WH 101 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.
Taught by: Rosenkopf; Greenhalgh; Romeika
Course usually offered in fall term
Activity: Recitation
0.5 Course Units

WH 150 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.
One-term course offered either term
Activity: Seminar
1 Course Unit

WH 201 Management Communication: Persuasive Speaking and Writing for Business
WH 201 is the second step of the Leadership Journey at Wharton. The objective of the course is to ensure that students become more confident and effective speakers and writers. Students will learn the fundamentals of persuasion and apply those concepts to increasingly challenging business contexts. Students will present in-class speeches and submit writing assignments that are evaluated by instructors. The speaking component of the course will begin with the fundamentals of public speaking and persuasion, and then move to settings in which managers face higher stakes with less time to respond. For the writing component, students will write on various topics for the first few weeks of the course. For the last half of the course, speaking and writing assignments will be integrated, allowing students to offer in-depth analysis through their written recommendations. All assignments will reinforce the overarching theme of clear, concise, persuasive communications.
One-term course offered either term
Activity: Lecture
0.5 Course Units

WH 299 Whug Research Scholars
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 seminar, students will produce a research proposal including literature review, significance of the research, methodology, and exploratory data if relevant. Throughout the seminar, students will collect and analyze data and write up the results in close collaboration with their faculty mentor. At the end of the seminar, each student will present their research in a video presentation. Throughout the seminar, 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 terms. student must enter first term.
Activity: Seminar
0.5 Course Units

WH 301 Teamwork and Interpersonal Dynamics
One-term course offered either term
Activity: Lecture
0.5 Course Units

WH 398 Senior Capstone
Wharton 398 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.
Course usually offered in spring term
Activity: Independent Study
0.5 Course Units

WH 399 J W Scholar Sr Res Sem
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, each student will present their research in a video presentation. Throughout the fall semester, students will collect and analyze data and write up the results in close collaboration with their faculty mentor. At the end of the fall semester, each student will present their research in a video presentation. Throughout the seminar, 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 terms. student must enter first term.
Activity: Seminar
0.5 Course Units