

# Wharton MBA Core Curriculum



CLASS OF 2023



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# CURRICULUM

## A FACULTY DESIGNED CURRICULUM

You can tailor your course selections to your goals, needs and backgrounds. Whether you come to Wharton with a liberal arts education, an engineering background or a business undergraduate degree, there are options in the core curriculum that allow you to satisfy your requirements in a way that will be interesting and relevant to you. The Wharton MBA curriculum prepares you for future success through:

### A FIXED CORE

It consists of the fundamentals and analytical courses that set the stage for your education.

### A FLEXIBLE CORE

It offers a breadth of knowledge in management fundamentals, analytics and leadership.

## AN ELECTIVE CURRICULUM

It provides depth and breadth across traditional and non-traditional areas of management education. At Wharton, you can choose from more than 200 electives from 10 different departments. Elective courses can be used to increase the scope of your Wharton education or focus deeply on a particular course of study.

## A MAJOR

Each student is required to develop depth in some area through the choice of a major. Majors typically consist of one credit unit of work from the core curriculum and four credit units from electives. In addition, you can supplement your business education with relevant courses from Penn's 11 other graduate schools.



# FIXED CORE COURSES

ALL FIXED CORE COURSES WILL BE TAKEN DURING THE FALL OF YOUR FIRST YEAR, UNLESS YOU WAIVE OUT OF ONE OR MORE COURSES. THE SHARED EXPERIENCE OF THE FIXED CORE WILL HELP STUDENTS DEVELOP STRONGER RELATIONSHIPS WITH THEIR CLASSMATES.

## First Year

August	Fall Semester		Spring Semester	
	First Quarter	Second Quarter	Third Quarter	Fourth Quarter
MGMT 610	MKTG 611		WHCP 612/ 615 or WHCP 624 **	WHCP 612/615 or WHCP 624 **
	MGEC 611	MGEC 612	FLEX CORE OR ELECTIVE	
	STAT 613 ***		FLEX CORE OR ELECTIVE	
	WHCP 611*	WHCP 611*	FLEX CORE OR ELECTIVE	
	FLEX CORE OR ELECTIVE		FLEX CORE OR ELECTIVE	
	FLEX CORE OR ELECTIVE		FLEX CORE OR ELECTIVE	

## Fixed Core

MGMT 610: Foundations of Teamwork and Leadership	0.5CU
MKTG 611: Marketing Management	0.5CU
STAT 613: Regression Analysis for Managers ***	1.0CU
MGEC 611/612: Microeconomics for Managers	1.0CU
WHCP 611: Management Communication *	0.25CU
WHCP 621: Clear and Persuasive Business Writing ****	0.0CU

- \* Must be taken in either the first or second quarter
- \*\* Must be taken in either the third or fourth quarter
- \*\*\* Students can place into the accelerated version, STAT 621, offered in Q1 through a placement exam.
- \*\*\*\* Required by students who did not pass the writing waiver exam

## MGMT 610 - Foundations of Teamwork and Leadership (0.5CU)

This course focuses on developing students' knowledge and skill set for teamwork and leadership. It is meant to be an intense immersion experience that draws strongly on the pedagogy of the Wharton Teamwork and Leadership Simulation, a team-based, highly interactive simulation that was custom-designed specifically to allow students to experience the core concepts they learn in this class. The three goals of this course are for students to learn:

1. Leadership behaviors: how to enact the skills that contribute to a team's effective performance;
2. Team dynamics: how to be an effective team member, as well as how to best design work teams;
3. Organizational awareness: understanding organizational culture.

## MKTG 611 – Marketing Management (0.5CU)

This course addresses how to design and implement the best combination of marketing efforts to carry out a firm's strategy in its target markets. Specifically, this course seeks to develop the student's:

1. Understanding of how the firm can benefit by creating and delivering value to its customers and stakeholders
2. Skills in applying the analytical concepts and tools of marketing to such decisions as segmentation and targeting, branding, pricing, distribution, and promotion.

## MGEC 611 – Microeconomics for Managers (0.5CU)

This course establishes the micro-economic foundations for understanding business decision-making. The course will cover consumer theory and market demand under full information, market equilibrium and government intervention, production theory and cost optimization, producing in perfectly competitive and monopoly markets, vertical relations, and game theory, including simultaneous, sequential, and infinitely repeated games. Finally, we will wrap up game theory with an application to auctions.

