learn

see

do

become

create

choose
If you want to make a positive impact on the world around you, Wharton can give you knowledge and experience to do it. As the first collegiate school of business, Wharton prepares the next generation of leaders to explore and create solutions to today’s most significant business and social issues.

Wharton’s combination of business and liberal arts in the Ivy League provides a strong foundation of skills and knowledge, as well as a framework for thinking creatively and strategically to solve problems. You’ll gain a new lens through which to see the broad application of business around you.

Do more than you ever imagined here. Our curriculum ensures that you’ll have the flexibility to study anything you want — and even earn a minor or second degree from one of Penn’s other undergraduate schools. You’ll engage in hands-on experience, gain invaluable practice working in teams, and learn how to use your knowledge and skills to make a difference.

Become part of Penn’s vibrant community the minute you step on campus. You’ll join over 290,000 Penn and 91,000 Wharton alumni whose career paths are proof that a Wharton education gives you skills and confidence to succeed in any career you choose.

Our students are putting knowledge into action. Join them, and make business what you want it to be. As the leader in business education, we’ll be there to empower you every step of the way. Are you up for the challenge?
“Using business skills to create good makes so much sense, and it’s encouraging that so many people are interested in it. Last summer I worked for New Sector Alliance, an organization in Boston that provides consulting services to local non-profit organizations. I was paired with a non-profit that focused on inner-city development and was able to apply what I learned in my competitive strategy course and my Operations & Information Management courses.

I’m really interested in the idea of social entrepreneurship because it returns to the basic idea of providing positive change for society while turning a profit at the same time. The role of business in society doesn’t have to be pigeonholed, so it’s important to constantly ask, ‘What are more ways that business can make a positive impact?’ Over the past few years I’ve noticed a growing student interest in using business as a force for good, whether consulting for non-profits or going abroad to work on projects for non-governmental organizations (NGOs).

Being a part of the community at Wharton and Penn is very motivating. I see my peers doing amazing things and we’re constantly challenging each other’s views — and our own — about our limits and how we can make an impact.”

JAMES LIU Junior, Dual Degree: Wharton and the College
Wharton Concentrations: Marketing & Operations Management
College of Arts & Sciences Major: Political Science
Since its founding the Wharton School has been a pioneer in the areas of social responsibility and social enterprise... We would like to graduate students who are capable of generating financial returns, but at the same time, who are concerned with social good, as this is part of the original mission of the school.”

— Dean Thomas Robertson, The Wharton School

1881 first business school
2,400 undergraduates
225+ world-renowned faculty
20 research centers and initiatives
19+ concentrations in business

ONLINE >> WHARTON.UPENN.EDU/UNDERGRAD
LEARN HOW TO HELP
If you want to learn how to be a positive force for change, Wharton is the perfect place for you. You’ll graduate with the business knowledge needed to make an immediate impact on the community around you, and you can even concentrate in Social Impact and Responsibility.

ONLINE >> read about “Givology,” a non-profit founded in part by Wharton students

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

ONLINE >> read more about Wharton’s commitment to social impact & responsibility

SPOTLIGHT:
Social Impact Consulting Group
The Social Impact Consulting Group is a Wharton club that matches students with local non-profits and provides them with the training and resources necessary to advise organizations in areas ranging from education to healthcare.

MORE WAYS TO GET INVOLVED
• Carol and Lawrence Zicklin Center for Business Ethics Research
• Penn Social Entrepreneurship Mentoring Program
• Initiative for Global Environmental Leadership
• Netter Center for Community Partnerships
• Penn International Business Volunteers
• Penn Engineers Without Borders
“At Wharton I’ve found that I can study anything I want. I’ve always loved liberal arts, especially history; and one of the great things about Wharton is that you can take classes in the College of Arts & Sciences. So I’m still able to take as many history classes as I want to, but also study something practical.

