wharton business summer program

Wharton Business Summer Program: Your Gateway to Global Business Excellence

Introduction:

Unlock your potential with the Wharton Business Summer Program, a prestigious and transformative experience designed to propel your career in business.

This intensive program offers high school and undergraduate students unparalleled access to Wharton's renowned faculty, cutting-edge curriculum, and vibrant business community. Whether you're aiming for a future in finance, consulting, entrepreneurship, or beyond, the Wharton Business Summer Program provides the knowledge, skills, and network to help you achieve your goals. This comprehensive guide explores the program's features, benefits, application process, and more to help you determine if it's the right fit for your ambitions.

Article Outline:

I. Program Overview and Structure
II. Curriculum and Course Offerings
III. Faculty and Experiential Learning
IV. Networking Opportunities and Career Development
V. Student Life and Campus Culture
VI. Admissions Process and Requirements
VII. Cost and Financial Aid Options
VIII. Benefits and Long-Term Impact

I. Program Overview and Structure:

The Wharton Business Summer Program is offered in various formats, including intensive, shorter sessions, catering to different academic levels and interests.

The program’s structure is designed to provide a balance of rigorous academic study and engaging extracurricular activities, creating a dynamic and enriching experience.

II. Curriculum and Course Offerings:

The curriculum covers a wide range of business disciplines, from finance and accounting to marketing and management.

Students can choose from a selection of courses tailored to their interests and career aspirations.

Specialized courses focus on emerging trends in business, ensuring students stay at the forefront of industry innovation.

Case studies, group projects, and simulations create immersive learning experiences, replicating real-world business challenges.

III. Faculty and Experiential Learning:

The program boasts renowned Wharton faculty who bring their expertise and industry experience to the classroom.

These professors provide insights into current business practices and trends.

Interactive lectures and seminars encourage active participation and critical thinking.

Experiential learning opportunities may include guest speaker events, company visits, and networking sessions with industry professionals.

This hands-on approach gives students invaluable practical experience.

IV. Networking Opportunities and Career Development:

The Wharton network is unparalleled, providing access to successful alumni, industry leaders, and current students.

Networking events and workshops equip students with essential skills for building professional relationships.

These events enhance their chances of securing internships and future employment.

Career advising services are available to help students plan their career paths and refine their job search strategies.

The program creates a strong foundation for future career success.

V. Student Life and Campus Culture:

The Wharton campus offers a dynamic and intellectually stimulating environment.

Students engage with a diverse group of peers from around the globe.

Social events and extracurricular activities encourage collaboration and camaraderie.

Access to state-of-the-art facilities and resources enhances the overall learning experience.

VI. Admissions Process and Requirements:

The application process typically involves submitting an application form, transcripts, essays, and letters of recommendation.

Specific requirements vary depending on the program format.

A strong academic record and demonstrated interest in business are essential for admission.

Applicants should highlight their achievements, experiences, and career goals in their application materials.

A competitive application showcases their readiness for this challenging program.

VII. Cost and Financial Aid Options:

The program's cost includes tuition, fees, accommodation, and some meals.

Financial aid options, including scholarships and grants, are available to eligible students.

Applicants should inquire about financial aid opportunities during the application process.

The program’s investment provides a substantial return in terms of future career prospects.

VIII. Benefits and Long-Term Impact:

Participation in the Wharton Business Summer Program provides a significant advantage in the competitive job market.

Graduates gain valuable skills, knowledge, and networking opportunities.

The program strengthens resumes and enhances career prospects, setting participants on a path toward leadership roles in their chosen field.

The experience fosters professional development and prepares students for the challenges of a globalized business world.

Conclusion:

The Wharton Business Summer Program is more than just a summer course; it's a transformative journey that empowers students to reach their full potential in the dynamic world of business. The rigorous curriculum, renowned faculty, and unparalleled networking opportunities provide a foundation for future success. Whether you're a high school student exploring career options or an undergraduate seeking an edge, this program offers an invaluable opportunity to gain knowledge, build skills, and forge connections that will shape your professional life for years to come.

