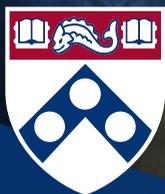


Business+More

THE UNDERGRADUATE PROGRAM

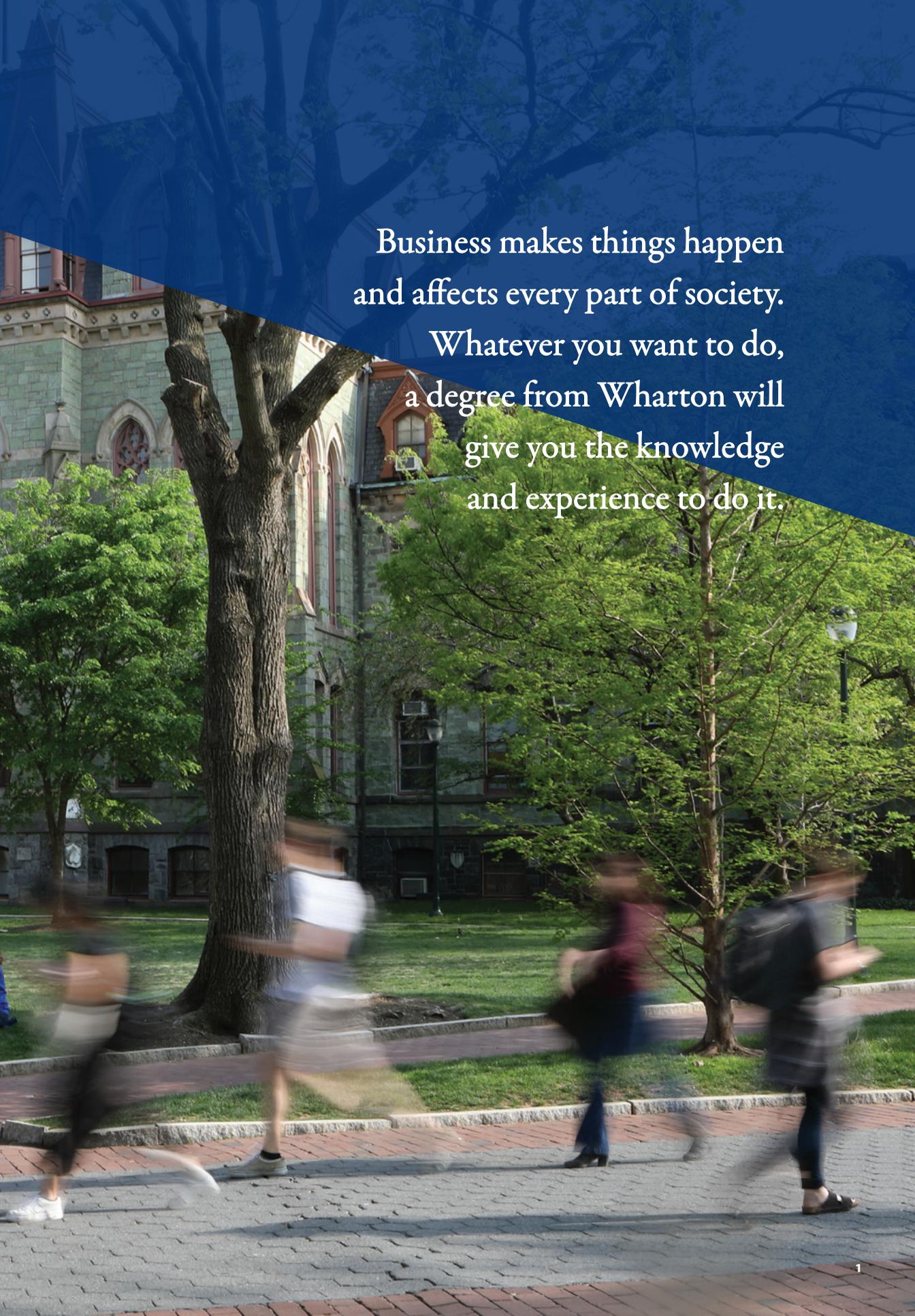


Wharton
UNIVERSITY of PENNSYLVANIA

Explore ideas,
think strategically,
make an impact.

The
Power
of Wharton





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.