## MGEC 612 – Advanced Microeconomics for Managers (0.5CU)

This course will cover the economic foundations of business strategy and decision-making in market environments with other strategic actors and less than full information, as well as advanced pricing strategies. Topics include oligopoly models of market competition, creation, and protection, sophisticated pricing strategies for consumers with different valuations or consumers who buy multiple units (e.g. price discrimination, bundling, two-part tariffs), strategies for managing risk and making decisions under uncertainty, asymmetric information and its consequences for markets, and finally moral hazard and principal-agent theory with application to incentive contracts.

## STAT 613 – Regression Analysis for Business (1.0CU)

This course provides the fundamental methods of statistical analysis, the art and science of extracting information from data. The course will begin with a focus on the basic elements of exploratory data analysis, probability theory and statistical inference. With this as a foundation, it will proceed to explore the use of the key statistical methodology known as regression analysis for solving business problems, such as the prediction of future sales and the response of the market to price changes. The use of regression diagnostics and various graphical displays supplement the basic numerical summaries and provides insight into the validity of the models. Specific important topics covered include least squares estimation, residuals and outliers, tests and confidence intervals, correlation and autocorrelation, collinearity, and randomization. The presentation relies upon computer software for most of the needed calculations, and the resulting style focuses on construction of models, interpretation of results, and critical evaluation of assumptions.

## STAT 621 – Accelerated Regression Analysis for Business (0.5CU)

This course is intended for students with recent, practical knowledge of the use of regression analysis in the context of business applications. This course covers the material of STAT 613, but omits the foundations to focus on regression modeling. The course reviews statistical hypothesis testing and confidence intervals for the sake of standardizing terminology and introducing software, and then moves into regression modeling. The pace presumes recent exposure to both the theory and practice of regression and will not be accommodating to students who have not seen or used these methods previously. The interpretation of regression models within the context of applications will be stressed, presuming knowledge of the underlying assumptions and derivations. The scope of regression modeling that is covered includes multiple regression analysis with categorical effects, regression diagnostic procedures, interactions, and time series structure. The presentation of the course relies on computer software that will be introduced in the initial lectures.

## WHCP 611 – Management Communication (0.25CU)

In this seminar-style course, students will develop and demonstrate effective business communication skills, regardless of their skill level upon entry to the course. Through individualized feedback from their instructor, TA, and peers, students will discover their personal communication style and hone their persuasive skills. Topics covered in all sections include the following: structure and content, strategies for persuasive communication, responding to challenging Q&A, and delivery. Students may select a section designed specifically for non-native English speakers.

## WHCP 621 – Clear and Persuasive Business Writing (0CU)

Students who do not waive the writing requirement will take WHCP 621: Clear and Persuasive Business Writing in the fall of their first year. This discussion-based writing course is designed to help students improve their ability to organize and develop the persuasive arguments they'll need to lead teams and effect change.

For students who are identified as needing additional support in English, the Communication Program will offer ESL (English as a Second Language) sections of WHCP 621. Please note that the content of ESL and non-ESL sections of WHCP 621 is fundamentally the same; the ESL sections simply offer more support tailored to the needs of ESL students.



## FLEXIBLE CORE COURSES

THE REMAINDER OF THE REQUIRED CURRICULUM IS FILLED WITH OPTIONS. THERE ARE EIGHT SUBJECTS IN WHICH YOU ARE REQUIRED TO CHOOSE ONE OR TWO OPTIONS FROM A SET OF COURSES.



## UNDERSTAND YOUR CHOICES

In the following pages, we provide guidance on the intended audience for each of these courses. Keep in mind that often the decision is more about your interest than your qualification, so there are no incorrect choices!



# ACCOUNTING

Students are required to complete one of the following accounting courses unless they have waived the requirement by exam or received a substitution by credential.

