

WALTON MBA

SAM M. WALTON COLLEGE OF BUSINESS AT THE UNIVERSITY OF ARKANSAS



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WE MAKE NETWORKING EASY FOR YOU AT THE WALTON COLLEGE.

Because the headquarters of companies such as Walmart, Tyson Foods Inc. and J.B. Hunt Transport Services Inc. are located in northwest Arkansas, many *Fortune* 500 companies from throughout the United States operate here as well. As a student in our full-time program, you can experience paid summer internships with our corporate partners and work part-time at corporate offices during the rest of the year. Many of our students do both – gaining valuable business experience while in the MBA program. You also can showcase your entrepreneurial side by participating in our award-winning business plan competition program. To enhance your professional advancement, our faculty members craft study-abroad programs exclusively for MBA students. Through the Walton College, you can experience international business from an insider’s perspective as you visit companies, talk with executives and see business operations first hand.

The Sam M. Walton College of Business has collaborated with our corporate partners to develop an MBA curriculum that provides an applied understanding of the retail and consumer packaged goods industry. The full-time MBA is a three-semester program, with students entering each January. Career tracks include Retail Marketing, Entrepreneurship and Innovation, Supply Chain Management, and Financial Management. We also offer you the option to customize your degree. >>

WALTON MBA BY SEMESTER

Spring: 16 hours

- > Retail Consumer Marketing (3 hours)
- > Retail and Consumer Products Supply Chain Management (3 hours)
- > Financial Markets and Valuation (3 hours)
- > Economics of Supply Chain and Retail (3 hours)
- > Business Analytics (3 hours)
- > Professional Development Seminar I (1 hour)

Summer: 3 hours (Select one)

- > Internship (3 hours)
- > Study Abroad (3 hours)

Fall: 15 hours

- > Managing and Leading Organizations (3 hours)
- > Accounting for Supply Chain and Retail Operations (3 hours)
- > Ethical Decision Making (1 hour)
- > Career Track Class 1 (3 hours)

- > Career Track Class 2 (3 hours)
- > Professional Development Seminar 2 (1 hour)
- > Professional Development Seminar 3 (1 hour)

Spring: 14 hours

- > Strategic Management (3 hours)
- > Enterprise Systems (3 hours)
- > Career Track Class 3 (3 hours)
- > Career Track elective (3 hours)
- > Professional Development Seminar 4 (1 hour)
- > Professional Development Seminar 5 (1 hour)

Program Total: 48 hours

“During my second semester in the program, I was asked by a professor to name my dream job. I told him, and the rest of the class, that my dream was to work for World Wildlife Fund in program management. A few months later, I was packing up my things and moving to Washington DC to work for ‘the Panda’ as a Program Officer in the Markets department. How did this dream become a reality? It became a reality through a program and people who embraced my nontraditional path and encouraged me to shape a track that worked for me. I am very grateful to my friends and mentors at the Walton College Graduate School of Business.”

– **Alisha Staggs**

Program Officer, Agriculture

World Wildlife Fund



Create Your Career

CAREER TRACKS

– Alexander Price

Bachelor's in Marketing,

Morehouse College



Retail Marketing Management

The Retail Marketing Management career track will prepare you for positions with retailers or merchandise suppliers. Whether you work with a retailer or a supplier, you must have a solid understanding of the process shoppers use to decide which products to purchase. In this career track, you will gain valuable insight into channel marketing, categories, branding and promotion. As a graduate, you will be prepared to select, implement, track and analyze the effects of product offerings, prices and promotions on consumer choices.

Retail Marketing Management Career

Track courses:

- Shopper, Buyer, and Consumer Behavior
- Consumer and Market Research
- Category Analysis and Management
- Elective

“The Walton MBA program is providing me with a skill set to excel in exciting career opportunities I did not even know existed.”

– Kellen Utecht, MPS / MBA

Supply Chain Management

The Supply Chain Management Career Track prepares you to take a leadership role in the fast-growing and fast-moving global supply chain field. From production to consumption, a company's success hinges on the supply chain. As a supply chain professional, you may have responsibility for logistics network design, inventory management, forecasting, replenishment and other processes that integrate supply and demand needs.

Supply Chain Management Career

Track courses:

- Global Logistics and Supply Management
- Transportation Strategies in the Supply Chain
- Modeling Retail and Consumer Products Logistics
- Elective

Financial Management

With particular emphasis on the retail, supply chain, and consumer products industries, the Financial Management track prepares you for a variety of careers. From building pricing models to launching new consumer financial products, financial managers develop strategies that create value for the consumer and the shareholder and result in sustainable, long-range financial performance for firms.