Business + Liberal Arts

20

course units
in business

10

course units
in liberal arts
and sciences

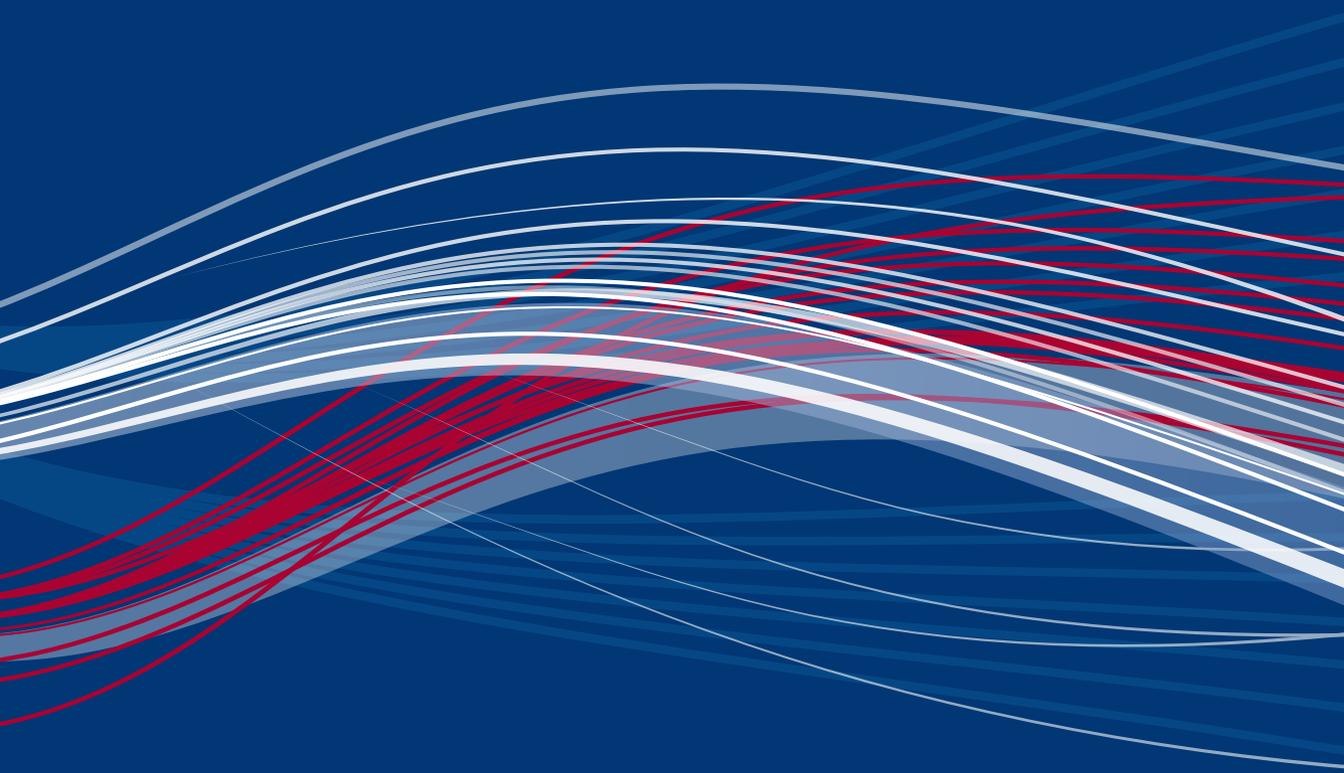
5

unrestricted
electives
anywhere at Penn

2

leadership
course units

Penn uses a course unit (CU) system. Most courses are 1 CU.



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



Red Rocks Desert Leadership Trek

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.



12

schools to
explore your
interests —
4 undergraduate
and 8 graduate

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 may 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.



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

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

Pursue Diverse Interests

You'll take 10+ courses in the liberal arts and sciences, including a Critical Writing Seminar, and choose five unrestricted electives from any school at Penn.