ACCT 611: Financial Accounting	1.0CU
ACCT 613: Financial and Managerial Accounting	1.0CU

## ACCT 611 – Financial Accounting (1.0CU)

The objective of this course is to provide an understanding of financial accounting fundamentals for prospective consumers of corporate financial information, such as managers, stockholders, financial analysts, and creditors. The course focuses on understanding how economic events like corporate investments, financing transactions and operating activities are recorded in the three main financial statements (i.e., the income statement, balance sheet, and statement of cash flows). Along the way, students will develop the technical skills needed to analyze corporate financial statements and disclosures for use in financial analysis, and to interpret how accounting standards and managerial incentives affect the financial reporting process. This course is recommended for students who want a more in-depth overview of the financial accounting required for understanding firm performance and potential future risks through analysis of reported financial information, such as students intending to go into security analysis and investment banking.

## ACCT 613 – Financial and Managerial Accounting (1.0CU)

This course provides an introduction to both financial and managerial accounting, and emphasizes the analysis and evaluation of accounting information as part of the managerial processes of planning, decision-making, and control. A large aspect of the course covers the fundamentals of financial accounting. The objective is to provide a basic overview of financial accounting, including basic accounting concepts and principles, as well as the structure of the income statement, balance sheet, and statement of cash flows. The course also introduces elements of managerial accounting and emphasizes the development and use of accounting information for internal decisions. Topics include cost behavior and analysis, product and service costing, and relevant costs for internal decision-making. This course is recommended for students who will be using accounting information for managing manufacturing and service operations, controlling costs, and making strategic decisions, as well as those going into general consulting or thinking of starting their own businesses.

# CORPORATE FINANCE

Students are required to complete one of the following Corporate Finance courses unless they have received a substitution by credential.

FNCE 611: Corporate Finance	1.00 CU
FNCE 621: Introduction to Corporate Finance*	0.50 CU

\* Finance majors cannot take FNCE 621.

A student cannot take both FNCE 621 and FNCE 623 to fulfill the FNCE flexible core requirements.

## FNCE 611 – Corporate Finance (1.0CU)

This course serves as an introduction to business finance (corporate financial management and investments) for both non-majors and majors preparing for upper-level course work. The primary objective is to provide the framework, concepts, and tools for analyzing financial decisions based on fundamental principles of modern financial theory. The approach is rigorous and analytical. Topics covered include discounted cash flow techniques; corporate capital budgeting & valuation; investment decisions under uncertainty; capital asset pricing; options; and market efficiency. The course will also analyze corporate financial policy, including capital structure, cost of capital, dividend policy, and related issues. Additional topics will differ according to individual instructors.

## FNCE 621 – Introduction to Corporate Finance (0.5CU)

This half-semester course serves as an introduction to corporate investments for non-majors. The primary objective is to provide a framework, concepts, and tools for analyzing financial decisions based on fundamental principles of modern financial theory. Topics covered include discounted cash flow techniques, corporate capital budgeting and valuation, investment decisions under uncertainty, and capital asset pricing. The approach is rigorous and analytical but the course will not cover several topics included in the full semester Corporate Finance course, including: market efficiency, corporate financial policy (including capital structure, cost of capital, dividend policy, and related issues), and options.

NOTE: This course will not count towards a Finance Major

# MACROECONOMICS

Students are required to complete one of the following Macroeconomics courses unless they have received a substitution by credential.

FNCE 613: Macroeconomics and the Global Economic Environment	1.0CU
FNCE 623: Introduction to Macroeconomics and the Global Economic Environment*	0.5CU

\* Finance majors cannot take FNCE 623.

A student cannot take both FNCE 621 and FNCE 623 to fulfill the FNCE flexible core requirements.

## FNCE 613 – Macroeconomics and the Global Economic Environment (1.0CU)

The purpose of FNCE 613 is to train the student to think systematically about the current state of the economy and macroeconomic policy, and to be able to evaluate the economic environment within which business and financial decisions are made. The course emphasizes the use of economic theory to understand the workings of financial markets and the operation and impact of government policies. Specifically, the course studies the determinants of the level of national income, employment, investment, interest rates, and the supply of money, inflation, exchange rates, and the formulation and operation of stabilization policies.

## FNCE 623 – Introduction to Macroeconomics (0.5CU)

This half-semester course in Macroeconomics is intended for non-finance majors. The goal of this course is to provide the foundation needed to recognize and understand broad economic and financial movements in the global economy. Key topics include national income accounting, production and economic growth, employment, business cycles, monetary and fiscal policy, and international finance. By the end of this course, students will be able to evaluate and discuss the global economic environment in which business and financial decisions are made.