Financial Management Career

Track courses:

- Retail Finance
- Investment Theory and Management
- Sholimier Investment Project I
- Sholimier Investment Project II

Entrepreneurship & Innovation

Interested in starting a high-growth independent firm or developing autonomous business units within large corporations? The Entrepreneurship and Innovation career track is the place to start. You will analyze growth and profit potential of new venture opportunities by examining intellectual property, the competition and the allocation of human and financial resources. You will also have the opportunity to seek funding for your ideas through state, regional and national competitions.

Entrepreneurship and Innovation Career Track courses:

- New Venture Development
- Innovation and Creativity
- Consumer and Market Research
- Business Plan Competition



Customized Career Track

Come to the MBA program with well-defined career goals and you will be ready to work one-on-one with our MBA advisor to create a customized career track. If you are interested in customizing your degree in this way, you can choose from a variety of graduate-level courses in the Walton College including those in accounting, information systems, economics, cross-sector alliances, sustainability and more. You will have the opportunity to incorporate graduate courses from outside business as well.



“Being a graduate assistant

provides us with the unique opportunity to partner with one of the many companies located in Northwest Arkansas, many of which are Fortune 500 companies. I have been blessed with the opportunity to work for The Hershey Company as their Category Management Intern on the Take Home confection business. Helping Walmart make decisions on a business that has over \$2 billion in annual sales is a rare opportunity that I am lucky to be a part of.

– Bethany D. Haefner

Graduate Assistantships

Upon admission to the full-time MBA program, you may be awarded a graduate assistantship. Our graduate assistantship program provides either full or out-of-state tuition waivers, a stipend and, in some cases, scholarship funding. Students receiving a graduate assistantship work 15 hours per week during the regular semester, either for the Walton College or for one of our corporate partners. The work is arranged around your academic schedule and designed to complement your academic coursework.

Working within the Walton College is an excellent choice for a student interested in eventually acquiring a Ph.D. since assignments usually include working directly with a professor, assisting with courses and research. We work hard to match your interests with the right academic discipline.

Most of our students who want to pursue a career in business choose to interview for corporate graduate assistantships. Because you are working in a business environment while taking courses, you have daily opportunities to apply what you learn in a corporate setting. Students who choose the corporate graduate assistantship often work for the same company during their summer internship. A student in this situation can accumulate as much as a year and a half of work experience with an employer while in our MBA program. The career opportunities and placement history of students taking this route are exceptionally strong.

BETHANY HAEFNER

GA at The Hershey Company

Companies Hiring Walton College Graduate Assistants and Summer Interns*

- Budgetext
- Dannon
- Henkel
- FedEx
- Frito Lay
- Gildan Activewear
- Hershey's
- Kellogg
- Land O'Lakes
- Mr Price
(South African retailer)
- National Sustainability Consortium
- NPD Group
- Procter & Gamble
- Reckitt Benckiser
- Rich's Consumer Brands
- Rockfish Interactive
- Rockline Industries
- Saatchi & Saatchi X
- Sam's Club
- Tracfone
- Tyson
- Walmart

*List subject to change based on company hiring needs. We add new companies regularly.

Internships

The Walton College works with many employer partners and organizations to facilitate recruiting and networking opportunities that may lead to internships in the following industries: Retail, Consumer Product Manufacturing, Marketing, Management, Sales, Finance, Customer Service, Research, Banking, Service Industry, Food and Beverage, Communications, Hotel Management, Supply Chain, Transportation, Logistics, Trucking, Energy, Manufacturing, Information Technology, Information Systems, Telecommunications, Computer Science, Defense Contractors, Accounting, Consulting and Government Agencies.

We leverage these relationships to develop summer internships for MBA students. Companies benefit from employing Walton College MBA interns because they bring fresh ideas to the workplace, along with their core foundation in business practices. Obtaining a summer MBA internship is competitive, and while we help you find opportunities, you win a position through careful resume preparation and focused interviews. The Walton College Career Development Center provides one-on-one guidance, including resume writing and job coaching, designed with your specific career goals in mind. The Walton College MBA internship is an exceptional opportunity to apply what you learn in the classroom in the real world while improving your skills and competencies. Your summer internship lasts for a minimum of 10 weeks and you can expect to work 40 hours per week. Some interns also travel for industry conferences or to their company's corporate headquarters to make presentations before top executives. Other companies hire several Walton College MBA interns and ask them to function as a team to provide multiple and diverse insights in solving business problems.

LEE JEN "JACK" LIM
Intern at Kellogg

PROFESSIONAL DEVELOPMENT

Professional Development

Developing yourself as a business professional is one of the most important things you can do to prepare for your career. While in the Walton College MBA program, you have ample opportunity to customize a program of professional development that fits your needs. We capitalize on our great relationships with our corporate partners and our alumni to bring the most current thinking in business to our students. You can listen to guest speakers from some of the biggest companies in the world, take workshops to improve your technical skills and work with our image consultant experts to make sure you look your best for that dream job interview.

