



Wharton  
UNIVERSITY *of* PENNSYLVANIA



**Business + More**

THE UNDERGRADUATE PROGRAM

# Knowledge for Action

Explore ideas, think strategically,  
make an impact.

**17+** courses in liberal arts and sciences

**20+** courses in business

Each line represents a required course.



**Business makes things happen and affects every part of society. Whatever you want to do, a degree from Wharton will give you the knowledge and experience to do it.**

With Wharton's combination of business and liberal arts in the Ivy League, you will gain a strong foundation of skills and a framework for thinking creatively and strategically to solve problems. You'll have the flexibility to follow your interests as you engage in hands-on experiences, gain invaluable practice working in teams, and learn how to use your knowledge and skills to make a difference.

Join our students as they put knowledge into action. As the leader in business education, we'll be there to empower you every step of the way. Are you up for the challenge?



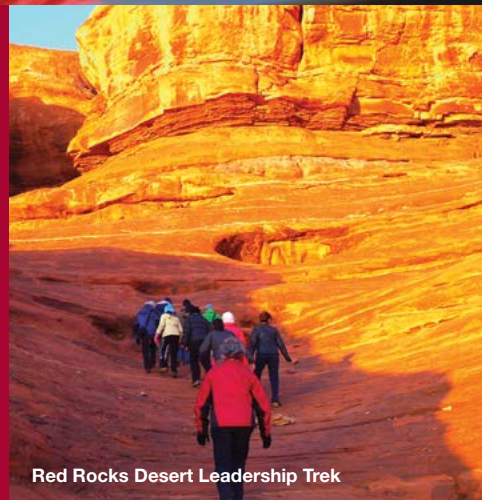




## Explore Business and More

Wharton provides innovative interdisciplinary options and active experiential learning in business, combined with all the resources of Penn.

Start your own business, manage a clothing brand, or even build a new car—with a degree from Wharton you can go wherever your path leads you and be more effective in the career you choose.



Red Rocks Desert Leadership Trek

## USE THE ENTIRE UNIVERSITY

**4** undergraduate schools and  
**8** graduate schools to explore your interests

**4,200+** courses



### **The Wharton BS in Economics—It's a Different Way of Learning**

Wharton offers a bachelor of science in economics, but studying business at Wharton and studying economics in a liberal arts program are very different.

If you major in economics at a liberal arts school, you'll take courses focused on theories, history, and modeling. You'll start with a theory or abstract idea and then look for problems to understand how the theory applies.

At Wharton you'll study a range of business subjects—from accounting to entrepreneurship

to policy. Classes focus on problem solving with real-world examples; you'll look for solutions and then examine theories to see how they might apply.

### **Flexibility and Opportunity**

Every semester you can take classes at Wharton and at least one other school at Penn, including eight of our graduate schools. In fact, 40% of your required courses will be taken outside of Wharton. Why? Because studying business within social, political, and historical contexts makes you a better agent of change. It also means that you will have even more opportunities and paths to choose from when you graduate.

**“** What I have gotten out of my two years of Wharton thus far is the opportunity to try anything and everything, to meet new and diverse people who have varied interests, and to sample vastly different fields of study.”

Alaric Qin | Los Angeles, CA







Senior Capstone, an intensive business simulation



## Get the Best of Both Worlds

Your education is both Wharton *and* Penn. Our rigorous and flexible curriculum combines the best in business education with exploration in the arts and sciences. Follow your interests wherever they take you.

### **Gain a Grounding in Business (60% of required courses)**

You'll get a strong foundation in business by taking 20 courses at Wharton in diverse subjects like real estate, marketing, and finance.

### **Pursue Diverse Interests (40% of required courses)**

You'll take at least 17 courses in the liberal arts and sciences, including a Critical Writing Seminar and courses in the humanities, sciences, and social sciences.

### **Expand Your Options with Interdisciplinary Study**

You can apply for one of our globally recognized coordinated dual-degree programs:

- **INTERNATIONAL STUDIES & BUSINESS: THE HUNTSMAN PROGRAM**
- **MANAGEMENT & TECHNOLOGY: THE JEROME FISHER PROGRAM**
- **NURSING & HEALTHCARE MANAGEMENT**
- **LIFE SCIENCES & MANAGEMENT: THE ROY & DIANA VAGELOS PROGRAM**

Or, once you're a student, you can create your own course of study—pursue a minor or a second degree in a completely different subject.