**NOTE:** This course will not count towards a Finance Major



# LEGAL STUDIES & BUSINESS ETHICS

Students are required to complete one of the Legal Studies & Business Ethics options below:

LGST 611: Responsibility in Global Management	0.5CU
LGST 612: Responsibility in Business	0.5CU
LGST 613: Business, Social Responsibility, and the Environment	0.5CU

## LGST 611 – Responsibility in Global Management (0.5CU)

This course uses the global business context to introduce students to important legal, ethical, and cultural challenges they will face as business leaders. Cases and materials will address how business leaders, constrained by law and motivated to act responsibly in a global context, should analyze relevant variables to make wise decisions. Topics will include an introduction to the basic theoretical frameworks used in the analysis of ethical issues, such as right-based, consequentialist based, and virtue-based reasoning, and conflicting interpretations of corporate responsibility. The course will include materials that introduce students to basic legal (common law vs. civil law) and normative (human rights) regimes at work in the global economy as well as sensitize them to the role of local cultural traditions in global business activity. Topics may also include such issues as comparative forms of corporate governance, bribery and corruption in global markets, human rights issues, diverse legal compliance systems, corporate responses to global poverty, global environmental responsibilities, and challenges arising when companies face conflicting ethical demands between home and local, host country mores. The pedagogy emphasizes globalized cases, exercises, and theoretical materials from the fields of legal studies, business ethics and social responsibility.

## LGST 612 – Responsibility in Business (0.5CU)

This course introduces students to important ethical and legal challenges they will face as leaders in business. The course materials will be useful to students preparing for managerial positions that are likely to place them in advisory and/or agency roles owing duties to employers, clients, suppliers, and customers. The focus of the course will be on developing skills in ethical and legal analyses that can assist managers as they make both individual-level and firm-level decisions about the responsible courses of action when duties, loyalties, rules, norms, and interests are in conflict. For example, the rules of insider trading may form the basis for lessons in some sections. Group assignments, role-plays, and case studies may, at the instructor's discretion, be used to help illustrate the basic theoretical frameworks. Course materials will highlight industry codes and professional norms, as well as the importance of personal and/or religious values.

## LGST 613 – Business, Social Responsibility, and the Environment (0.5CU)

This course focuses on the social and environmental responsibilities of business that may extend beyond profit maximization. This view contrasts with a traditional approach famously expressed by the economist Milton Friedman that "the social responsibility of business is to increase its profits." The profit-maximizing view of business purpose is the one most frequently modeled in business school classes. But if business firms are conceived as social institutions that can themselves affect the "basic rules of society" rather than simply taking them as given, then the question becomes how business can or should do so. Take, for example, the global challenge of climate disruption treated in this course. Business operations are surely "part of the problem" in the sense of being the source of the production and release of large quantities of greenhouse gases every year. But can and should business also become "part of the solution"? If so, how? Do business firms have an ethical, if not a legal responsibility to minimize their own carbon footprints or other externally harmful actions? When social or environmental priorities collide directly with the profit motive, how should these competing mandates be properly reconciled? Similar questions may be asked (and touched on in this class) about other social challenges in the world today, including democratic values, poverty reduction, fresh water supplies, and global health issues affecting those less able to pay for life-saving drugs and medical services.

# MANAGEMENT

Students are required to complete one of the Management courses below:

MGMT 611: Managing the Established Enterprise	1.0CU
MGMT 612: Managing the Emerging Enterprise	1.0CU

## MGMT 611 – Managing the Established Enterprise (1.0CU)

The management of large, established enterprises creates a range of multi-facet challenges for the general manager. A general manager needs to understand the internal workings of a firm, how to assess and create a strategy, and how to take into account increasing globalization. While these issues are distinct, they are very much intertwined. As a result, this course will provide you with an integrated view of these challenges and show you that effective management of an established enterprise requires a combination of insights drawn from economics, sociology, psychology and political economy.

