finishes**.



They manage the **timeline**.



They ultimately **live** in the house they've built.



PHASE 3: AUDITS & INSPECTIONS

Even a competent builder still needs on-going review and support.

Zoning & Regulations: the student may design great goals, but the coach looks at the market landscape to judge whether it is strategically viable.

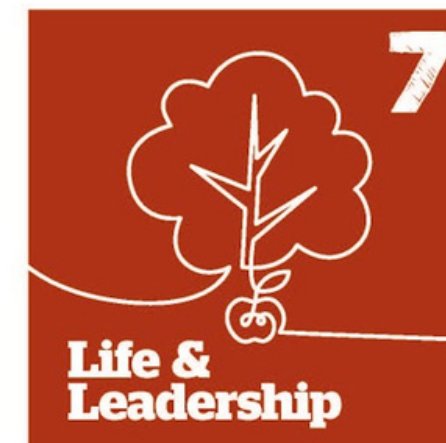
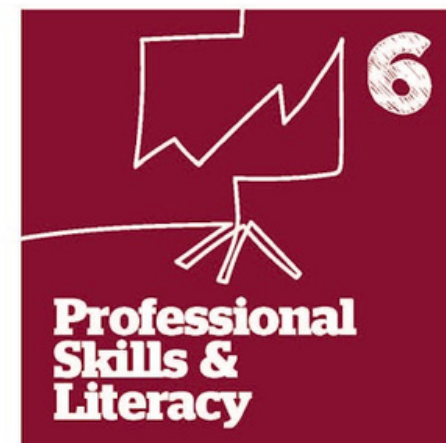
Structural Inspections: the coach helps diagnose why the original design is not holding up if the student is experiencing burnout or not successfully moving forward.

The Master Plan: the student focuses on the room they are building now, while the coach looks at the 20-year master plan so today's skills can support future growth.

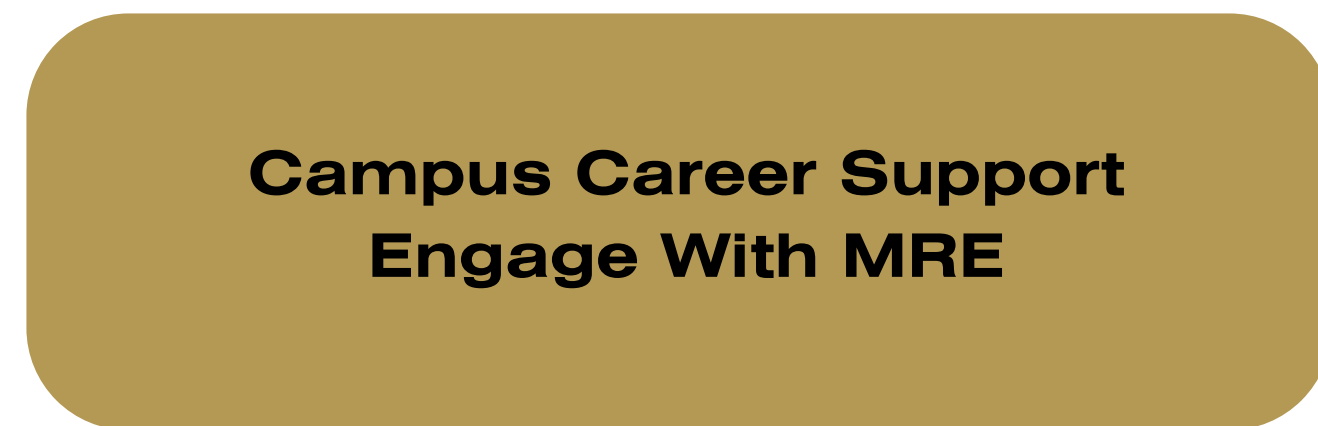
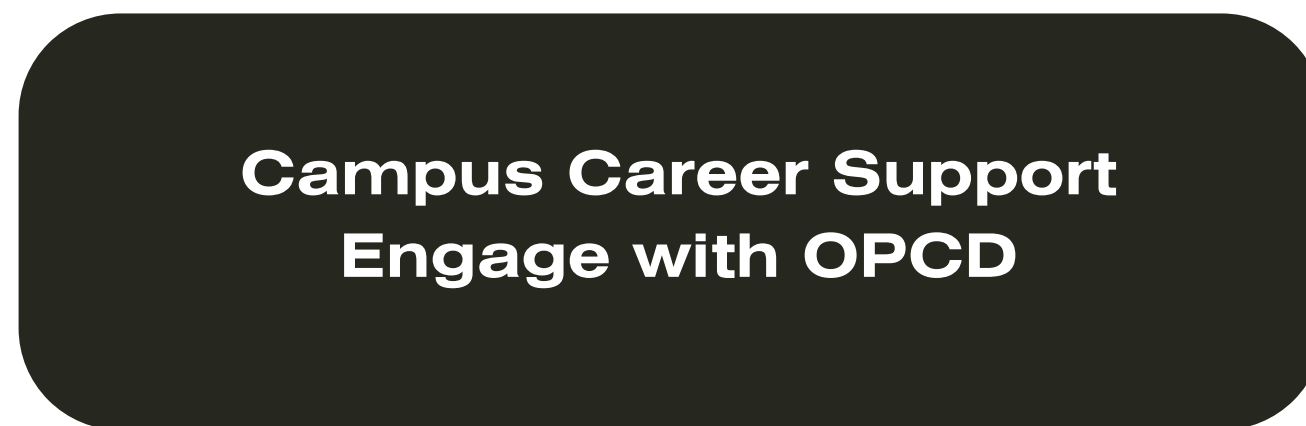


