WH 1500 Pre-First Year Program in MATH/WRIT/ECON/MGMT/COMM
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
This seminar is reflective of the interconnected world we live in – a world marked by geopolitical tension, rapid advancements in technology, and rising extremism. As a vibrant hub of commerce and culture, the UK occupies a unique link between our past and present, offering lessons in diversity, innovation, and resilience. The seminar combines the business communications tactics taught in WH 2010 with added context on how they can be applied to global scenarios. We’ll look at World War II London to analyze the impact of words, examining how soft skills like audience analysis, strategy, persuasion, public speaking, conflict resolution, and risk management helped save (and change) the world. For the next generation of entrepreneurs and business leaders, this will be an incredible opportunity to prepare for the future of work by learning the critical role communications plays in international affairs. The semester will culminate in an immersive trip to London, visiting classic landmarks, building key relationships with top industry executives and Wharton alumni, and gaining the firsthand knowledge/experience necessary to help students navigate today’s global economy. Penn Global Seminar: Travel to the United Kingdom WH 2011 satisfies the requirement for WH 2010.
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 2111
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

**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