## MGMT 612 – Managing the Emerging Enterprise (1.0CU)

Emerging enterprises, the focus in this course, are small, new, fast-growing organizations. Their founders and managers face multifaceted challenges: how to assess the competitive position of their business model and develop a strategy; how to develop the internal organizational structure, culture, and policies for selecting and managing employees; and how to pursue global opportunities. We cover these challenges in separate modules on strategy, human and social capital, and global issues. The human and social capital module covers classic management challenges of aligning interests of the individual and the organization; managing individual psychological needs and social influences; and developing employee capabilities that provide competitive advantage. Also covered are unique challenges that young organizations face, i.e. building an effective culture; recruiting, selecting, and retaining talent; building systematic approaches to motivating employees; coping with the stresses of rapid growth; and leveraging the benefits (and avoiding the liabilities) of the founder's powerful imprint. The strategy module covers fundamental issues central to the competitiveness of the enterprise. Because the strategy field is broad, MGMT 612 emphasizes topics and frameworks that are most relevant for younger firms, such as innovation, disruption, managing resource constraints, and building capabilities. The global module covers the emerging firm's decision about when (and whether) to internationalize. This decision must address which foreign markets to enter; the mode of entry; the sequence of moves to develop capabilities; what organizational form to choose; where to establish HQ; and how to adapt to the unique economic and institutional features of different markets.



# MARKETING

Students are required to complete one of the following Marketing courses unless they have received a substitution by credential.

MKTG 612: Dynamic Marketing Strategy	0.5CU
MKTG 613: Strategic Marketing Simulation	0.5CU

## MKTG 612 – Dynamic Marketing Strategy (0.5CU)

The goal of this course is to develop skills in formulating and implementing marketing strategies for brands and businesses. The course will focus on issues such as the selection of which businesses and segments to compete in, how to allocate resources across businesses, segments, and elements of the marketing mix, as well as other significant strategic issues facing today's managers in a dynamic competitive environment. A central theme of the course is that the answer to these strategic problems varies over time depending on the stage of the product life cycle at which marketing decisions are being made. As such, the PLC serves as the central organizing vehicle of the course. We will explore such issues as how to design optimal strategies for the launch of new products and services that arise during the introductory phase, how to maximize the acceleration of revenue during the growth phase, how to sustain and extend profitability during the mature phase, and how to manage a business during the inevitable decline phase.

## MKTG 613 – Strategic Marketing Simulation (0.5CU)

Marketing 613 is an intensive immersion course designed to develop skills in formulating and implementing marketing strategies for brands and businesses. The central activity will be participation in a realistic integrative product management simulation named SABRE. In SABRE, students will form management teams that oversee all critical aspects of modern product management: the design and marketing of new products, advertising budgeting and design, sales force sizing and allocation, and production planning. As in the real world, teams will compete for profitability, and the success that each team has in achieving this goal will be a major driver of the class assessment. The SABRE simulation is used to convey the two foci of learning in the course: the changing nature of strategic problems and their optimal solutions as industries progress through the product life cycle, and exposure to the latest analytic tools for solving these problems. Specifically, SABRE management teams will receive training in both how to make optimal use of marketing research information to reduce uncertainty in product design and positioning, as well as decision support models to guide resource allocation.

# OPERATIONS, INFORMATION AND DECISIONS

Students are required to complete 1CU of the following Operations courses:

OIDD 611: Quality and Productivity	0.5CU
OIDD 612: Business Analytics	0.5CU
OIDD 614: Innovation	0.5CU
OIDD 615: Operations Strategy	0.5CU
OIDD 662: Enabling Technologies	1.0CU
OIDD 690: Managerial Decision Making	1.0CU

## OIDD 611 – Quality and Productivity (0.5CU)

Matching supply with demand is an enormous challenge for firms: excess supply is too costly, inadequate supply irritates customers. In the course, we will explore how firms can better organize their operations so that they more effectively align their supply with the demand for their products and services. Throughout the course, we illustrate mathematical analysis applied to real operational challenges - we seek rigor and relevance. Our aim is to provide both tactical knowledge and high-level insights needed by general managers and management consultants. We will demonstrate that companies can use (and have used) the principles from this course to significantly enhance their competitiveness.

