

WHARTON UNDERGRADUATE (WH)

WH 0010 Pre-First Year Program in MATH/WRIT/ECON/MGMTCOMM

This course will be an introduction to the semester-long integrated economics course consisting of two parts—microeconomics and macroeconomics—that Wharton students will take during the Fall semester of their first year. The PFP course, which will consist of lectures, assignments and two exams, will focus on selective topics from microeconomics as well as macroeconomics. In the microeconomics part, the PFP course will focus on an analysis of consumer behavior (specifically, utility analysis, indifference curves framework, demand elasticity), cost structure of firms and their pricing, and output behavior under perfect competition. The course will also include Management Communication, Math, and Writing.

0-1 Course Unit

WH 1010 Business and You

WH 1010 is the first step of the Leadership Journey at Wharton. The course is designed to fuel students' unique interests in academic, research, and professional pursuits; to raise awareness of the complexity of business; and to increase understanding of the interrelatedness of business disciplines. Students will also acquire greater awareness of their strengths and leadership potential as members of the Wharton community and as future professionals. Students will come to appreciate that leadership is an act and best developed through study, feedback from trusted colleagues and peers, and stretch experiences that stimulate growth and development. Students will also begin to hone skills essential to the pursuit of personal, academic, and professional goals: thinking creatively, analyzing problems, applying what you have learned, and reflecting on learnings. A case-analysis project will engage students with the community through helping local agencies examine business challenges that they face. This course is for Wharton students only.

Fall

.5 Course Units

WH 1500 Evaluating Evidence

WH 150 provides an introduction to all stages of the research process for business topics. In the first third of the course, we discuss theory building, hypothesis development, and research design choices particularly in casual research. In the second third, we discuss data collection methods (e.g., surveys, experiments, case studies and fieldwork) and the use of archival databases. This part of the course emphasizes the interplay between research design and sampling/data collection methods. In the final third of the course, we introduce data analysis and interpretation, including methods for converting raw data into measurable constructs suited to statistical analysis.

Fall or Spring

1 Course Unit

WH 1508 Evaluating Evidence

WH 150 provides an introduction to all stages of the research process for business topics. In the first third of the course, we discuss theory building, hypothesis development, and research design choices particularly in casual research. In the second third, we discuss data collection methods (e.g., surveys, experiments, case studies and fieldwork) and the use of archival databases. This part of the course emphasizes the interplay between research design and sampling/data collection methods. In the final third of the course, we introduce data analysis and interpretation, including methods for converting raw data into measurable constructs suited to statistical analysis.

Fall or Spring

1 Course Unit

WH 2010 Business Communication for Impact

WH 2010 will prepare you to communicate effectively as you pursue your educational, professional, and personal goals. The course covers all types of business communication: spoken and written, formal and informal, prepared and spontaneous, online and in person. The curriculum also incorporates feedback from Wharton employers, alumni, and business leaders to ensure a valuable experience for students. In developing your business communication skills, WH 2010 teaches audience analysis, outcome-based thinking, structure, persuasion, concision, visual clarity, and more. These soft skills are sometimes undervalued by students – but not by employers. In fact, a 2019 study by Cengage found that employers value soft skills (65%) more than technical skills (50%). Ultimately it is these skills – not your content knowledge – that determine how high you rise in your career. The goal of WH 2010 is not to help you land your first job, but rather to excel in it.

Fall or Spring

Mutually Exclusive: WH 2011

Prerequisite: WH 1010

0.5 Course Units

WH 2011 Global Business Communication for Impact

Global Business Communication for Impact Limited to Wharton students; WH 2011 satisfies the requirement for WH 2010. Spring 2026: Travel to China A concise email, a persuasive pitch, a strong presence in a meeting—these are the skills that shape careers. But success in the U.S. doesn't always translate abroad. What works seamlessly in a New York boardroom may fall flat in Singapore or require a different approach in Berlin. In a world where business spans industries, borders, and cultures, the ability to adapt how we communicate is essential for influencing decisions and driving meaningful outcomes. This interactive, practice-based course equips students with foundational business communication skills that are critical in the early stages of their careers and beyond. Through case studies and simulations, students will learn how to present ideas persuasively, navigate professional hierarchies, and respond to different cultural and organizational norms. The seminar culminates in an immersive international experience, where students will apply their learning in real-world settings. Through company visits, discussions with executives, and cultural exploration, students will gain firsthand insight into how communication practices vary across industries and regions. Travel serves as a powerful mirror—challenging perspectives, revealing cultural blind spots, and strengthening the ability to lead and collaborate. By the end of the course, students will not only have a strong foundation in business communication but also the practical skills and global mindset to succeed in any professional setting—whether in the U.S. or abroad.