**Online > Dual degrees and minors**

## EXPLORE IDEAS ACROSS PENN

**60+**

Penn minors

**30%**

Wharton students earn  
more than one degree

**49%**

choose more than one  
Wharton concentration



The Quadrangle, home to three of Penn's 11 College Houses

### **20+ Wharton Concentrations**

We don't have traditional majors. Instead, you'll pick a concentration—4 upper-level courses in a business specialty of your choice:

- ACCOUNTING
- ACTUARIAL SCIENCE
- BEHAVIORAL ECONOMICS
- BUSINESS ECONOMICS & PUBLIC POLICY
- ENVIRONMENTAL POLICY & MANAGEMENT
- FINANCE
- GLOBAL ANALYSIS
- HEALTH CARE MANAGEMENT & POLICY
- INSURANCE & RISK MANAGEMENT
- LEGAL STUDIES & BUSINESS ETHICS
- MANAGEMENT
  - Entrepreneurship and Innovation
  - Multinational Management
  - Organizational Effectiveness
  - Strategic Management
- MANAGING ELECTRONIC COMMERCE
- MARKETING
- MARKETING & COMMUNICATION
- MARKETING & OPERATIONS MANAGEMENT
- OPERATIONS & INFORMATION MANAGEMENT
  - Business Analytics
  - Decision Processes
  - Information Systems
  - Operations Management/Management Science
- REAL ESTATE
- RETAILING
- SOCIAL IMPACT AND RESPONSIBILITY
- STATISTICS

## Experience Innovative Learning

As the first collegiate business school, Wharton invented undergraduate business education, and we're still innovating. Wharton students learn the latest business ideas as they're being created.

### Learn from the Best

Our 230 professors—the largest, most published, faculty at any business school—work directly with leading global businesses, nonprofit organizations, and government agencies.

Our classes are challenging and intellectually rigorous, but at the same time, they're collaborative and full of interaction. Professors customize their teaching methods to the needs of each class, so you'll find everything from the Socratic method and traditional lectures to case studies and computer simulations.



Marketing Professor Americus Reed during BizTalks lecture

## CREATE SOMETHING NEW

**6+** research programs

**12** programs in entrepreneurship

**100** Penn + Wharton students in entrepreneurial programs





All Wharton undergraduate lectures are taught by professors, not graduate teaching assistants. Our professors are available to our students. They hold office hours, have lunch with students, serve as concentration advisors, judge case competitions, and mentor students for research projects.

### Research Opportunities

Look deeper into the questions that interest you by engaging in research. You can customize what you're learning and pursue a topic in depth with help from a faculty scholar, through a School-sponsored program, summer experience, or independent study.

### Entrepreneurship

Interested in starting your own company? There isn't a better place to be if you have a business idea of your own. Wharton has one of the largest programs with faculty, resources, and know-how to help you make your idea a reality.

### Technology to Enhance Learning

Wharton provides a host of innovative resources that redefine how business is studied and how business insights are shared. You can manage a billion-dollar stock portfolio, control a country's fishing fleet, or prepare a marketing plan for a totally new product—all through simulations.



Class meeting on College Green

“ My favorite class so far has been my Enabling Technologies course. I’ve always known that Internet ad personalization exists, but this class has taught me how the technology behind it actually works, and how successful companies today are using it. ”

Jane Zhu | Rochester, NY



“ Getting to know my Business Economics and Public Policy professor made it easier to participate in class and ask questions. ”

Felipe Santos | São Paulo, Brazil



Management 100 team building



## Lead and Work in a Team

We're serious about working together to achieve common goals. In fact, our team-based curriculum makes it difficult to succeed if you're only in it for yourself. Our virtual classrooms and our home in Huntsman Hall were intentionally designed to facilitate teamwork.