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 & HEALTH CARE 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](#)



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 ANALYTICS

BUSINESS ECONOMICS
& PUBLIC POLICY

ENVIRONMENTAL POLICY
& MANAGEMENT

FINANCE

GLOBAL ANALYSIS

HEALTH CARE MANAGEMENT
& POLICY

LEGAL STUDIES & BUSINESS ETHICS

MANAGEMENT

Entrepreneurship
& Innovation

Multinational Management

Organizational Effectiveness

Strategic Management

MANAGING ELECTRONIC COMMERCE

MARKETING

MARKETING & COMMUNICATION

MARKETING & OPERATIONS
MANAGEMENT

OPERATIONS, INFORMATION & DECISIONS

Decision Processes

Information Systems

Operations Management/
Management Science

REAL ESTATE

RETAILING

SOCIAL IMPACT & RESPONSIBILITY

STATISTICS

INDIVIDUALIZED

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



30%

of Wharton
students earn
more than
one degree

48%

choose more
than one
Wharton
concentration



CONCENTRATIONS

Marketing & Operations Management and Environmental Policy & Management

"At Penn, I have really been able to utilize my leadership skills and take initiative when I find something important. For example, I felt it was necessary for the Black Wharton Undergraduate Association to have an Ivy League-wide business conference, and I worked to make that a reality."

Alexis-Amanda Malcolm | Carthage, New York

CONCENTRATIONS

Finance and Management

"I am amazed by how many different options there are, and how diverse the people that you meet are. Everyone chooses a different path to graduation."

Jacob Söderstjerna | Malmö, Sweden



CONCENTRATIONS

Finance and Management

Life Sciences & Management dual-degree program

"Last spring, as part of the Wharton International Program (WIP), I traveled to Buenos Aires, Argentina, and visited a wide range of companies to broaden my perspective on how business is conducted in other regions of the world. I have also gotten the chance to participate in consulting case competitions, in which students work in teams to solve some of the toughest operational or strategic issues for companies."

Emily Zhen | Chicago, Illinois





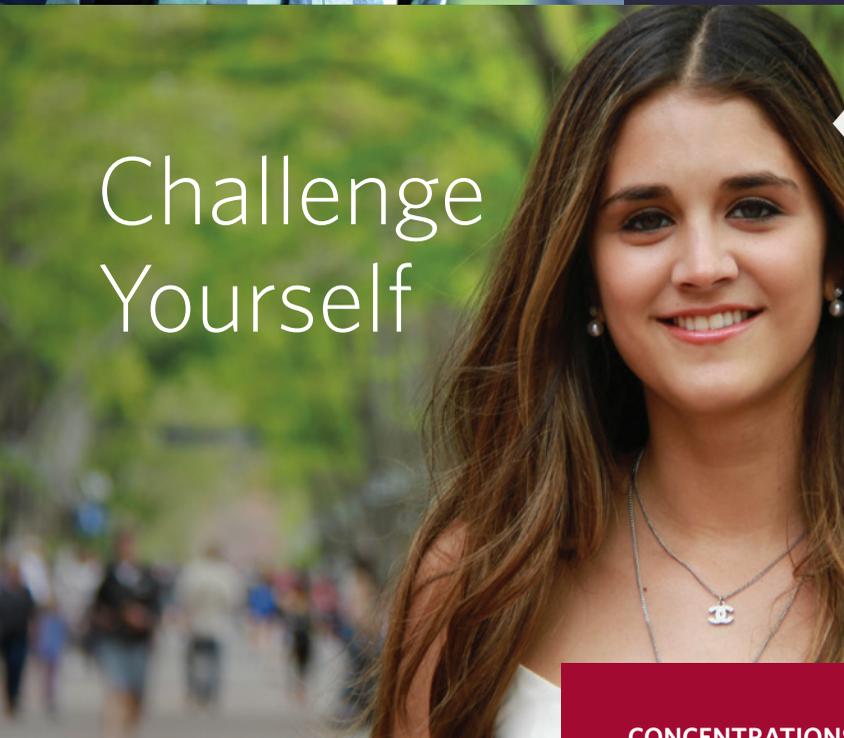
CONCENTRATIONS

Management and Behavioral Economics

"Having interests in the marketing, retail, and entertainment industries, I hope to work with a marketing agency in a position that allows me to combine the analytical and creative halves of myself. The best thing about being a Wharton student is that your education prepares you to work in all industries, so choosing only one isn't necessary!"

Christopher Richardson | Portland, Maine

Challenge Yourself



CONCENTRATIONS

Marketing and Finance

Minor: French and Francophone Studies

"Wharton gives me the freedom and flexibility to pursue other interests outside of business. I love being able to integrate my business education with a liberal arts education."

Isabel Solares | Mexico City, Mexico



CONCENTRATIONS

Finance, Business Economics & Public Policy, and Management

"Wharton/Penn makes failing impossible. You can get a low GPA, do not get me wrong, but you cannot leave this school a failure. Penn is the kind of place that pushes you to be the very best you can be because everyone else around you is reaching for the stars. So, even if you reach for the stars and land on the moon, you are not a failure."