One of the first things that caught my eye was the Baker Retailing Initiative. **Finding something totally unexpected opened my eyes to everything Wharton offers.** I’m the Fashion Week Chair for Dzine2Show, a club here at Wharton. It’s an awesome opportunity to really get involved in every aspect of the fashion industry. I also went on Wharton International Program trips to Milan, Italy and Hong Kong, China. So I’m not just studying retailing, I’m immersed in it and seeing it and talking with industry executives abroad.

*It really clicked for me and I thought— here’s a place where I can study something that I love and want to learn about.* I had not considered fashion as a career, but after being here and seeing all that it has to offer, I think that’s where I’m headed. Wharton facilitates that and lets you walk out of class and say, I can be whatever I want. I can succeed in any career I pursue.”

**LISA COHEN** Senior  
Wharton Concentrations: Finance, Legal Studies & Business Ethics, Retailing  
College of Arts and Sciences Minor: History
see that you can follow your passion—even when it changes

FLEXIBILITY
Every semester you can take classes at Wharton and at least one other school at Penn, including eight of our graduate schools. In fact, more than 40% of your required courses can be taken outside of Wharton. Why? Because studying business in social, political and historical contexts makes you a better agent of change. And at Penn, everything is possible—so study abroad, pursue a minor or get a second degree in a completely different subject.

ONLINE >> flexible curriculum, studying abroad, pursuing a minor, dual degrees

COMBINE YOUR INTERESTS
Wharton and Penn offer four exciting interdisciplinary coordinated dual-degree programs:
• The Huntsman Program in International Studies & Business
• The Jerome Fisher Program in Management & Technology
• Nursing & Healthcare Management
• The Roy & Diana Vagelos Program in Life Sciences & Management
Or, once you’re a student, you can apply for a dual degree in any other undergraduate school and create your own course of study.

ONLINE >> dual degrees

BUSINESS + MORE: Discover New Interests

30%
Wharton students pursue more than one degree

60+
Penn minors

49%
choose two or more concentrations

ONLINE >> WHARTON.UPENN.EDU/UNDERGRAD
OPPORTUNITY
Taking a mix of business and liberal arts classes every year means you’ll have even more opportunities and paths to choose from when you graduate. And since business touches every facet of our society, you can apply what you’ve learned to any industry or career.

ONLINE >> alumni career paths

BUSINESS: (20 courses)
You’ll get a strong foundation in business by taking 20 courses at Wharton, including Management 100 and courses in subjects like real estate, marketing, and finance.

MORE: (17 courses)
You’ll have the flexibility to 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.

ONLINE >> our flexible curriculum encourages you to pursue your interests

FOCUS: Find What Fascinates You
All Wharton students graduate with the same degree—a bachelor of science in economics—so we don’t have traditional majors. Instead, you’ll pick a concentration—4 upper-level courses in a business specialty of your choice. With so many professors and departments, we’re able to offer 19 different concentrations, including ones you won’t find at most business or liberal arts programs. Or, you can work with a professor to create your own individualized program, like media and entertainment or sustainable development.

ONLINE >> learn more about how our faculty and academic advisors help you figure out what you want to do

19+ WHARTON CONCENTRATIONS
Accounting
Actuarial Science
Business Economics & Public Policy
Environmental Policy & Management
Finance
Global Analysis
Health Care Management & Policy
Insurance & Risk Management
Legal Studies & Business Ethics
Management
Specializations in:
Entrepreneurship and Innovation
Multinational Management
Organizational Effectiveness
Strategic Management
Managing Electronic Commerce
Marketing
Marketing & Communication
Marketing & Operations Management
Operations & Information Management
Tracks in:
Business Analytics
Decision Processes
Information Systems
Operations Management/Management Science
Real Estate
Retailing
Social Impact and Responsibility
Statistics
plus an individualized option
“The Management 100 experience is unlike anything I’ve ever heard from friends who go to other schools. It’s amazing to walk into a classroom as a freshman and learn about management from famous authors, then experientially apply it to a West Philly non-profit. From day one you begin to contribute. When I was a Management 100 TA, my team had athletes, entrepreneurs, and students from all corners of the world and varying economic backgrounds. The most rewarding thing was to watch this group of strangers grow to become one cohesive unit by the end of the semester.