Students in recent MBA classes selected from among these professional development options:

- > MBA Interview Bootcamp
- > Advanced Excel Bootcamp
- > The ROI of Personal Branding and Connecting
- > MBA Recruiting, Jobs and Internships Workshop
- > Professional Dress and Business Etiquette
- > Microsoft Access 2007 Basic and Intermediate Technology Training
- > First 100 Days on the Job and How to Be Successful as a New Employee
- > How to Hire & Recruit Talented Employees: Adhering to Appropriate Legal Challenges
- > The Business Case of Diversity and Inclusion
- > Six Sigma – White Belt Training
- > Negotiation Skills
- > RFID Technology



STUDY ABROAD

Study Abroad

The Walton College is committed to providing high quality study abroad programs to both our full-time and Managerial MBA students. With that in mind, we design short-term study abroad experiences that allow students to take advantage of short breaks and create once-in-a-lifetime experiences. Our MBA study abroad programs last 10 to 15 days. You can choose from trips to India, China or Brazil, countries that boast some of the fastest growing economies in the world. Regardless of which trip you choose, you will meet top executives at top companies who often serve as student evaluators during our programs. You visit global corporate offices, manufacturing facilities, distribution centers and more, all while taking in the cultural sights. Your days are packed with experiences focused on international business and culture.

If you have more time to travel, you can choose to participate in other Walton College and University of Arkansas study abroad programs selecting from destinations all over the world. Many of these options provide a great opportunity to practice your language skills if an international career is in your future.



CAREER PLANNING & DEVELOPMENT

Career Planning & Development

The George W. Edwards, Jr. Career Center will provide you with knowledge, skills and insight into career development, professional development and employment. Access to these critical services begins prior to your first semester on campus. As you prepare to interview with companies for graduate assistantships and summer internships, our Career Center is with you at every step. Early in the program, Career Center staff members work with you to develop a professional resume. You also participate in behavioral and conversational interview training sessions. Later, we help you refine your executive presence, learn tips for more effective networking and coach you through the development of an internship and/or job search plan. Finally, as you begin interviewing for the ideal job, we help you understand how to negotiate for the best salary and benefits available.

The Career Center also schedules programs so you can interact with employers before and during your job search. The Career Center hosts career fairs twice a year featuring both regional and national employers. Potential employers also act as judges and provide feedback as you participate in presentation competitions. Finally, the Career Center offers networking events before career fairs so you can perfect your one-on-one networking skills.

To learn more about the Walton College Career Development Center, visit our website at waltoncollege.uark.edu/career.

Companies Recruiting / Hiring Walton MBA Graduates

- > ABF Freight Systems, Inc.
- > Acosta
- > Acxiom Corporation
- > Associated Materials
- > Best Buy
- > Budgettext
- > Chesapeake Energy Corporation
- > Chicago Bridge & Iron
- > CITGO Petroleum Corporation
- > ConAgra Foods
- > ConocoPhillips Company
- > Deloitte & Touche
- > Ernst & Young
- > General Mills
- > Gildan
- > Henkel
- > Kellogg
- > KPMG
- > Land O'Lakes
- > MillerCoors
- > Mr Price Group
- > PepsiCo, Inc.
- > Reckitt Benckiser
- > Saatchi & Saatchi X
- > Sam's Club
- > Spectrum Brands
- > The NPD Group
- > Tyson Foods, Inc.
- > USA Truck, Inc.
- > Walmart
- > Winrock International

*The list of employers is a partial listing

In 2010-2011

102

COMPANIES
INTERVIEWED
ON CAMPUS

**#1 in graduates
employed at graduation.**

– U.S. News & World Report, 2011

CAREER FAIRS

FALL 2010:

61 COMPANIES
ATTENDED

SPRING 2011:

74 COMPANIES
ATTENDED

IN 2011, 86% OF
JOB SEEKING MBA'S
WERE EMPLOYED
AT GRADUATION.

685

job and internship opportunities
were posted with the Career Center

waltoncollege.uark.edu/careerdevelopment

MANAGERIAL MBA PROGRAM

Managerial MBA Program

Designed for the working professional, the Managerial MBA program begins each August and can be completed in two years. This innovative program weaves together classroom instruction with online learning activities and interactive team-based projects. Students take six hours of coursework per semester by attending class approximately one Saturday each month. Almost all of our faculty instructors in the Managerial MBA also teach in the Walton College full-time program. When classes are not in session, students have access to the Walton College's learning resources from anywhere in the world through our extensive technology services and support.

The Managerial MBA students in the Walton College average between seven and 10 years of work experience in a wide range of fields. Furthermore, our students represent more than 40 companies in a multi-state region. This level of experience combined with a diversity of employers adds a rich component to the program as students learn from each other while networking outside their companies with talented professionals from a variety of industries.

Students in the Managerial MBA may customize their program to allow participation in Study Abroad programs or the Walton College Entrepreneurship Program. Our MBA advisor works one-on-one with students looking at these programs to modify the Managerial MBA curriculum as appropriate.