Bryan Mena-Martinez | Maywood, California

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 225+ 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.

All Wharton undergraduate lectures are taught by professors, not graduate teaching assistants. Our professors are available to



Prof. Maurice Schweitzer works with an Operations, Information & Decisions student

7+

research
programs



12

programs in
entrepreneurship

our students. They hold office hours, have lunch with students, serve as concentration advisors, 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.



Penn Public Policy Internship at Securities and Exchange Commission



Undergraduate visit to Google



Wharton 398, an intensive business simulation for seniors



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.

The Leadership Journey

You will be prepared for leadership via a suite of components that spans all four years. Wharton 101 introduces business disciplines and the applications of business to real-world problems. Additional modules focus on written and oral communications, teamwork, and interpersonal skills. Integrative group projects for seniors build on knowledge gained from the previous three years.

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.

10⁺

Wharton
Leadership
Ventures



40⁺

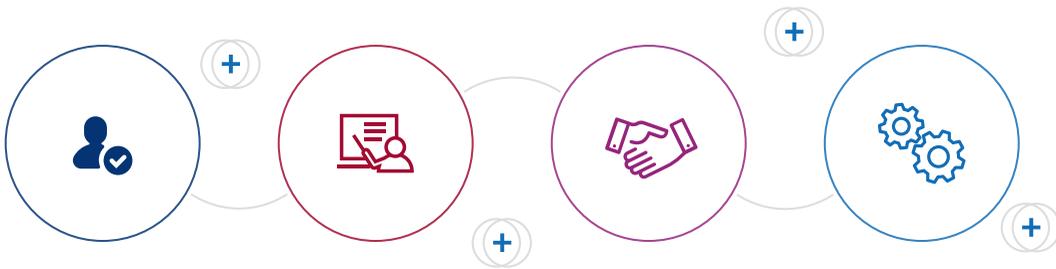
cohort
leadership
positions



Hiking the Inca Trail with Wharton Leadership Ventures, learning experiences structured to build your individual leadership capabilities.

→ Online — Watch YouTube videos of Wharton Leadership Ventures

A Leadership Journey Integrated Over Four Years



Freshmen

Discover curricular opportunities (business pathways), understand your own strengths and leadership potential, and prepare for the Wharton experience.

Sophomores

Develop your writing and presentation skills for business.

Juniors

Build your teamwork and interpersonal skills.

Seniors

Participate in integrative/capstone projects or courses that tackle applied problems.



Add co-curricular elements, such as the Wharton Industry Exploration Program (WIEP) trips, Wharton Leadership Ventures, Wharton International Program (WIP), Global Modular Courses, study abroad, and research programs.