Frequently Asked Questions (FAQs):

Q: What are the eligibility requirements for the Wharton Business Summer Program? A: Eligibility varies by program. Typically, strong academics and demonstrated interest in business are key. Specific requirements are detailed on the Wharton website.

Q: What is the application deadline? A: Deadlines vary depending on the specific program and year. Check the official Wharton website for the most up-to-date information.

Q: What type of financial aid is available? A: Various scholarships and grants may be available. Consult the Wharton financial aid office for details.

Q: What career paths are suited for graduates of the program? A: The program prepares students for various roles across industries, including finance, consulting, entrepreneurship, and management.

Q: Is accommodation provided? A: Accommodation options are typically available, often on campus, but details vary by program and should be verified during the application process.

Related Keywords:

Wharton Summer Program, Wharton Business School Summer, Summer Business Programs, Business Summer Program for High School Students, Undergraduate Business Summer Programs, Wharton Summer Program Cost, Wharton Summer Program Application, Wharton Summer Program Scholarships, Wharton Summer Program Reviews, Wharton Summer Program Networking, Business Summer Programs Ivy League, Top Business Summer Programs.

wharton business summer program: The Business of Race: How to Create and Sustain an Antiracist Workplace—And Why it's Actually Good for Business Margaret H. Greenberg, Gina Greenlee, 2021-08-31 This book is not written specifically for White readers, Black readers, readers who are Latino, Asian, or other specific racial or ethnic groups. If you are a business leader, individual contributor, Human Resources or DEI (Diversity, Equity and Inclusion) professional, educator, coach, or consultant, then The Business of Race is for you. In the business world, incident-driven, company position statements on Black Lives Matter or Stop Asian Hate are not proxies for the heavy lifting that will penetrate and sustain a shift in the status quo. Advancing racial equity to disrupt institutional racism requires more than a company-wide memo or a tab on a corporate website. Businesses often water down, negate or skirt this reality by touting successes from its cousin—diversity. However, you cannot advance a strategy you do not name. The general term "diversity" enables that dynamic. It's impossible to create an antiracist workplace when we avoid speaking the words ``race" and "racism." Co-authored by two business women, one Black and one White, The Business of Race can help us all prepare for this transformative work. Rather than diving headfirst with well-meaning but ineffectual efforts, we must first ready our organizations. The authors outline both the inner work (raising our own individual awareness and creating new ways of thinking and being), and the outer work organizations must undertake. This includes honest and often uncomfortable discussions. And carrying out as core to operational business strategy and performance, policies and practices to reimagine a racially equitable workplace. Whether you're a rising entrepreneur, a supervisor or manager, a leader of a large multinational company, or a frontline employee, you’ll find concrete actions in this essential guide: Why Racial Diversity, Why Now – A Competitive Advantage Commitment, Specificity, and the Science of Small Wins Uncomfortable Truths and Fearless Leaders Look for Talent Where Others Are Not No Secrets in Pay and Promotions – Close the Wage Gap Discover Your “E” and Measure its Impact Woven throughout The Business of Race are interviews with dozens of business professionals across myriad industries, fields and organizational levels. Their stories bring voice to the challenges and opportunities businesses face every day, and provide readers with the courage and tools to openly, honestly, and effectively address the deeply complex, emotional and intimidating dynamic of race and racism in the workplace.

wharton business summer program: Hybrid Ventures Andrew C. Corbett, Jerome A. Katz, 2017-11-22 Contains an Open Access chapter. Various perspectives on hybrid ventures are explored in this volume, incl. the costs to all when some entrepreneurs do not pursue hybrid approaches, whether hybrid ventures are, or should be, the new norm, and whether the social, environmental, and economic value are distinct and should be separated from each other.