YOUR WALTON MANAGERIAL MBA BY SEMESTER

Orientation: 2 hours

- > Introduction to Value Chain

First Fall: 6 hours

- > Accounting Decisions and Control (3 hours)
- > Information, Technology and Decision Making (3 hours)

First Spring: 6 hours

- > Economics of Management and Strategy (3 hours)
- > Corporate Financial Management (3 hours)

First Summer: 6 hours

- > Leading High Performance Organizations (3 hours)
- > Managerial Accounting (3 hours)

Second Fall: 6 hours

- > Supply Chain Management (3 hours)
- > Managing Ideas, Products and Services (3 hours)

Second Spring: 6 hours

- > Strategic Management (3 hours)
- > Retailing Strategy and Processes (3 hours)

Second Summer: 6 hours

- > Capstone (3 hours)
- > International Management (3 hours)

Program Total: 38 hours



“The Walton MMBA has afforded me an opportunity to achieve both short-term and long-term career aspirations, while simultaneously helping to entrench me in the Northwest Arkansas community. I have built both professional and personal networks through the MMBA program that I look forward to leveraging as I advance my career. Broadening my knowledge-base through the curriculum has enhanced my strategic decision-making abilities, both now and as a future leader within my company and industry.”

– **Stephanie Esau**
Customer Category Manager,
Kraft Foods

“The MMBA program has been an amazing complement to my work life - the material has been immediately applicable to my job and career goals, and the program is designed to recognize the real world and on-the-job experience that I and my fellow students bring into the classroom as being vital to the learning experience. I am honored to be in the company of such brilliant and engaging people as we have in our cohort, and am consistently inspired by the knowledge and experience imparted on us by our professors.”

– **Katie Terrell**
Organizational Change Specialist,
Tyson Foods Inc.



“In choosing a company to work for I put high importance on great benefits, working with great people, proper work-life balance, and the opportunity to learn and develop increased skills and abilities. Although the part-time MBA program isn't a full-time job, the benefits from this program provide exactly all those benefits and more.”

– **Shea Allred**
Business Category Manager -
Walmart, General Mills



“After entering the MBA program,
within a month I was able to
directly apply the learning
to substantially enhance the
efficiencies of our inventory
management.”

– **Steve Daigh**

Senior Financial Planner,
Walmart

BUSINESS PLAN COMPETITIONS

“The caliber of our students, their ideas, and their plans is world-class. We look forward to hearing of the successes of their businesses for years to come”

– Carol Reeves, Faculty Advisor

Nationally Competitive Teams

Each year, Walton College MBA and Managerial MBA students join with students from throughout the university to develop start-ups that compete in state, national, and international business plan competitions. The Walton College is a powerhouse; in the past three years, Walton teams have won 15 national, 2 regional, and 3 state competitions, bringing home over \$1.1 million in cash and prizes. In the past two years, three of its winning teams have been featured in Fortune magazine’s list of the nation’s top six teams, a list that also included Rice University, the University of Louisville, the University of Michigan, MIT, and the University of Notre Dame. Five Walton teams have started their businesses since 2008, raising over \$5 million and employing 40 people.

Featured Team

BiologicsMD

- Total Winnings: \$621,000 cash, in-kind awards and investments
- Global Champions – 27th annual Global Moot Corp Competition, University of Texas
- Grand Prize plus five awards – Rice University Business Plan Competition
- 1st Place and Spirit Award – Cardinal Challenge, University of Louisville
- 1st Place and 2nd Place in Trade Show Booth Competition – Spirit of Enterprise Competition, University of Cincinnati
- 1st Place, UniversityTechWatch Start-Up Competition
- 2nd Place and 1st Place in Elevator Pitch Competition – Arkansas Donald W. Reynolds Governor’s Cup Graduate Division Competition
- 2nd Place and 1st Place Elevator Pitch Competition – Tri-State Donald W. Reynolds Business Plan Competition



BiologicsMD: First team to ever win at Rice University and Moot Corp in same year.