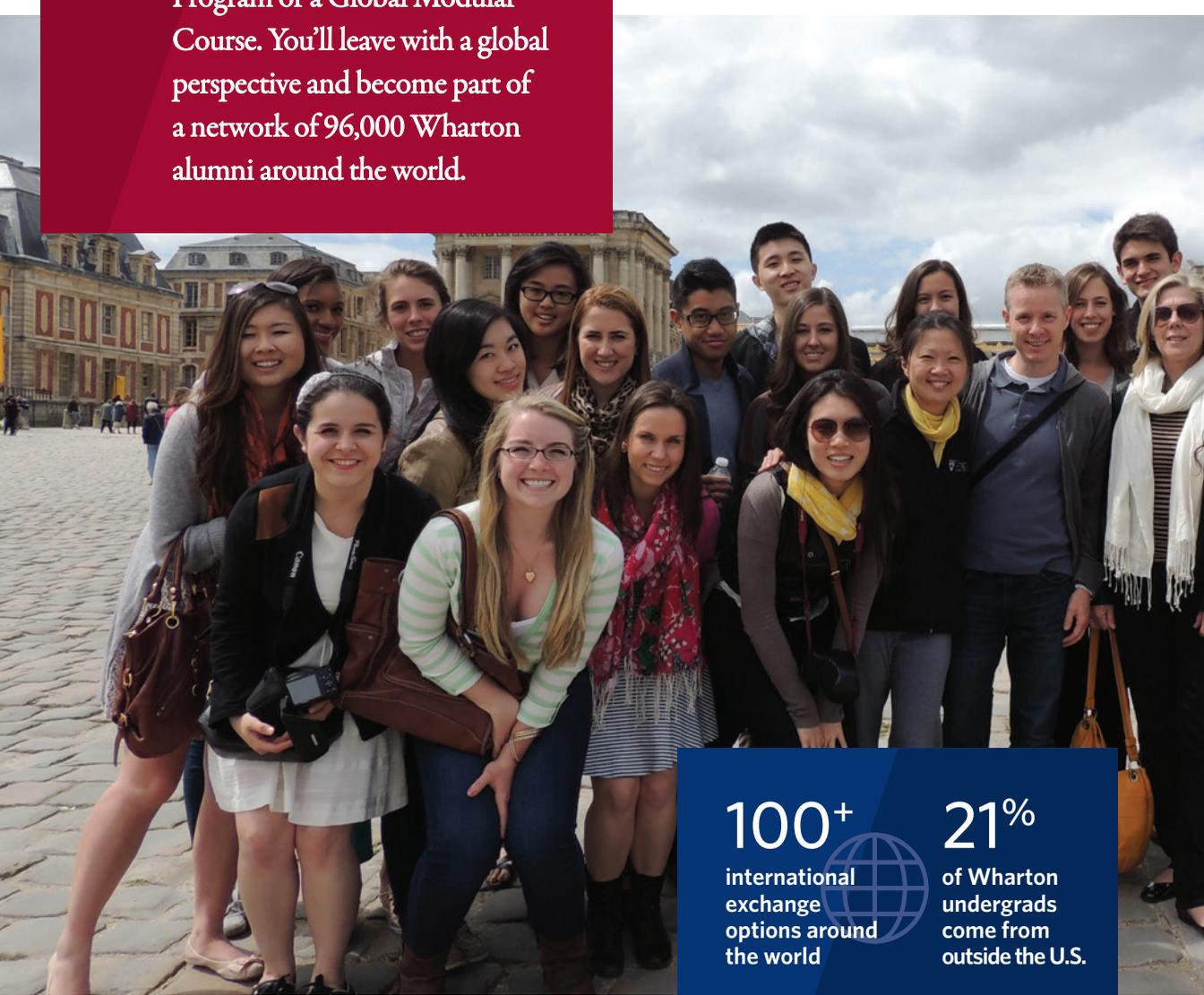
Make a Better World

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 perspective and become part of a network of 96,000 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



100+

international exchange options around the world



21%

of Wharton undergrads come from outside the U.S.

Do Something Meaningful

Wharton supports initiatives that foster social responsibility in and out of the classroom. For example, we offer classes on topics like urban fiscal policy, nonprofits, and impact investing, as well as Social Impact Fellowships for undergrads to work on research and consulting projects during the academic year and over the summer.

➔ 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.



Wharton International Program in Paris



Fisher Fine Arts Library on College Green



Penn Fashion Week, run by Penn Fashion Collective, 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 first two 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.

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 assist 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'll be part of Penn's alumni network, with 304,000 graduates around the world.