## Management 100

In Management 100, the hallmark of your freshman year, you'll work in a team of 10 students to plan and execute a community service project for a Philadelphia nonprofit. You'll make some of your closest friends while learning key leadership concepts, experiencing what it means to work in a team, and discovering who you are as a leader.

## BECOME A LEADER

40+ cohort leadership positions

300+ Penn clubs

17+ Wharton Leadership Ventures

40+ Wharton clubs







Hiking the Inca trail with Wharton Leadership Ventures

## Beyond the Classroom

Learning about leadership and teamwork isn't something that's restricted to the classroom. You might be surprised to find that your greatest lessons are learned while working on a new business with your classmates, or consulting for a local nonprofit while on a Wharton Leadership Venture. Getting involved is also a great way to flex your leadership muscles. And with over 300 clubs at Penn and over 40 at Wharton, it's easy to jump right in.

## Spotlight: Wharton Leadership Ventures

Take part in learning experiences structured to build your individual leadership capabilities. From whitewater rafting to getting an inside look at the Trauma Center at Penn, you will venture into settings where you will learn from the experiences of others whose leadership was on the line.

**Online > Watch YouTube videos of Wharton Leadership Ventures**

“Wharton creates an environment where students are not afraid to take risks in the pursuit of their entrepreneurial goals. I have been able to find mentors, conduct research, secure funding for my own business, and work with CEOs and other senior executives to learn how successful businesses are built from the ground up.”

Katlyn Grasso | Buffalo, NY



“Management 100 wasn't about learning textbook material. It was about learning about yourself and how to interact with a close team of ten to deliver a meaningful project that truly impacted people's lives.”

Sam Mattis | East Brunswick, NJ



## Make a Better World

Your classmates will come from around the world, and you'll do things like study abroad, minor in a language, or learn from foreign business executives through the Wharton International Program or a Global Modular Course. You'll leave with a global outlook and become part of a network of 92,000 Wharton alumni around the world.

## Choose Your International Experience

We live in a global society, and that's reflected in every part of Wharton and Penn. Nearly all Wharton courses incorporate international issues and trends. Students have a language requirement and are encouraged to study abroad or participate in international trips. Wharton has over 20 semester-length programs with the world's top business schools, specifically designed to fit our curriculum, and Penn offers more than 100 in the liberal arts.

**Online > Global options**



Wharton International Program in Paris

## ENGAGE WITH THE WORLD

**21%** of Wharton undergrads come from outside the U.S.

**27%** study abroad

**100+** international exchange options at Wharton and Penn



## Do Something Meaningful

Wharton supports initiatives that foster social responsibility in and out of the classroom. Management 100 projects are designed to have a positive social impact, like revamping marketing programs to help find foster homes for teens in Philadelphia. And, during a recent Wharton International Program course in Panama, students earned course credit while participating in service-learning projects and visiting socially responsible companies.