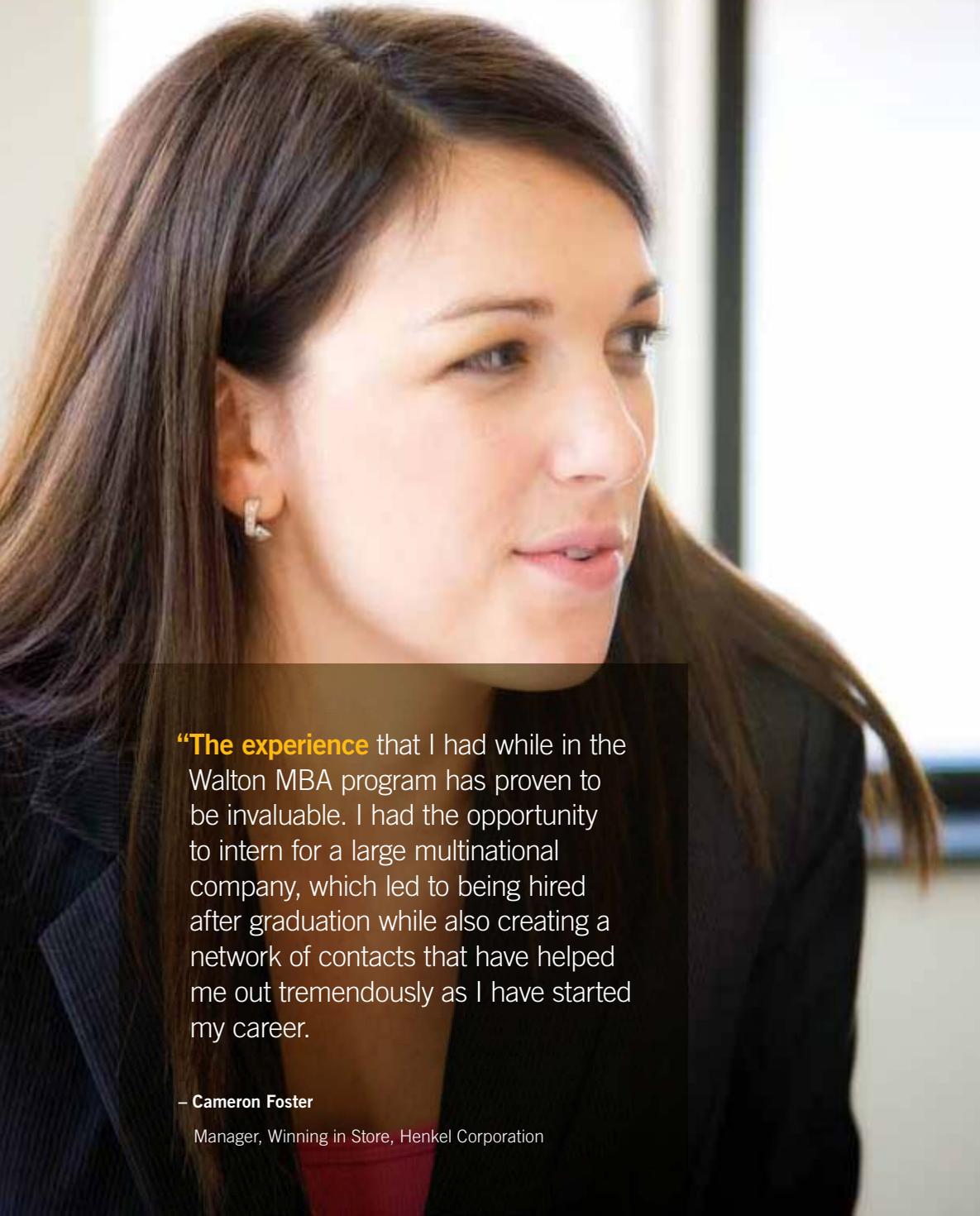


Governor's Cup, 2011
1st place: cycleWood Plastics
2nd place: TiFiber



Governor's Cup, 2010
1st place - InnerVision
2nd place - BiologicsMD
3rd place - Silicon Solar Solutions