## OIDD 612 – Business Analytics (0.5CU)

This is a course on business analytics tools and their application to management problems. Its main topics are optimization, decision making under uncertainty, and simulation. The emphasis is on business analytics tools that are widely used in diverse industries and functional areas, including operations, finance, accounting, and marketing. The course has a twofold purpose. First, it seeks to introduce you to simple models and ideas that provide useful (and often surprising) qualitative insights about a large spectrum of managerial problems. Second, it aims to give you a feeling for the kinds of problems that can be tackled quantitatively, the methods and software available for doing so, and some of the issues involved in gathering the relevant data.

## OIDD 614 – Innovation (0.5CU)

The course is first and foremost an intensive, integrative, project course in which student teams create one or more real businesses. This course has launched some businesses now run by alumni. The project experience is an exciting context in which to learn key tools and fundamentals useful in innovation, problem solving, and design. Examples of these tools and fundamentals are: problem definition, identification of opportunities, generating alternatives, selecting among alternatives, principles of data graphics, and managing innovation pipelines. The course requires a commitment of at least 10 hours of work outside of class and comfort working on unstructured, interdisciplinary problems. Students with a strong interest in innovation and entrepreneurship are particularly encouraged to enroll.

## OIDD 615 – Operations Strategy (0.5CU)

Operations strategy is about organizing people and resources to gain a competitive advantage in the delivery of products (both goods and services) to customers. This course approaches this challenge primarily from two perspectives: 1) how should a firm design their products so that they can be profitably offered; 2) how can a firm best organize and acquire resources to deliver its portfolio of products to customers. To be able to make intelligent decisions regarding these high-level choices, this course also provides a foundation of analytical methods. These methods give students a conceptual framework for understanding the linkage between how a firm manages its supply and how well that supply matches the firm's resulting demand. Specific course topics include designing service systems, managing inventory and product variety, capacity planning, approaches to sourcing and supplier management, constructing global supply chains, managing sustainability initiatives, and revenue management. This course emphasizes both quantitative tools and qualitative frameworks.

## OIDD 662 – Enabling Technologies (1.0CU)

This course is about understanding emerging technology enablers with a goal of stimulating thinking on new applications for commerce. The class is self-contained (mainly lecture-based) and will culminate in a class-driven identification of novel businesses that exploit these enablers. No prerequisite or technical background is assumed. Students with little prior technical background can use the course to become more technologically informed. Those with moderate to advanced technical background may find the course a useful survey of emerging technologies. The course is recommended for students interested in careers in consulting, investment banking and venture capital in the tech sector.

## OIDD 690 – Managerial Decision Making (1.0CU)

Over the last 50 years, psychologists and economists have joined forces to study how people process information and actually make decisions, rather than how they would make decisions if they were fully rational and selfish. This research program (dubbed behavioral economics) has provided an understanding of how people's decisions deviate from "optimal" choices as well as the consequences of such deviations. This course is devoted to understanding the nature, causes and implications of these limitations. The first two thirds of the course will focus on when individuals make decisions that deviate from the predictions of economics, and the final third of the course will focus on implications of these systematic decision biases for managers and policy makers.



# COMMUNICATION

Students are required to complete one of the Communication courses during the Spring of their first year.

WHCP 612: Advanced Persuasion: Impromptu Speaking and Elements of Story for Business	0.25CU
WHCP 612: Advanced Persuasion: Crisis Communications	0.25CU
WHCP 612: Advanced Persuasion: Fundamentals for Prospective Entrepreneurs	0.25CU
WHCP 615: Communications Challenges for Entrepreneurs	0.25CU
WHCP 624: Persuasive Writing for Business Leaders	0.25CU

## WHCP 612 – Advanced Persuasion: Impromptu Speaking and Elements of Story for Business (0.25CU)

In this course, students will learn strategies for persuading in impromptu speaking situations and examine how impromptu speaking, and other types of persuasion, can be strengthened by stories. Students will practice these techniques in various speaking situations, including Question and Answer sessions. Through a simulation, students will gain experience in one of the toughest types of impromptu speaking: a TV interview with a hostile reporter.

## WHCP 612 – Advanced Persuasion: Crisis Communication (0.25CU)

This course focuses on the persuasive speaking challenges leaders face when managing a crisis. Through the study of current and recent business crises, students will learn how leaders can work toward crisis resolution by communicating ethically, transparently, and strategically to key stakeholder audiences. Students will also gain proficiency in handling difficult questions through a simulated media interview conducted by professional media trainers.