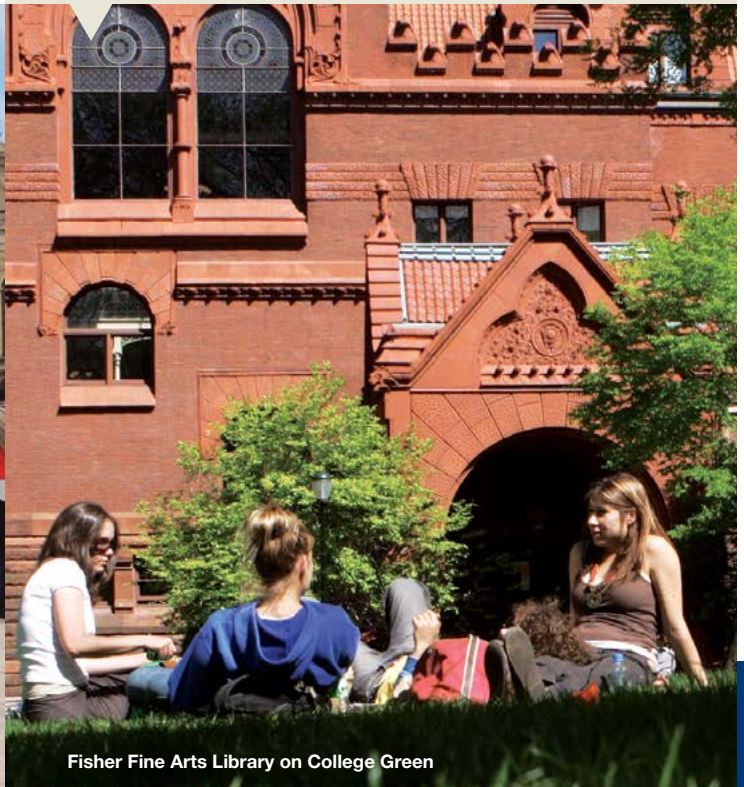
**Online > Social impact**

## Spotlight: College Town within a City

One of the best things about being a student at Penn is having the city of Philadelphia at your doorstep.

The University of Pennsylvania, America's first university, boasts a unified campus that houses all of Penn's vibrant undergraduate, graduate, and professional schools—a unique interdisciplinary environment in historic Philadelphia.

Philly is big enough to have lots to do, yet small enough to get to know. Penn students live right in the middle of University City, a neighborhood with its own stores, restaurants, and movie theaters. And you are just a hop away from everything Philadelphia has to offer, whether you want to go for a run in Fairmount Park, or try out the restaurants and shops of Rittenhouse Square.



Fisher Fine Arts Library on College Green

“ I never imagined I would meet and work with so many students and faculty from all over the world, or that I would have the opportunity to travel to South America with Wharton. The global perspective has broadened my understanding of business within an international context.”

Ann Hewitt | Houston, TX



“ Wharton provides opportunities to make a change on a grander, more international scale. I've already worked with a start-up in Beijing, China, during my study abroad semester, helping match **underprivileged migrant workers** with employers in the big cities of China.”

Bozhena Ryshchak | Lviv, Ukraine





Penn Fashion Week, run by Dzine2Show, Delta Sigma Pi Business Fraternity, and the Wharton Retail Club



Freshman orientation in Baker Forum

## Join a Dynamic Community

You will make friends and build lifelong connections in a dynamic and diverse community that starts at Penn and extends around the world. You'll find hundreds of ways to get involved, impact society, pursue personal passions, and try out new things in a welcoming environment.

### Cohorts and Clubs

Your community at Wharton starts with your cohort—a group of 60 students with whom you'll share academic and extracurricular experiences during your four years at Penn. As an integrated member of the Penn community, you will also make deep connections with students from every school through your College House, your athletic teams, Greek life, and the clubs and organizations you join.

**Online > Find out which Wharton and Penn clubs are right for you**

### Support for Diversity

At Penn, you'll find a diverse community supportive of a unique mix of cultures and beliefs, as well as the most international students of any Ivy League university. You'll discover clubs, centers, and events that reflect the incredible diversity of our community—from the Penn Arab Student Society to the LGBT Center to discussion panels held by Check One, a group dedicated to supporting multiracial students.

### Advising and Support

From house deans to Wharton's dedicated team of professional academic advisors, our faculty and staff will be there to support you every step of the way. Our large support network helps you get the most out of your college experience and find the path that's right for you. You'll never be on your own at Wharton.

### Alumni—Get Connected for Life

Alumni are constantly coming to campus to talk to current students about their experiences and to give advice through our alumni/student network. No matter what you do in the future, you'll have lifelong connections and friendships with the business leaders of today and tomorrow. On top of that, you're part of Penn's alumni network, with 290,000 graduates around the world.