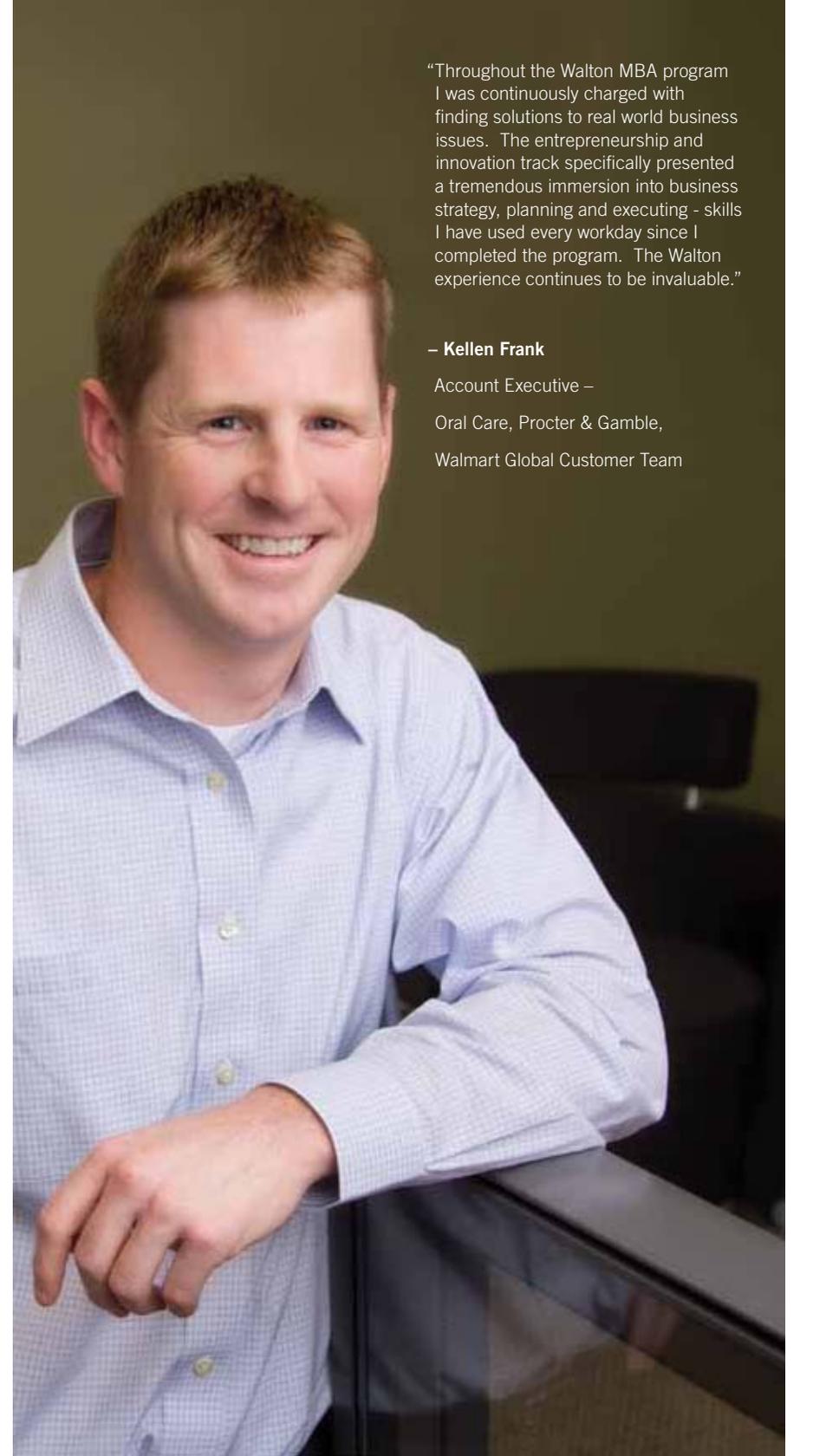
MBA ALUMNI



“The experience that I had while in the Walton MBA program has proven to be invaluable. I had the opportunity to intern for a large multinational company, which led to being hired after graduation while also creating a network of contacts that have helped me out tremendously as I have started my career.

– **Cameron Foster**

Manager, Winning in Store, Henkel Corporation



“Throughout the Walton MBA program I was continuously charged with finding solutions to real world business issues. The entrepreneurship and innovation track specifically presented a tremendous immersion into business strategy, planning and executing - skills I have used every workday since I completed the program. The Walton experience continues to be invaluable.”

– **Kellen Frank**

Account Executive –

Oral Care, Procter & Gamble,
Walmart Global Customer Team



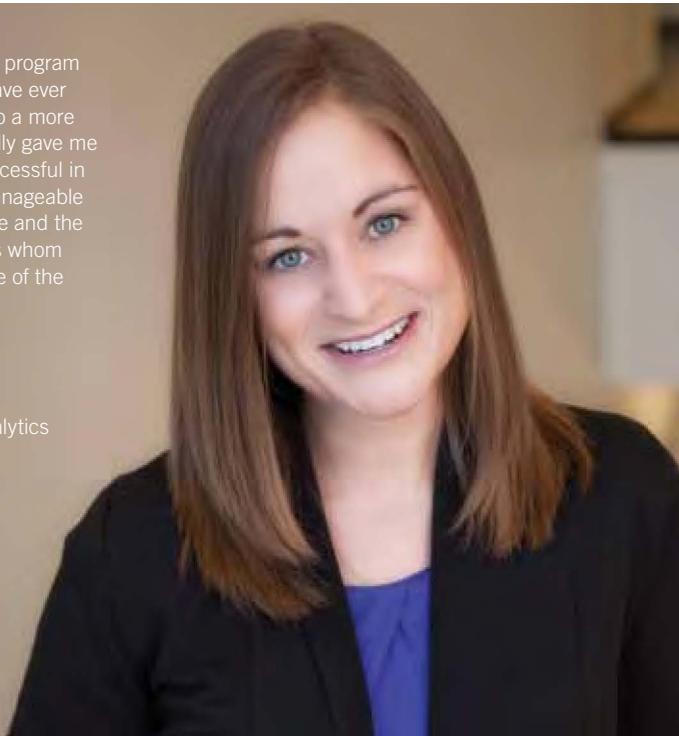
"The MBA program at the Walton College taught me so much of what I needed to know to achieve my dream of owning my own business. In addition to benefiting from the terrific U of A faculty, one of the most valuable aspects of the program was having the opportunity to network with and learn from the other students in the program. They were some of the best and brightest individuals, and from such diverse backgrounds, that I have ever had the pleasure of meeting. Getting my MBA at the Walton College was one of the best decisions of my life."