## WHCP 612 – Advanced Persuasion: Fundamentals for Prospective Entrepreneurs (0.25CU)

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. Building on the skills developed in WHCP 611, students will practice developing clear, concise, and compelling pitches. The practice contexts will include pitching a startup to potential investors and pitching a new idea to an internal leadership team.

This course is specifically designed for students who are not actively working on a startup. Students will use provided business ideas/plans as the foundation for the different types of presentations required in this course, but will also have the option of using a self-generated idea for some assignments.



## WHCP 615 – Communication Challenges for Entrepreneurs: “Pitching Your Business” (0.25CU)

Designed for students who are actively working on starting a business while at Wharton, this course focuses on the unique challenges entrepreneurs face when communicating their startup to investors. Students will learn to concisely and persuasively communicate their business story from inception to launch, including communicating the founder’s story and the business opportunity; there will be multiple opportunities for robust feedback on their pitch decks. Students will also receive coaching from a successful entrepreneur and have the opportunity to pitch their business idea to local investors.

## WHCP 624 – Persuasive Writing for Business Leaders (0.25CU)

Students in WHCP 624: Persuasive Writing for Business Leaders will learn advanced persuasive writing skills that can be adapted to a range of industries and situations. In the first half of the course, students will be introduced to a series of advanced persuasive writing techniques; in the second half of the course, students will be asked to apply those techniques to a series of increasingly challenging business scenarios. Among other skills, students will learn to harness the power of metaphor, tell a compelling story using data, and communicate change. Throughout the course, students will receive detailed feedback on their writing.





# 2021-2022 KEY DATES AND DEADLINES

## FALL SEMESTER

Wednesday, 8/11/21 - 8/29/21: Pre-Term & MGMT 610 - Foundations of Teamwork and Leadership course

Monday, 8/30/21: Full semester and Q1 courses begins

Monday, 9/6/21: Labor Day (Classes do not meet)

Tuesday, 9/7/21: Deadline to drop Q1 & Full semester courses without penalty; Final deadline to drop WHCP 611, for both Q1 & Q2. No students will be permitted to drop WHCP 611 after this date.

Monday, 9/20/21: Final day to Drop Q1 courses

Monday, 10/11/21 - Wednesday, 10/13/21: Core Exams

Thursday, 10/14/21- Sunday, 10/23/21: Fall Break/ Opportunity Week

Monday, 10/25/21: Q2 Core and Elective courses begin

Thursday, 11/1/21: Q2 Add/Drop deadline & Final day to drop full semester courses

Thursday, 11/25/21 - Sunday, 11/28/21: Thanksgiving Break

Thursday, 12/9/21: Last day of Q2 & Full semester courses

Wednesday, 12/15/21 - Wednesday, 12/22/21: Final Exam Period

## SPRING SEMESTER

Monday, 1/10/22 - Sunday, 1/16/22: Winter break Opportunity Week

Monday, 1/17/22: Martin Luther King Jr Day (no classes)

Tuesday, 1/18/22: First day of Q3 and full semester elective courses

Tuesday, 1/25/22: Deadline to drop Q3 & Full semester courses without penalty; Final deadline to drop WHCP 612, 615 or 624, for both Q3 & Q4. No students will be permitted to drop WHCP 612, 615, 624 after this date.

Wednesday, 2/9/22: Final day to drop Q3 courses

Monday, 2/28/22 - Wednesday, 3/2/22: Q3 Core Exams

Saturday, 3/5/22 - Sunday, 3/13/21: Spring Break/ Opportunity Week

Monday, 3/14/22: Q4 Core and Elective courses begin

Thursday, 3/17/22: Deadline to drop Q4 courses without penalty; Final day to drop full semester classes without consuming a credit

Thursday, 3/31/22: Final Day to drop Q4 classes

Monday, 4/21/22 - Tuesday, 4/26/22: Core Exams

Monday, 5/2/22- Tuesday, 5/10/22: Final Exam Period

Sunday, 5/15/22: Wharton MBA Commencement Ceremony

The complete academic calendar, including deadlines and associated policies, can be found on MBA Inside.



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