Fall

Mutually Exclusive: WH 2010

Prerequisite: WH 1010

1 Course Unit

WH 2050 Entrepreneurial Communication

In this course, students will learn communication frameworks and best practices for pitching innovative ideas in a way that persuades others to appreciate their value. The course will focus on the unique challenges entrepreneurs face when communicating their ideas, vision, and strategy – both externally and internally. Students will practice developing clear, concise, and compelling startup stories, from pitches to pivots. Practice contexts include pitching a startup to potential investors and pitching a new idea to an internal leadership team. Students will use provided business ideas as well as have the option of using their own business ideas for assignments.

Fall or Spring

Prerequisite: WH 2010 OR WH 2011

0.5 Course Units

WH 2130 Global Modular Course B

TBD

0.5 Course Units

WH 2160 Global Modular Course

TBD

Not Offered Every Year

Mutually Exclusive: MKTG 8930

0.5 Course Units

WH 2970 Wharton Industry Exploration Program

WIEP features short-term courses that focus on various industries and feature visits to businesses, lectures, extracurricular activities, and networking opportunities with alumni. Students must apply online:

<https://undergrad-inside.wharton.upenn.edu/wiep/>

0.5 Course Units

WH 2980 Wharton International Program

This short-term international business course gives undergraduate students an amazing global opportunity featuring business-site visits, lectures at partner schools, cultural excursions, and networking opportunities with undergraduate students and business contacts from the destination countries. In addition to learning about another country's business environment and culture, students earn 0.5 course units that can be used towards business-breadth or elective credits.

0.5 Course Units

WH 2981 Wharton International Program

This short-term international business course gives undergraduate students an amazing global opportunity featuring business-site visits, lectures at partner schools, cultural excursions, and networking opportunities with undergraduate students and business contacts from the destination countries. In addition to learning about another country's business environment and culture, students earn 0.5 course units that can be used towards business-breadth or elective credits.

0.5 Course Units

WH 2990 Honors Thesis

This seminar takes place over two semesters and provides students with the skills to perform their own research under the guidance of a Wharton faculty member. At the conclusion of the fall semester, students will produce a thesis proposal including literature review, significance of the research, methodology, and exploratory data if relevant. Throughout the fall semester faculty guests from a range of disciplines will present on their research in class, highlighting aspects that are relevant to the work students are engaging in at that point. During the second semester, students will collect and analyze data and write up the results in close collaboration with their faculty mentor. At the end of the spring semester, each student will present their research in a video presentation. Throughout the course, students will work individually, in small groups, and under the mentorship of a Wharton faculty member. The goal is to become capable independent researchers who incorporate feedback and critical (self-) analysis to take their research to the next level.

Two Term Class, Student must enter first term; credit given after both terms are complete

0.5 Course Units

WH 2991 Honors Thesis

This seminar takes place over two semesters and provides students with the skills to perform their own research under the guidance of a Wharton faculty member. At the conclusion of the fall semester, students will produce a thesis proposal including literature review, significance of the research, methodology, and exploratory data if relevant. Throughout the fall semester faculty guests from a range of disciplines will present on their research in class, highlighting aspects that are relevant to the work students are engaging in at that point. During the second semester, students will collect and analyze data and write up the results in close collaboration with their faculty mentor. At the end of the spring semester, each student will present their research in a video presentation. Throughout the course, students will work individually, in small groups, and under the mentorship of a Wharton faculty member. The goal is to become capable independent researchers who incorporate feedback and critical (self-) analysis to take their research to the next level.

Prerequisite: WH 2990

0.5 Course Units

WH 3990 Honors Thesis

This seminar takes place over two semesters and provides students with the skills to perform their own research under the guidance of a Wharton faculty member. At the conclusion of the fall semester, students will produce a thesis proposal including literature review, significance of the research, methodology, and exploratory data if relevant. Throughout the fall semester faculty guests from a range of disciplines will present on their research in class, highlighting aspects that are relevant to the work students are engaging in at that point. During the second semester, students will collect and analyze data and write up the results in close collaboration with their faculty mentor. At the end of the spring semester, each student will present their research in a video presentation. Throughout the course, students will work individually, in small groups, and under the mentorship of a Wharton faculty member. The goal is to become capable independent researchers who incorporate feedback and critical (self-) analysis to take their research to the next level.

Two Term Class, Student must enter first term; credit given after both terms are complete

0.5 Course Units

WH 3991 Honors Thesis

This seminar takes place over two semesters and provides students with the skills to perform their own research under the guidance of a Wharton faculty member. At the conclusion of the fall semester, students will produce a thesis proposal including literature review, significance of the research, methodology, and exploratory data if relevant. Throughout the fall semester faculty guests from a range of disciplines will present on their research in class, highlighting aspects that are relevant to the work students are engaging in at that point. During the second semester, students will collect and analyze data and write up the results in close collaboration with their faculty mentor. At the end of the spring semester, each student will present their research in a video presentation. Throughout the course, students will work individually, in small groups, and under the mentorship of a Wharton faculty member. The goal is to become capable independent researchers who incorporate feedback and critical (self-) analysis to take their research to the next level.

Prerequisite: WH 3990

0.5 Course Units