– **Jared Greer, Owner**, Northwest Arkansas TCBY

"Deciding to begin U of A's MMBA program was one of the best decisions I have ever made. The program made me into a more well rounded employee and it really gave me the tools I needed to become successful in business. It is challenging yet manageable to complete while working full time and the quality of students and professors whom I interacted with during the course of the program are really top notch."

– **Jessica Lang**

Central Retail Operations and Analytics
Supervisor, Just Born, Inc.



MMBA ALUMNI

"**The Walton Managerial MBA** program allowed me the flexibility to earn my MBA and still have a full-time career. By providing a strong business foundation, the program made me more knowledgeable today and more marketable in the future. The tools and skills I learned, as well as the strong network of professionals I have met through the program, will benefit me throughout my career."

– **Kelly Sivadon**

Senior Process Engineer, Sealed Air Corporation



ADMISSIONS & FINANCIAL AID INFORMATION

Program	Application Deadline	Admissions Decision By
MBA	Early – April 1 Final – September 15	May 1 October 15
MMBA	Early – April 1 Final – July 1	May 1 August 1

Application Materials

- **Application form** – Apply at <http://gsb.uark.edu>.
- **Application fee** – \$40 for domestic students and \$50 for international students – pay your fee online when you apply (see above) or call 479-575-2851 to pay by phone.
- **Resume** – Email to gsb@walton.uark.edu.
- **Official transcripts** – send to the Graduate School of Business, 310 Willard J. Walker Hall, University of Arkansas, Fayetteville, AR 72701.
- **Three Letters of Recommendation** – can be completed online at <http://gsb.uark.edu/forms.asp>.
- **Two essays** – You must provide thoughtful responses to the following essay questions. Please limit your responses to one or two double-spaced pages each. Email them to gsb@walton.uark.edu.
 - What are your short-term and long-term career goals? How will the master's degree program you wish to complete help you achieve your goals?
 - Please share with the admissions committee any unique events, life experiences and qualifications that you feel distinguish your candidacy and will add value to your class.
- **GMAT score** – GRE is accepted; however, GMAT is preferred. Register for the GMAT at mba.com and for the GRE at ets.org.

International applicants must also submit:

- TOEFL – minimum 213 computer-based, 550 paper-based or 79 internet-based. IELTS (minimum score must be 6.5) and the PTE (minimum score of 58) are also accepted. TOEFL is waived for applicants with degrees from an American institution.
- Summary of Educational Experience Form – download from <http://gsb.uark.edu/forms.asp> then fax to 479-575-8721 or email to gsb@walton.uark.edu.
- Supplemental and Financial Information Form – download from <http://gsb.uark.edu/forms.asp> then fax to 479-575-8721 or email to gsb@walton.uark.edu.

Admission

Admission to the Walton College MBA programs is highly competitive and selective. Decisions are based on the entire application package with emphasis being placed on GMAT score, work experience and GPA (last 60 hours of undergraduate career). Enrollment in each program is limited. Applications received after the deadline are considered on a space-available basis.

Graduate Assistantships & Financial Aid

Students admitted to the full-time program are automatically considered for graduate assistantships (GA). Students on GA work 15 hours per week during the regular academic year either within the Walton College or for one of our corporate partners.

There are two levels available:

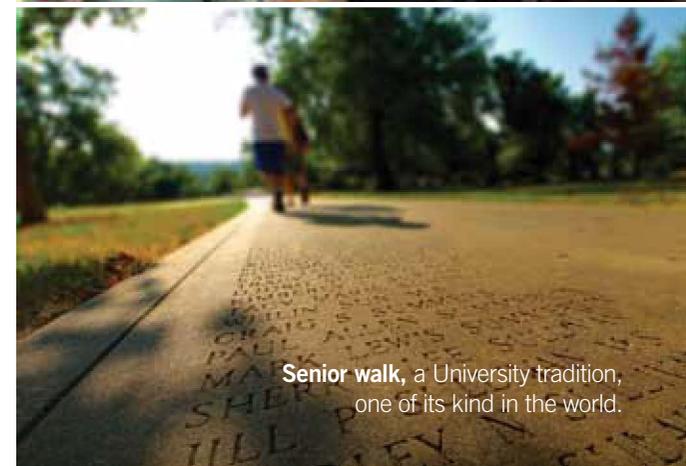
- Tier One – tuition is waived and a stipend is awarded of \$2,500 each semester.
- Tier Two – out-of-state tuition is waived (students pay in-state tuition), a stipend of \$2,500 is awarded each semester, plus an additional scholarship of \$2,500 is awarded (for a total of \$10,000 over the three semester program).