wharton business summer program: A Human's Guide to Machine Intelligence Kartik Hosanagar, 2020-03-10 A Wharton professor and tech entrepreneur examines how algorithms and artificial intelligence are starting to run every aspect of our lives, and how we can shape the way they impact us Through the technology embedded in almost every major tech platform and every web-enabled device, algorithms and the artificial intelligence that underlies them make a staggering number of everyday decisions for us, from what products we buy, to where we decide to eat, to how we consume our news, to whom we date, and how we find a job. We've even delegated life-and-death decisions to algorithms--decisions once made by doctors, pilots, and judges. In his new book, Kartik Hosanagar surveys the brave new world of algorithmic decision-making and reveals the potentially dangerous biases they can give rise to as they increasingly run our lives. He makes the compelling case that we need to arm ourselves with a better, deeper, more nuanced understanding of the phenomenon of algorithmic thinking. And he gives us a route in, pointing out that algorithms often think a lot like their creators--that is, like you and me. Hosanagar draws on his experiences designing algorithms professionally--as well as on history, computer science, and psychology--to explore how algorithms work and why they occasionally go rogue, what drives our trust in them, and the many ramifications of algorithmic decision-making. He examines episodes like Microsoft's chatbot Tay, which was designed to converse on social media like a teenage girl, but instead turned sexist and racist; the fatal accidents of self-driving cars; and even our own common, and often frustrating, experiences on services like Netflix and Amazon. A Human's Guide to Machine Intelligence is an entertaining and provocative look at one of the most important developments of our time and a practical user's guide to this first wave of practical artificial intelligence.

wharton business summer program: The Unicorn's Shadow Ethan Mollick, 2020-06-23 Bringing hard data to the way we think about entrepreneurial success, this bold call to action draws on the latest scientific evidence to dispel the most pervasive startup myths and light a path to entrepreneurship for those eclipsed by the hype. When you think of a successful entrepreneur, who comes to mind? Bill Gates? Mark Zuckerberg? Or maybe even Jesse Eisenberg, the man who played Zuckerberg in The Social Network? It may surprise you that most successful founders look very different from Zuckerberg or Gates. In fact, most startup origin stories are very different from the famous unicorns that have achieved valuations of over $1 billion, from Facebook to Google to Uber. In The Unicorn's Shadow: Combating the Dangerous Myths that Hold Back Startups, Founders, and Investors, Wharton School professor Ethan Mollick takes us to the forefront of an empirical revolution in entrepreneurship. New data and better research methods have overturned the conventional wisdom behind what a successful founder looks like, how they succeed, and how the startup ecosystem works. Among the issues he examines: Which founders are most likely to succeed?Where do the best startup ideas come from?What's the most foolproof way of securing the funding needed to take a company to the next level?Should your sales pitch really be something out of Hollywood?What's the best way to grow and scale your company and create a thriving culture that won't hinder expansion? Mollick argues that entrepreneurship is too important, both for society and for the individuals who start companies, to be eclipsed by the shadows of unicorns. He shows we can democratize entrepreneurship—but only by following an evidence-based approach that puts to rest the false narratives that surround it.

wharton business summer program: *Invisible Influence* Jonah Berger, 2017-06-20 You think that your choices and behaviors are driven by your individual, personal tastes, and opinions. Our own personal thoughts and opinions is patently obvious. Right? Wrong. Other people's behavior has a huge influence on everything we do, from the mundane to the momentous. Berger integrates research and thinking from business, psychology, and social science to focus on the subtle, invisible influences behind our choices as individuals

wharton business summer program: *School to Career* J J Littrell Ed D, J. J. Littrell, James H. Lorenz, Harry T. Smith, Peggy Pearson, Annie Chasen, 2013-07-16 The 10th edition of School to Career builds on what made the previous editions so successful. Students explore careers using the career clusters and pathways framework; understand workplace expectations; develop career-readiness skills; and plan for life beyond graduation. School to Careerprovides students with the how to needed for preparing a resume, searching for a job, taking on a work-based learning experience, exceeding employer expectations, managing personal finances, and funding postsecondary training and education. Case studies are used to examine challenges students mayencounter in the world of work.This Workbook is designed to help students review content, apply knowledge, and develop critical-thinking skills. A wide variety of activities are provided for various learning styles. This supplement is a consumable resource, designed with perforated pages so that a given chapter can be removed andturned in for grading or checking.