I consider Wharton to be a place where you’re surrounded by peers who are high achieving and highly motivated. For me it’s only added to my desire to contribute as much as I can. **It pushes you to do your best and opens your mind.** I don’t call it cutthroat. I don’t call it competitive. It’s something that fuels your own performance.

My most memorable group experience was in Management 104. Our final group project was to make a presentation to the VP of Human Resources at Nike about how they can best present themselves to Generation Y. We got to say, ‘Here’s what we envision Nike’s workplace of the future should be.’ Everyone brought a different skill set to the table and ultimately we had an outstanding presentation. That’s real world.

At the end of the day, everybody wins if they work together, collaborate, and have a genuine interest in the success and well-being of others. Today it’s not about me, it’s about we. The teamwork that Wharton cultivates through coursework and co-curriculars really is a microcosm of the real world.”

**ANDREW STERN**  
Senior  
Wharton Concentration: Management
LEADERSHIP, TEAMWORK, AND COMMUNICATION

In today’s world, leadership and teamwork are more important than ever. And at Wharton, 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. In addition, our virtual classrooms and our home in Huntsman Hall were designed intentionally to facilitate teamwork.

“I think Wharton has taught me how to interact with other people, how to look for opportunity, how to learn.”

— Adela Mou, Wharton and the College sophomore
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 non-profit. 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.

“I’ve learned so much about myself in Management 100. I’ve learned that I should take a step back and listen to others, but at the same time I should never be quiet about my own opinions.”

— Rodolpho Loureiro, Wharton sophomore

Recent MGMT 100 projects —

Client: American Red Cross
Project: Creating a fire safety education program for elementary school students

Client: Children’s Services
Project: Revamping a marketing program to help find foster homes for teenage children

Client: Philadelphia Federal Bureau of Investigation
Project: Establishing an internet safety program for middle-school students

Client: Traveler’s Aid
Project: Teaching financial literacy to children in West Philadelphia

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 — literally — retracing the steps of the Battle of Gettysburg or redesigning a local non-profit while trekking across Iceland 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.

ONLINE >> watch YouTube videos of Wharton Leadership Ventures

ONLINE >> find out which Wharton and Penn clubs are right for you
“Business education teaches you a way of thinking and a way of approaching a problem. And once you understand the approach you can tackle some of the most challenging problems anywhere—for me that’s economic growth in developing countries.

I’m going to Africa for the third time as a student. Penn funded all of my trips and they’ve all been supported by Wharton. My first trip to Africa was through the medical school’s Penn in Botswana program to do research on the effect of HIV/AIDS on business in Africa. I was connected with an alumna who studied abroad in Kenya. I talked with her for hours about her experience and she really helped me prepare for the trip and my research.

This summer, I’m headed to Nigeria on a grant from Penn’s University Scholars Program to work with YouthBank, a non-profit business incubator. Normally microfinance is aimed at adults, but YouthBank’s idea is to reach out to the youth. We’ll take eight kids in the program to run a photo and recording studio for six months, where they’ll learn most of their business skills. Then they’ll pitch their own business idea and we’ll provide them with funding. It’s a very concentrated youth-driven effort.

One thing I love about the Penn community is that I have such a variety of friends and contacts because people come to Penn from all over the world. So I’m interacting with people from different countries, hearing their stories and views on important issues, learning about their lives and their languages.”
As a student at Penn, you’ll be part of a local and global community. Your classmates will come from around the world and you’ll be able to do things like study abroad, minor in a language, do meaningful social impact work in Philadelphia, or learn from foreign business executives in one of our Wharton International Programs. You’ll leave with a global mindset and become part of a network of 91,000 Wharton alums around the world.
COHORTS
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. And you’ll also find community within your College House, on your athletic teams, in Greek life, and in the clubs and organizations you join.