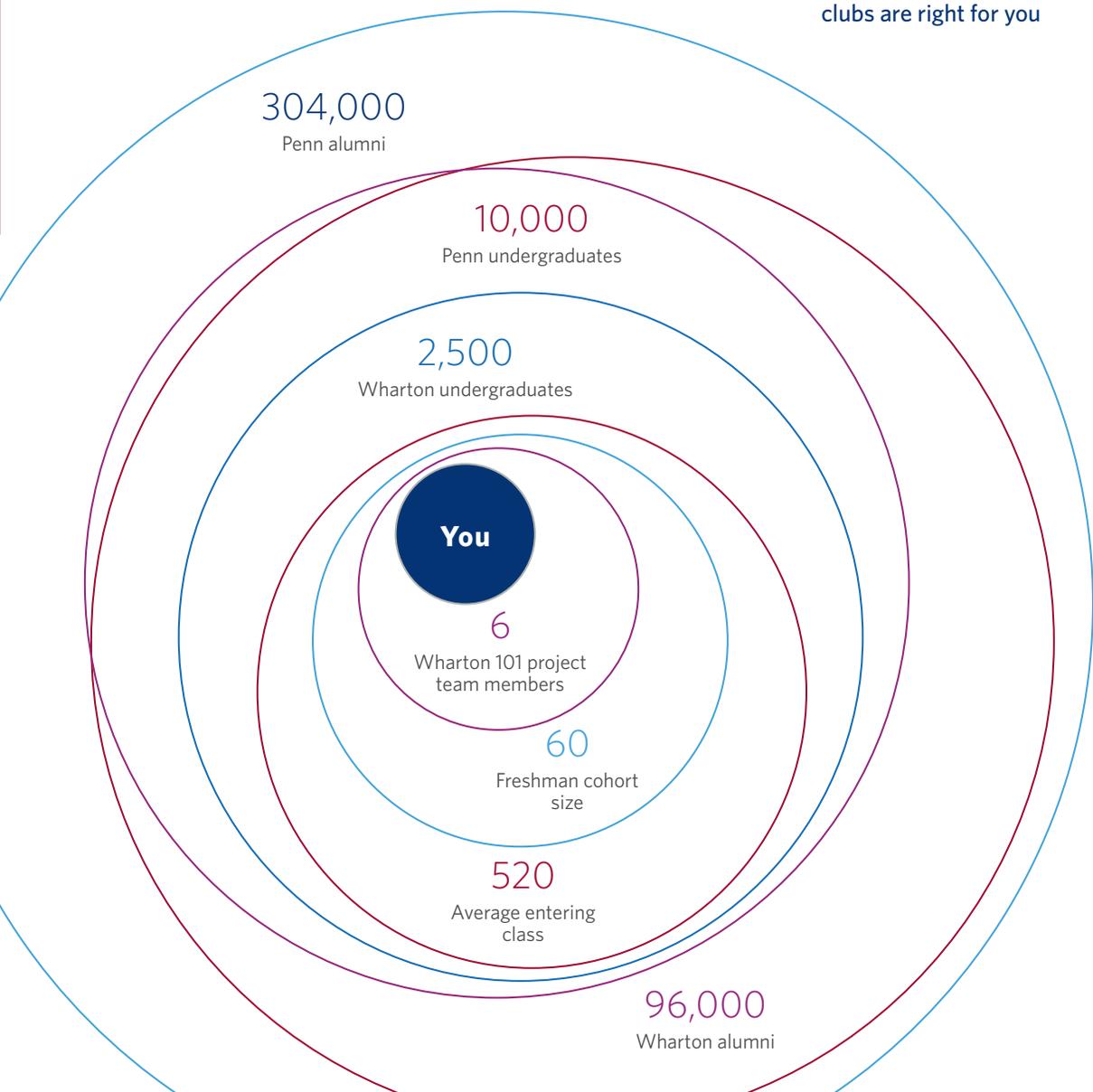


Members of Wharton cohort Dinar



Penn's Locust Walk, the heart of campus

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





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 AB InBev, Amazon, Blackstone, Goldman Sachs, Google, JP Morgan, Kraft Foods, McKinsey, Microsoft, and Time Inc. Some Wharton alumni pursue entrepreneurial ventures full time, while others advance their studies in law, medicine, and other fields.

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 96,000 strong, and Penn's, extending to 304,000 leaders in every field around the world.

[➔ Online — Career Plans Survey Report](#)



Site visit through the Baker Retailing Center



Wharton Women Conference

Post-Graduation Plans

Three-Year Averages



89%

Full-Time Employed



4%

in Graduate School



\$74,434

Median Salary

Top Industries

3% COMMUNICATIONS

21% CONSULTING

32% INVESTMENT BANKING

18% OTHER FINANCE

3% MANUFACTURING

11% TECHNOLOGY

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.



Clubbing Night, a 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. undergrad.wharton.upenn.edu

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

www.admissions.upenn.edu

Penn Is Affordable

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

Penn admits students on the basis of academic and personal accomplishments, and practices need-blind admissions for citizens and permanent residents of the United States, Canada, and Mexico, and need-aware admissions for all others.

Penn financial aid packages include only grants and work-study jobs, regardless of family income level. Students have the option to use loans to supplement their aid packages.

➔ **Online** — Watch the Penn Admissions video, "Apply: Freshmen"



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

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, color, sex, sexual orientation, gender identity, religion, creed, national or ethnic origin, citizenship status, age, disability, veteran status or any other legally protected class status in the administration of its admissions, financial aid, educational or athletic programs, or other University-administered programs or in its employment practices.

Questions or complaints regarding this policy should be directed to the Executive Director of the Office of Affirmative Action and Equal Opportunity Programs, Sansom Place East, 3600 Chestnut Street, Suite 228, Philadelphia, PA 19104-6106; or (215) 898-6993 (Voice).



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→ Visit campus

undergrad.wharton.upenn.edu

→ Learn more about us