wharton business summer program: The Social Entrepreneur's Playbook, Expanded Edition Ian C. MacMillan, James D. Thompson, 2013-11-12 Wharton professor Ian C. MacMillan and Dr. James Thompson, director of the Wharton Social Entrepreneurship Program, provide a tough-love approach that significantly increases the likelihood of a successful social enterprise launch in the face of the high-uncertainty conditions typically encountered by social entrepreneurs.

wharton business summer program: The Schmuck in My Office Jody Foster, Michelle Joy, 2017-04-04 This is a timely must-read for managers and anyone who has ever had to deal with a difficult coworker; it addresses a ubiquitous problem in a proactive, positive manner that should get the desired results. - Publishers Weekly Everyone has a “schmuck” in their office---a difficult, disruptive person who upsets the workplace, confuses coworkers, and causes concern. It’s hard to understand why schmucks act the way they do, but one thing is certain---they seem to come in all shapes and sizes. . . . - Narcissus---the condescending attention-seeker who carelessly steps on everyone’s toes - The Flytrap---the bringer of chaos whose emotional instability causes an office maelstrom - The Bean Counter---the orderly perfectionist who never gives up control, even when it’s full-steam-ahead to disaster - The Robot---the unreadable stone wall who just can’t connect Sound like anyone you know? These are just a few of the more prominent types of difficult people at work. In The Schmuck in My Office, Dr. Jody Foster explains the entire spectrum of people we may think of as schmucks, how they can decrease productivity, destroy teams, and generally make everyone else unhappy. Along with nailing down the various types, she looks at personality traits and explains how dysfunctional interactions among coworkers can lead to workplace fiascos. She helps readers understand schmucks as people, figure out how to work with them, and ultimately solve workplace problems. She also makes readers consider the most difficult thing of all: despite where your finger may be pointing, sometimes you are the “schmuck”! Let Dr. Foster teach you how to make your workplace a happier and more productive one.

wharton business summer program: The Future of the Office Peter Cappelli, 2021-08-10 A GLOBE & MAIL BEST BUSINESS BOOK OF 2021 The COVID-19 pandemic forced an unprecedented experiment that reshaped white-collar work and turned remote work into a kind of new normal. Now comes the hard part. Many employees want to continue that normal and keep working remotely, and most at least want the ability to work occasionally from home. But for employers, the benefits of employees working from home or hybrid approaches are not so obvious. What should both groups do? In a prescient new book, The Future of the Office: Work from Home, Remote Work, and the Hard Choices We All Face, Wharton professor Peter Cappelli lays out the facts in an effort to provide both employees and employers with a vision of their futures. Cappelli unveils the surprising tradeoffs both may have to accept to get what they want. Cappelli illustrates the challenges we face by in drawing lessons from the pandemic and deciding what to do moving forward. Do we allow some workers to be permanently remote? Do we let others choose when to work from home? Do we get rid of their offices? What else has to change, depending on the approach we choose? His research reveals there is no consensus among business leaders. Even the most high-profile and forward-thinking companies are taking divergent approaches: --Facebook, Twitter, and other tech companies say many employees can work remotely on a permanent basis. --Goldman Sachs, JP Morgan, and others say it is important for everyone to come back to the office. --Ford is redoing its office space so that most employees can work from home at least part of the time, and --GM is planning to let local managers work out arrangements on an ad-hoc basis. As Cappelli examines, earlier research on other types of remote work, including telecommuting offers some guidance as to what to expect when some people will be in the office and others work at home, and also what happened when employers tried to take back offices. Neither worked as expected. In a call to action for both employers and employees, Cappelli explores how we should think about the choices going forward as well as who wins and who loses. As he implores, we have to choose soon.

