

WHARTON UNDERGRADUATE (WH)

WH 1010 Business and You

WH 101 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

0.5 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

The objective of WH 201 is to prepare you to communicate effectively as you pursue your educational, professional, and personal goals over the next few years. We have incorporated input from employers, employees, alumni and past WH 201 students to create a course that will prepare you to succeed at all types of communication: spoken and written, formal and informal, prepared and spontaneous. Communication is a skill that requires repeated practice to master. The class size is limited to eight students to allow you the opportunity to practice communicating every week. Class will meet for 80 minutes once a week for fourteen weeks. Please note that we are piloting different approaches to teaching this year in different sections of the course. The logistical details of some sections may differ from others, but everyone will be taught the same material and complete the same assignments.

Fall or Spring

0.5 Course Units

WH 2130 Global Modular Course B

0.5 Course Units

WH 2160 Global Modular Course

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 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 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 4010 Integrative Business Sim

The Wharton Integrative Business Simulation is a for-credit, interactive business simulation that provides Wharton seniors with the opportunity to draw on their business knowledge—finance, management, marketing, leadership, and social responsibility—while formulating and executing business strategy in a competitive, team-based environment. Utilizing real-time problem solving within a dynamic simulation environment, teams design and implement strategic plans, integrate feedback from the consequences of those decisions, and interact with other teams to create shareholder and social value. Students must apply to request registration for this course.

0.5 Course Units