ONLINE >> cohorts

ONLINE >> diversity resources at Penn

ONLINE >> Penn class profile

YOUR WHARTON COMMUNITY: Make Connections Worldwide

17% international
45+ countries represented
23% study abroad

DIVERSITY
At Penn, you’ll find the most international students, and the most students studying abroad of any Ivy League university. You’ll discover clubs, centers, and events that reflect the diversity of our community — from the Penn Arab Student Society to discussion panels held by Check One, a group dedicated to supporting multiracial students.

PHILLY
One of the best things about being a student at Penn is having the city of Philadelphia at your doorstep. On campus, you’re living right in the middle of University City, a neighborhood with its own stores, restaurants and movie theaters. Plus, you’re just a short walk, cab ride, or subway trip away from everything Center City has to offer. No matter what you like to do, Philly’s big enough to give you plenty of options, yet small enough to navigate and get to know. And Penn encourages students to get involved in the Philadelphia community by facilitating programs like Penn’s Urban Nutrition Initiative and the West Philadelphia Tutoring Project.

ONLINE >> Philadelphia and Penn’s community initiatives
“Wharton is home to plenty of big thinkers ready to turn their ideas into reality—something Wharton openly supports. And it’s not just long-term dreaming that’s encouraged; the school fosters the entrepreneurial spirit on the student level. I’m proof of that.

After my first year, I interned at a mobile start-up and began working on developing sports applications for Facebook in my spare time. The program quickly took off and soon we had hundreds of thousands of users. That fall I turned my side project into a full-fledged company, Sport Interactiva. I worked with a partner to create a series of fantasy sports for Facebook users. We scored big with our first sponsor, Time Warner, who was coming out with a football-themed movie. From there the sponsorships snowballed—Adidas, EA Sports, V05. Nine months and a million users later, we sold the company to Citizen Sports.

I had the benefit of tapping into the knowledge and resources at Wharton. Professors were extremely open to talking with me about the company, offering me a perspective I couldn’t get anywhere else. I also participated in Wharton’s Venture Initiation Program, the School’s incubator for students starting their own businesses. Through the program I got office space, advising, legal and accounting support, and more.

I love Wharton. I love the community. It’s a place where you can think big and make it happen. I’d argue Wharton offers unlimited opportunities in whatever you’re interested in. That’s why I came here.

At the moment, I’m taking a break from entrepreneurial endeavors, and I’m not sure what’s next for me... For now, I’m going to keep doing the things I enjoy and see where that takes me.”
“I ask questions, and the class and I discuss the question and generate different sides of an issue. There are many different ‘right answers’ and my job is to foster an approach to THINKING that will generate a balanced view of pros and cons for any particular business strategy... The quality of intellectual scholarship in the undergraduate program at Wharton allows for this kind of mental flexibility and organic approach to learning.”

— Professor Americus Reed, Marketing 211: Consumer Behavior

**BE ENTREPRENEURIAL:**
Build a Venture or New Knowledge

6+
research and honors programs at Penn

12
co-curricular programs in entrepreneurship

100
Penn + Wharton students in venture programs

ONLINE >> WHARTON.UPENN.EDU/UNDERGRAD
LEARN FROM THE BEST
Wharton students learn the latest business ideas as they’re being created. Our 225+ professors — the largest, most published, faculty at any business school — work directly with leading global businesses, non-profit organizations, and government agencies.

“It’s teaching not just how to do something, but a way of thinking.”
— Ken Chan, Wharton and Engineering sophomore

Our classes are challenging and intellectually rigorous, but at the same time, they’re collaborative and full of interaction. And, 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.

LEARNING TECHNOLOGIES
366 computer lab stations
57 group study rooms
Pioneering learning-lab simulations
SPIKE — Wharton’s student portal
High-tech classrooms
Totally wireless environment
Extensive videoconferencing facilities

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.

ONLINE >> entrepreneurship at Wharton

ENGAGE IN RESEARCH
You can take advantage of opportunities to challenge yourself academically, through formal research programs such as Joseph Wharton Scholars and Wharton Research Scholars or through traditional avenues such as independent study. Wharton also provides funding for summer and international research. Penn’s Center for Undergraduate Research and Fellowships can help you find research opportunities across the university, and even abroad.