wharton business summer program: Research to Empower: A Vibrant Guidebook for Young Students Grace Chenxin Liu, 2024-01-30 With prevalent misinformation, the rise of social media, and artificial intelligence writing for us, we live in an era where learning research techniques and processes is needed more than ever to differentiate between true and false statements. Research also leads to new knowledge, creativity, and innovation. Most importantly, it empowers young people to pursue their interests, solve crucial problems, and master a set of essential, irreplaceable skills like critical reasoning, in-depth thinking, and communication. Unsurprisingly, there is a huge demand for students to learn how to research. However, there is a lack of guidebooks with engaging and illuminating content that appropriately introduces research to young students. How can we help those with the potential to come up with amazing, possibly world-changing, ideas if they don’t know where, when, or how to start? How do we make sure they get the resources they need? Grace Chenxin Liu shares her knowledge about conducting research as a student with step-by-step guidance, delivering honest and effective tips that empower young students to do excellent research. Are you ready? Let’s begin–and don’t forget, if Grace can do it, everyone can do it too!

wharton business summer program: The Risk-Driven Business Model Karan Girotra, Serguei Netessine, 2014-06-10 How to outsmart risk Risk has been defined as the potential for losing something of value. In business, that value could be your original investment or your expected future returns. The Risk-Driven Business Model will help you manage risk better by showing how the key choices you make in designing your business models either increase or reduce two characteristic types of risk—information risk, when you make decisions without enough information, and incentive-alignment risk, when decision makers’ incentives are at odds with the broader goals of the company. Leaders who understand how the structure of their business model affects risk have the power to create wealth, revolutionize industries, and shape a better world. INSEAD’s Karan Girotra and Serguei Netessine, noted operations and innovation professors who have consulted with dozens of companies, walk you through a business model audit to determine what key decisions get made in a business, when they get made, who makes them, and why we make the decisions we do. By changing your company’s key decisions within this framework, you can fundamentally alter the risks that will impact your business. This book is for entrepreneurs and executives in companies involved in dynamic industries where the locus of risk is shifting, and includes lessons from Zipcar, Blockbuster, Apple, Benetton, Kickstarter, Walmart, and dozens of other global companies. The Risk-Driven Business Model demystifies business model risk, with clear directives aimed at improving decision making and driving your business forward.

wharton business summer program: Friend & Foe Adam Galinsky, Maurice Schweitzer, 2015-09-29 What does it take to succeed? This question has fueled a long-running debate. Some have argued that humans are fundamentally competitive, and that pursuing self-interest is the best way to get ahead. Others claim that humans are born to cooperate and that we are most successful when we collaborate with others. In FRIEND AND FOE, researchers Galinsky and Schweitzer explain why this debate misses the mark. Rather than being hardwired to compete or cooperate, we have evolved to do both. In every relationship, from co-workers to friends to spouses to siblings we are both friends and foes. It is only by learning how to strike the right balance between these two forces that we can improve our long-term relationships and get more of what we want. Here, Galinsky and Schweitzer draw on original, cutting edge research from their own labs and from across the social sciences as well as vivid real-world examples to show how to maximize success in work and in life by deftly navigating the tension between cooperation and competition. They offer insights and advice ranging from: how to gain power and keep it, how to build trust and repair trust once it's broken, how to diffuse workplace conflict and bias, how to find the right comparisons to motivate us and make us happier, and how to succeed in negotiations – ensuring that we achieve our own goals and satisfy those of our counterparts. Along the way, they pose and offer surprising answers to a number of perplexing puzzles: when does too much talent undermine success; why can acting less competently gain you status and authority, where do many gender differences in the workplace really come from, how can you use deception to build trust, and why do you want to go last on American Idol and in many interview situations, but make the first offer when negotiating the sale of a new car. We perform at our very best when we hold cooperation and competition in the right balance. This book is a guide for navigating our social and professional worlds by learning when to cooperate as a friend and when to compete as a foe—and how to be better at both.