WAKE FOREST READY7

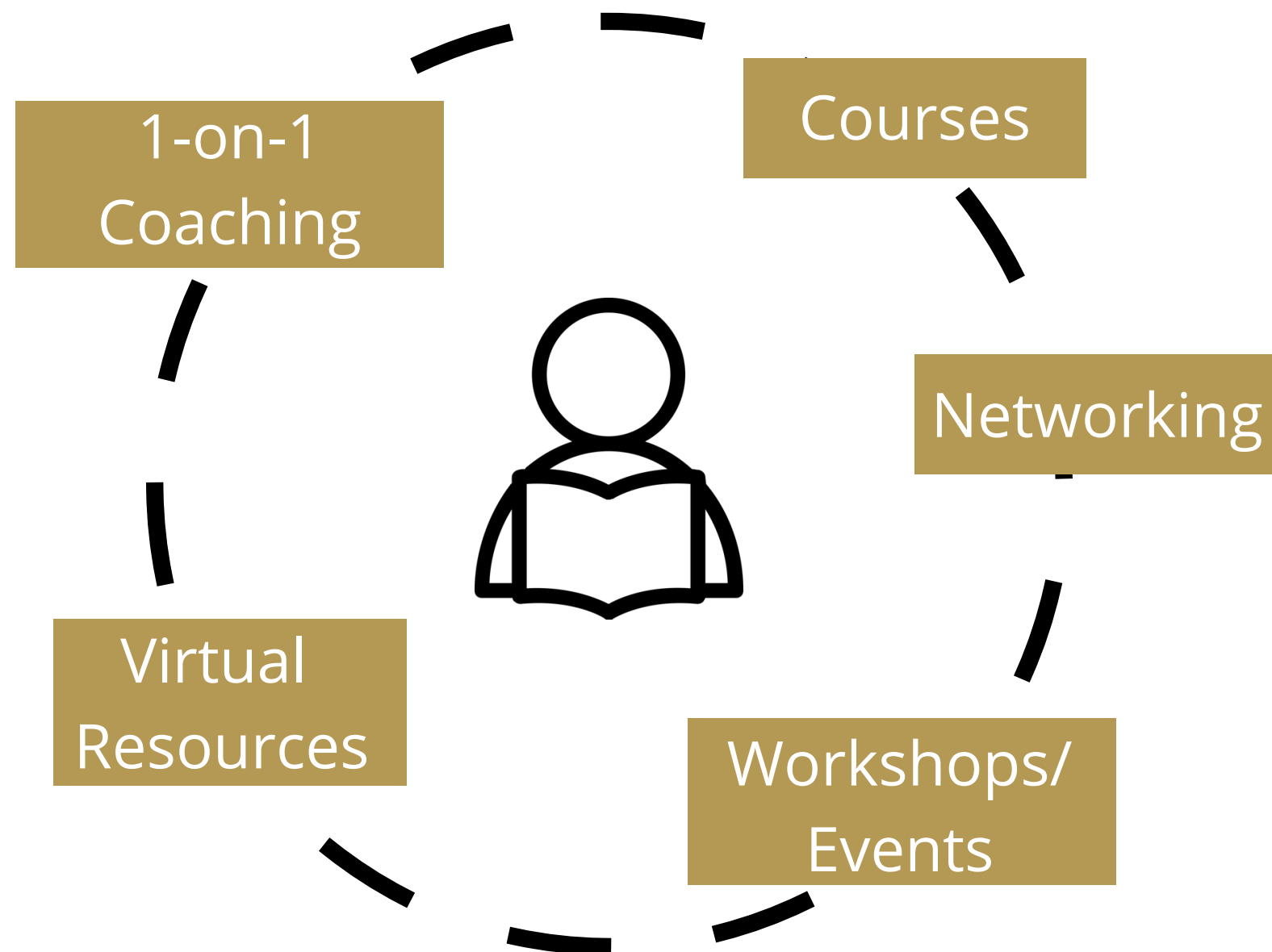
Career Ready. Life Ready.



The Coaching Experience



The Coaching Experience



What We Do

- Career Exploration and Discovery
- Business Career Panels
- Networking Facilitation/Training
- Resume Design and Critiques
 - Use of AI in Job Search
- Cover Letter Design and Critiques
- Career Fair Prep
- Interview Workshops & Coaching
 - Case, Behavioral, and Technical
- Mock Interviews
- Negotiations



Partnering on the Career Journey

- Encourage your student to...
 - Connect with the OPCD
 - Activate their Handshake Profile and fill out their Career Interests
 - Embrace all facets of the WFU experience to gain experience



What's Next?

Start Off Your Year on the Right Foot



SEPT. 1 *What is Consulting? (Virtual)*

SEPT. 8 *World of Finance*

SEPT. 10 *What is Marketing?*

SEPT. 16 *Fall 2026 Career Fair*

OCT. 22 *Finance & Accounting
Networking Night*

OCT. 28 *What is Private Equity?*

NOV. 5 *Graduate, Law, & Professional
Schools Fair (Virtual)*

*Find more information and register for these
and more events in Handshake!*



QUESTIONS?