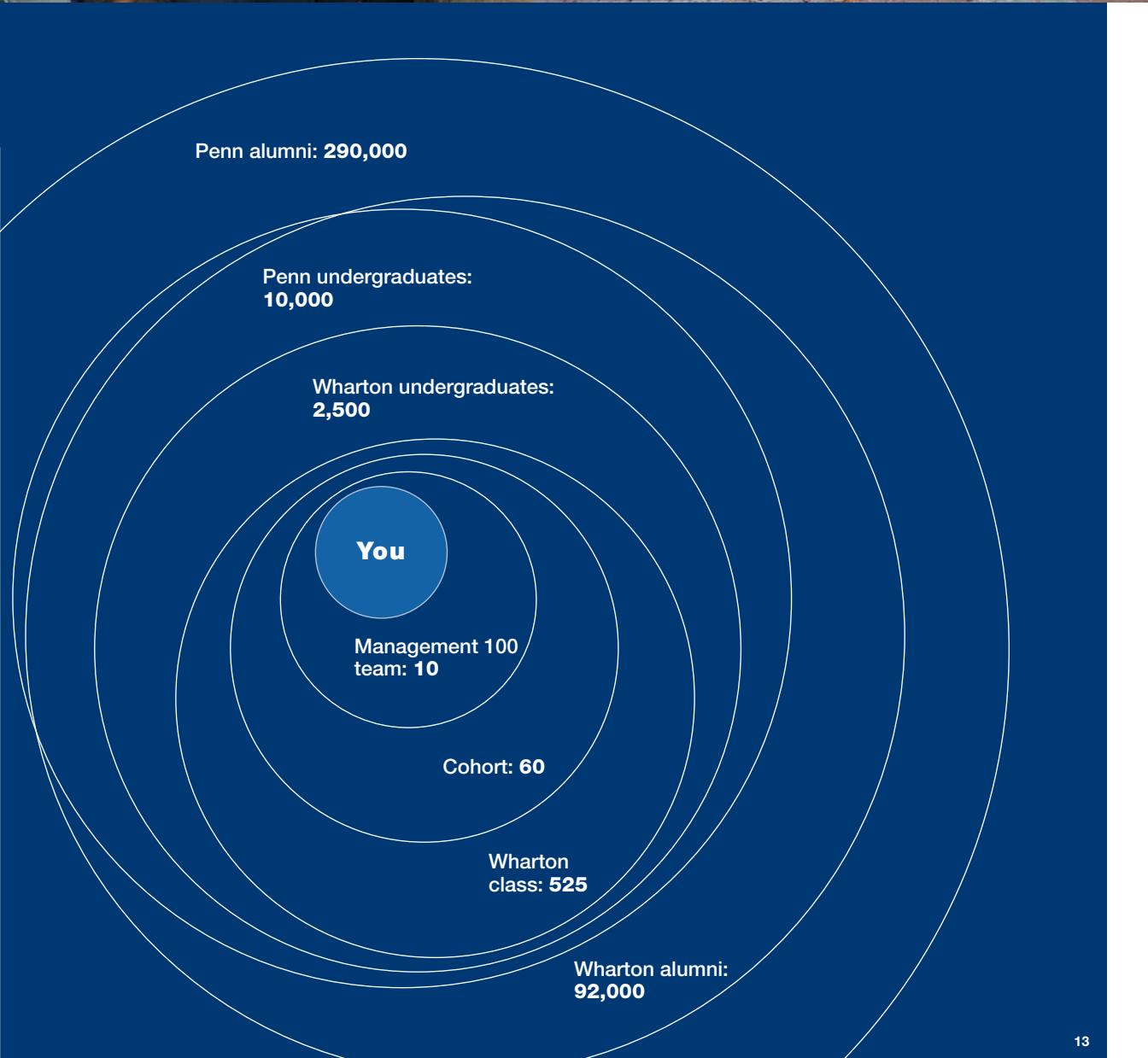




Members of Wharton cohort Dinar



Penn's Locust Walk, the heart of campus





Wharton Business Plan Competition

## Open More Doors

A Wharton education prepares you to explore and create solutions to today's most significant business and social issues. Our graduates are proof that you will be able to apply what you learn to any industry and any career.

## More Options Now

Each year, our graduates take on diverse jobs at top companies around the world, including Amazon, Blackstone Group, Goldman Sachs, Google, Kraft Foods, Macy's, McKinsey, Microsoft, Time Inc., and Venture for America. Some Wharton alumni pursue entrepreneurial ventures full time, while others advance their studies in law, medicine, and other fields.

## Business Now, MBA Later?

With Wharton's rigorous business education, you can begin making an impact sooner. Nearly two-thirds of Wharton undergraduate alumni find that they never need to return to school for an MBA in order to advance their careers.