wharton business summer program: Springboard G. Richard Shell, 2013-08-15 Everyone knows that you are supposed to "follow your dream." But where is the road map to help you discover what that dream is? You have just found it. In Springboard, award-winning author and teacher G. Richard Shell helps you find your future. His advice: Take an honest look inside and then answer two questions: What, for me, is success? How will I achieve it? You will begin by assessing your current beliefs about success, including the hidden influences of family, media, and culture. These are where the pressures to live "someone else's life" come from. Once you gain perspective on these outside forces, you will be ready to look inside at your unique combination of passions and capabilities. The goal: to focus more on what gives meaning and excitement to your life and less on what you are "supposed" to want. Drawing on his decades of research, Shell offers personalized assessments to help you probe your past, imagine your future, and measure your strengths. He then combines these with the latest scientific insights on everything from self-confidence and happiness to relationships and careers. Throughout, he shares inspiring examples of people who found what they were meant to do by embracing their own true measure of success. Eric Adler: one of Shell's former students who walked away from a conventional business career to help launch a revolutionary new concept in public education that has placed hundreds of inner-city high school students in top colleges. Kurt Timken: a Harvard-educated son of a Fortune 500 CEO who found his true calling as a hard-charging police officer fighting drug lords in southern California. Cynthia Stafford: an office worker who became one of her community's leading promoters of theater and the arts. Get ready for the journey of a lifetime—one that will help you reevaluate your future and envision success on your own terms. Students and executives say that Richard Shell's courses have changed their lives. Let this book change yours.

wharton business summer program: Will College Pay Off? Peter Cappelli, 2015-06-09 The decision of whether to go to college, or where, is hampered by poor information and inadequate understanding of the financial risk involved. Adding to the confusion, the same degree can cost dramatically different amounts for different people. A barrage of advertising offers new degrees designed to lead to specific jobs, but we see no information on whether graduates ever get those jobs. Mix in a frenzied applications process, and pressure from politicians for relevant programs, and there is an urgent need to separate myth from reality. Peter Cappelli, an acclaimed expert in employment trends, the workforce, and education, provides hard evidence that counters conventional wisdom and helps us make cost-effective choices. Among the issues Cappelli analyzes are: What is the real link between a college degree and a job that enables you to pay off the cost of college, especially in a market that is in constant change? Why it may be a mistake to pursue degrees that will land you the hottest jobs because what is hot today is unlikely to be so by the time you graduate. Why the most expensive colleges may actually be the cheapest because of their ability to graduate students on time. How parents and students can find out what different colleges actually deliver to students and whether it is something that employers really want. College is the biggest expense for many families, larger even than the cost of the family home, and one that can bankrupt students and their parents if it works out poorly. Peter Cappelli offers vital insight for parents and students to make decisions that both make sense financially and provide the foundation that will help students make their way in the world.