Students in the full-time and the part-time MBA programs are eligible for student loans. Domestic students can apply for the federal student loan program by completing the Free Application for Federal Student Aid at www.fafsa.ed.gov. International students interested in student loans should contact the Office of Financial Aid to learn about available funding. Visit the Office of Financial Aid's website at www.uark.edu/admin/fininfo.

UNIVERSITY OF ARKANSAS

Established in 1871

- The flagship campus of the University of Arkansas system, the University of Arkansas is both the major land-grant university for Arkansas and the state university.
- The University of Arkansas encompasses more than 130 buildings on 345 acres and provides nearly 200 academic programs, more than some universities twice its size. At the same time, it maintains a low student-to-faculty ratio (currently 17:1).
- The faculty numbers nearly 900. Nine of every 10 faculty members hold either a doctorate or terminal degree in their field.
- The university confers degrees in some three dozen doctoral programs and approximately 90 master's programs. More than 3,500 students pursue graduate and law degrees at the university, with advanced degree enrollment targeted to grow to approximately 5,500.
- The Graduate School is benefiting from a new \$100 million endowment, part of the historic \$300 million gift from the Walton Family Charitable Support Foundation. The gift supports endowed fellowships for graduate students, a research fund for graduate students, funds for library support to the Graduate School and eight new faculty research chairs.
- The university is in the top tier of 150 research universities among the nation's more than 4,000 post-secondary institutions. Research expenditures at the University of Arkansas now exceed \$100 million per year.
- The University of Arkansas is an NCAA Division I-A institution and a member of the Southeastern Conference (SEC). The university fields seven men's and ten women's varsity programs.
- The state-of-the-art Pat Walker Health Center, opened in 2004 and fully certified by the Accreditation Association for Ambulatory Health Care, provides proactive medical and mental health care.



Senior walk, a University tradition, one of its kind in the world.

FAYETTEVILLE & NORTHWEST ARKANSAS

Fayetteville

Fayetteville – 2010 census population – 73,372

Fayetteville is located in the heart of the Ozark Mountains. We have all the resources and advantages of a large city and the good fortune to also have mountain trails, numerous nearby rivers and breathtaking fall foliage. The city is part of the Fayetteville-Springdale-Rogers MSA (Metropolitan Statistical Area).

The region is quickly establishing itself as one of the most desirable business and living destinations in the country. Two Fortune 100 employers, Walmart and Tyson Foods Inc., call this area home, as do many other Fortune 500 companies.

In addition to the region's rapid corporate development, its cultural and civic amenities have grown as well. For the arts community, there is the Walton Arts Center in Fayetteville and Crystal Bridges Museum of American Art in Bentonville.

Fayetteville is:

A top 100 "Leading Locations" (a desirable place for doing business) in 2011 by *Area Development Magazine*, No. 15: Best Places to Retire, CNN Money.com, 2010, No. 4: Best Places for Business and Careers, 2009, *Forbes*, No. 9: Healthiest Housing Markets, 2009, *Builder Magazine*, No. 6: Top College Sports Towns, 2009, *Forbes*, No. 2: Best Cities for Recession Recovery, 2009, *Forbes.com*, No. 6: Smarter Cities Ranking, 2009, Natural Resources Defense Council,

And is consistently ranked among the highest-performing regional economies in the country by the Milken Institute.

Entertainment

- The Walton Arts Center – www.waltonartscenter.org
- Historic downtown square
- Fayetteville Farmers' Market
- Dickson Street
- Northwest Arkansas Naturals – minor league baseball
- Razorback athletics
- Crystal Bridges Museum of American Art – www.crystalbridges.org

Outdoor activities

- Floating numerous rivers: the Buffalo, White, Elk, Mulberry, Illinois and King's
- Rock Climbing at Devil's Den State Park
- Biking in the Ozarks
- Camping at any of the 52 Arkansas state parks, 6 national parks or 3 national forests

It is:

117 miles to Tulsa
240 miles to Kansas City
330 miles to Dallas
345 miles to St. Louis





Fayetteville Public Library, the first building in the state to be LEED Certified.

Pinnacle Hills Promenade, Rogers
nearly 100 shops and restaurants



Walton Arts Center, Fayetteville



Beautiful fall foliage on one of Arkansas' scenic rivers.



Walmart's home office, Bentonville



Willard J. Walker Hall - Home of the Walton Graduate School of Business. Completed in 2007.





The Sam M. Walton College of Business offers you an exciting and dynamic environment with access to cutting-edge faculty, the latest in business research, and real-world business executives. Your Walton MBA prepares you for a successful career path wherever it leads.

Apply Online now at: gsb.uark.edu

WALTON MBA

Sam M. Walton College of Business
Graduate School of Business

University of Arkansas
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web: gsb.uark.edu

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