## WHARTON GRADS ARE IN DEMAND

**88%** employed at graduation

**5%** attending grad school

**360+** employers visit campus each year

**39** different job types







Site visit through Baker Retailing Center



Wharton Women in Business Conference

### More Growth Later

The knowledge you gain takes on depth and insight as you blaze your individual path. Five years after graduation, our alumni report advancing in a range of careers, including brand management, education, entrepreneurship, financial management, health care, investment banking, law, nonprofit management, private equity, and technology.

### Connections for Life

You'll have ties to leaders changing practice and influencing every industry—Wharton's alumni network, the largest of any business school at 92,000 strong, and Penn's, extending to 290,000 leaders in every field around the world.



[Online > Career Plans Survey Report](#)

### Career Survey, Five Years After Graduation

78% EMPLOYMENT  
(FULL TIME AND SELF-EMPLOYED)  
19% IN GRADUATE SCHOOL  
\$100,000 MEDIAN SALARY

### Top Industries

5% COMMUNICATIONS  
10% CONSULTING  
9% EDUCATION/GOVERNMENT/NONPROFIT  
47% FINANCIAL SERVICES  
13% OTHER SERVICES  
9% TECHNOLOGY

“ Since coming to Wharton, I’ve realized that it’s okay not to know exactly what I want to do. I could use my environmental passions to work in sustainability, my experiences working at a movie theater to work in media, or develop my growing interest in real estate. Wharton encourages you to pursue what you love and gives you the open curriculum to do that.”



Ainsley Campbell | Frisco, TX

“ Coming into the Life Sciences & Management program, I was most excited about my biology courses. Soon I realized how practical and interesting business could be, especially in how it informs my passion to bring pharmaceutical research into the hands of consumers.”

Frank Wolf | Pittsburgh, PA





Clubbing Night, annual showcase for Wharton undergraduate clubs



## See Yourself Here

Wharton seeks students who will jump into the rich academic, cultural, and social opportunities of the Penn community. Visit the Wharton website for all the information you need to get started. [wharton.upenn.edu/undergrad](http://wharton.upenn.edu/undergrad)

### We Look Forward to Meeting You!

- ▶ VISIT CAMPUS
- ▶ ATTEND PENN AND WHARTON INFORMATION SESSIONS
- ▶ TAKE A TOUR
- ▶ SIT IN ON A CLASS

### Apply

Office of Undergraduate Admissions  
University of Pennsylvania  
1 College Hall  
Philadelphia, PA 19104.6376  
+1.215.898.7507  
[info@admissions.upenn.edu](mailto:info@admissions.upenn.edu)  
[www.admissions.upenn.edu](http://www.admissions.upenn.edu)



### Penn Is Affordable

Penn's commitment to financial aid makes the possibility of a Wharton education a reality for students from all walks of life. We encourage you to apply.

Penn admits students on the basis of academic and personal accomplishments without regard to their ability to pay. Applying for financial aid does not affect your admissions decision. Penn has eliminated loans from need-based aid packages, regardless of family income level. Students have the option to use loans to supplement their aid packages.

**Online > Watch the Penn Admissions video, "There's Nothing Stopping Our Students"**





The University of Pennsylvania values diversity and seeks talented students, faculty and staff from diverse backgrounds. The University of Pennsylvania does not discriminate on the basis of race, sex, sexual orientation, gender identity, religion, color, national or ethnic origin, age, disability, or status as a Vietnam Era Veteran or disabled veteran in the administration of educational policies, programs or activities; admissions policies; scholarship and loan awards; athletic, or other University administered programs or employment.

Questions or complaints regarding this policy should be directed to: Executive Director, Office of Affirmative Action and Equal Opportunity Programs, Sansom Place East, 3600 Chestnut Street, Suite 228, Philadelphia, PA 19104-6106 or by phone at 215.898.6993 (Voice) or 215.898.7803 (TDD).

Hey Day, when juniors are declared to be seniors—a Penn tradition since 1916



# The Undergraduate Program

**Knowledge for Action**  
[wharton.upenn.edu/undergrad](http://wharton.upenn.edu/undergrad)

 **Visit campus**

 **Learn more about us**



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