wharton business summer program: *Winning in China* Lele Sang, Karl Ulrich, 2021-01-19 If Amazon can't win in China, can anyone? When Amazon CEO Jeff Bezos visited China in 2007, he expected that one day soon China would be a double-digit percentage of Amazon's sales. Yet, by 2019, Amazon, the most powerful and successful ecommerce company in the world, had quit China. In Winning in China: 8 Stories of Success and Failure in the World's Largest Economy, Wharton experts Lele Sang and Karl Ulrich explore the success and failure of several well-known companies, including Hyundai, LinkedIn, Sequoia Capital, and InMobi, as more and more businesses look to reap profits from the demand of 1.4 billion people. Sang, Global Fellow at the Wharton School of the University of Pennsylvania, and Ulrich, Vice Dean of Entrepreneurship and Innovation at the Wharton School, answer four critical questions: Which factors explain the success (or failure) of foreign companies entering China?What challenges and pitfalls can a company entering China expect to encounter? How can a prospective entrant realistically assess its chances? Which managerial decisions are critical, and which approaches are most effective? Sang and Ulrich answer these questions by examining the stories of eight well-known and respected companies that have entered China. They study: How Norwegian Cruise Line's entry into China displays how cultural differences can boost or sink different companies; How Intel, one of the oldest, most respected firms in Silicon Valley, thrived in a country that seems to favor agile upstarts; How Zegna, the Italian luxury brand, has emerged as another surprising success story and how it plans to navigate new headwinds from the COVID-19 pandemic.Through these engaging and illuminating stories, Sang and Ulrich offer a framework and path for organizations looking for a way to successfully enter the world's largest economy. History can be a teacher, and China, a country with 3,500 years of written history, has much to teach.

wharton business summer program: The Ultimate Summer Program Guide Jennifer Williams Taylor, Joyce Wong, 2019-01-21 If you're seeking one fundamental resource which inspires both academic and personal discovery in the pursuit of higher education, The Ultimate Summer Program Guide: For High School Students is for you! A roadmap to the college admissions process, this book is a powerful and distinctive planning strategy guide that accounts for academic and personal self-exploration. With the power to make a student's college application stand out, ability to assess campuses, and the chance to discover a career path, this is an essential resource for any student no matter their college or career path.It's no secret that college costs are getting higher while admissions rates are dropping. Students and parents are faced with growing fears that higher education might not even be worth it in the long run. With the release of The Ultimate Summer Program Guide: For High School Students, readers will find a better way to prepare for one of life's largest and most impactful decisions. As the academic industry's largest, most extensive publication dedicated exclusively to summer programs, it's an essential guide for every prospective college student and family. -Do I really know what my major of interest entails? -Do I even know what other majors are out there? -Will I like living away from home as much as I hope I will? -Does my desired campus atmosphere support my learning needs? -Am I really ready?Very few college resources address these types of questions, much less by virtue of fingertip access to experiences that provide the answers in context. Unlike the majority of college resources, which are designed for students who know exactly what they want to do, this guide provides a connection to trialing colleges, careers, and communities, which in turn aids in self-reflection and educational planning. The diverse and far-reaching offerings enclosed within The Ultimate Summer Program Guide: For High School Students are intended to give students a glimpse into what they think they want, and question what else there might be. Those who apply for and complete one or more summer programs using the information provided will no doubt join the ranks of the most academically, socially and contextually prepared college applicants. In addition, they will have gained an unrivaled and distinctive edge that makes their application stand out.

wharton business summer program: *Customer Centricity* Peter Fader, 2012 Not all customers are created equal. Despite what the tired old adage says, the customer is not always right. Not all customers deserve your best efforts: in the world of customer centricity, there are good customers...and then there is pretty much everybody else. Upending some of our most fundamental beliefs, renowned behavioral data expert Peter Fader, Co-Director of The Wharton Customer Analytics Initiative, helps businesses radically rethink how they relate to customers. He provides insights to help you revamp your performance metrics, product development, customer relationship management and organization in order to make sure you focus directly on the needs of your most valuable customers and increase profits for the long term.