ONLINE >> research at Wharton and Penn

LEARN MORE NOW
Can’t wait to learn more about business? Check out Knowledge@Wharton High School, our free online journal for students, where you can learn about creating a personal brand on Facebook, the booming industry of fantasy sports, and much more.

ONLINE >> kwhs.wharton.upenn.edu
“I chose Wharton for the overall education—the extracurriculars, the opportunity for research, and the life and personality of the school. As a prospective student, I was really impressed with the students here because they were really involved, and not just in the classroom. When they talked about their proudest achievements it was always something outside of academics—things they did, or things they created. Students here are hands-on and have a lot of initiative and I like that kind of energy.

I came here not knowing what I wanted to pursue. But Wharton has so many resources that I was able to figure out what I wanted to do. If you’re interested in any intersection of business and another field, Wharton has professors and courses you can pursue to learn more about that area.

Financial aid has been a huge help in funding my education at Penn. After Penn launched its new aid programs, my grant grew substantially, and my family and I really appreciate the extra support. Penn also has great work-study programs, including research positions with professors and even off-campus opportunities at companies and non-profits. That way, you gain experience while paying for your education.

There are so many opportunities you can pursue after graduation. Instead of only acquiring knowledge, I’m acquiring a lot of different perspectives about business that I can apply anywhere. You really get a broad birds-eye view of problem solving and you see things from a strategic viewpoint. Wherever you go—whether it’s business or something else—it’s really useful to have that kind of perspective. It’s made me a more flexible thinker.”

choose...

MINDY ZHANG Senior
Wharton Concentration: Marketing
College of Arts & Sciences Minor: French
THE BEST UNDERGRADUATE BUSINESS EDUCATION IN THE IVY LEAGUE
You’ll gain the knowledge to make things happen and make a difference in any career you choose — plus the resources and flexibility of 4 undergraduate and 12 graduate schools on one campus.

GET MORE THAN ONE DEGREE
Penn encourages interdisciplinary study and makes it possible for students in any undergraduate school to earn a second degree in another school. The coordinated dual-degree programs focus on specific combinations of disciplines while others let you create your own course of study.

B.S. vs B.A. IN ECONOMICS
Although we offer a Bachelor of Science in Economics degree, studying business at Wharton and studying economics in a liberal arts program are very different.

At Wharton you’ll study a range of business subjects from accounting to business and public policy and still have the flexibility to pursue over 40% of your classes in the arts and sciences. On the other hand, if you major in economics at a liberal arts school, you’ll probably take 8–12 courses that focus on theories, history, and modeling. Plus, most liberal arts schools don’t offer classes in finance, marketing, or other business disciplines, so you limit yourself.

Wharton classes focus on hands-on problem solving, and students learn by starting with a problem or concrete example. They look for solutions and then begin to examine theories to see how they might apply. In a liberal arts setting, students often learn by first starting with a theory or abstract idea. They then look for problems to understand how the theory applies. It’s a different way of learning.

BUSINESS NOW, MBA LATER?
With a rigorous business education, 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. On the other hand, if you pursue a liberal arts degree, an MBA becomes more of a necessity than an option.

PENN IS AFFORDABLE
With a Wharton education, you’ll be prepared to put knowledge into action and make positive changes for future generations. And, Penn’s commitment to financial aid makes the possibility of a Wharton education a reality for students from all walks of life.

PENN’S COMMITMENT IN ACTION
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 aid packages for financially eligible dependent students, regardless of family income level. Students have the option to use loans to supplement their aid packages.

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).
We’re business and more: Wharton and Penn

Wharton undergrads are putting knowledge into action. So can you.
learn more
wharton.upenn.edu/undergrad

visit campus
ATTEND Penn and Wharton information sessions
TAKE a tour
SIT IN on a class

apply
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Email: info@admissions.upenn.edu
Web: www.admissions.upenn.edu