wharton business summer program: Gen Z Money $ense Ella Gupta, 2021-04-26 Much like learning to drive a car, managing money is a basic life skill with which everyone needs to be familiar. The current financial landscape is more complicated than ever, and it is necessary to have the proper education to navigate it. Gen Z Money $ense combines pragmatic personal finance and investing instruction with firsthand insights from financial experts, including Karen Finerman, JJ Kinahan, Andrew Ross Sorkin, and Jill Schlesinger. This book serves as a guide to help anyone thrive in the new age of finance and explores a wide range of topics, including automation, taxes, robo-advisors, investing apps, cryptocurrencies, and Environmental Social Governance (ESG) investing. It presents topics in a fun and accessible manner. Author Ella Gupta discusses Gen Z's unique relationship with money and what makes this generation so powerful in its ability to create unparalleled degrees of wealth. Gen Z Money $ense provides a framework for anyone looking to build wealth and make their dreams a reality through investing and taking charge of their financial future.

wharton business summer program: Business Education and Training Samuel M. Natale, 2000 The sixth volume of an important series on education and business co-published with Oxford University Center for the Study of Values in Education and Business, this book highlights the tensions involved in the interplay between competitive universities and businesses. The papers are the results of academic study across the globe, and examine the intersection of the business world with the educational process. Business schools, organizational transformation, corporal punishment, and various world models of education are explored.

wharton business summer program: Global Brand Power Barbara E. Kahn, 2013-03-05 The branding bible for today's globalized world Today, brands have become even more important than the products they represent: their stories travel with lightning speed through social media and the Internet and across countries and diverse cultures. A brand must be elastic enough to allow for reasonable category and product-line extensions, flexible enough to change with dynamic market conditions, consistent enough so that consumers who travel physically or virtually won't be confused, and focused enough to provide clear differentiation from the competition. Strong brands are more than globally recognizable; they are critical assets that can make a significant contribution to your company's bottom line. In Global Brand Power, Kahn brings brand management into the 21st century, addressing how branding contributes to the purchase process and how to position a strong global brand, from identifying the appropriate competitive set, offering a sustainable differential advantage, and targeting the right strategic segment. This essential guide also covers how customer ownership of your brand affects marketing strategy, methods for assessing brand value, how to manage a brand for long-term profitability, effective brand communications and repositioning strategies, and how to manage a brand in a world of total transparency—where one slip-up can go around the world via social media instantaneously. Filled with stories about how Coca-Cola, The Estée Lauder Companies Inc., Marriott, Apple, Starbucks, Campbell Soup Company, Southwest Airlines, and celebrities like Lady Gaga are leveraging their brands, Global Brand Power is the only book you will need to implement an effective brand strategy for your firm.

wharton business summer program: *Foundations of Real-World Economics* John Komlos, 2019-01-11 The 2008 financial crisis, the rise of Trumpism and the other populist movements which have followed in their wake have grown out of the frustrations of those hurt by the economic policies advocated by conventional economists for generations. Despite this, textbooks continue to praise conventional policies such as deregulation and hyperglobalization. This textbook demonstrates how misleading it can be to apply oversimplified models of perfect competition to the real world. The math works well on college blackboards but not so well on the Main Streets of America. This volume explores the realities of oligopolies, the real impact of the minimum wage, the double-edged sword of free trade, and other ways in which powerful institutions cause distortions in the mainstream models. Bringing together the work of key scholars, such as Kahneman, Minsky, and Schumpeter, this book demonstrates how we should take into account the inefficiencies that arise due to asymmetric information, mental biases, unequal distribution of wealth and power, and the manipulation of demand. This textbook offers students a valuable introductory text with insights into the workings of real markets not just imaginary ones formulated by blackboard economists. A must-have for students studying the principles of economics as well as micro- and macroeconomics, this textbook redresses the existing imbalance in economic teaching. Instead of clinging to an ideology that only enriched the 1%, Komlos sketches the outline of a capitalism with a human face, an economy in which people live contented lives with dignity instead of focusing on GNP.

wharton business summer program: The New Marketing Cheryl Burgess, Mark Burgess, 2020-07-27 In our hyper-connected world that is changing at warp speed, marketers recognize the need to shift from traditional marketing methods to a new way that can help them better navigate the unpredictable environment. For traditionalists, this change has posed a challenge. Many have tried to incorporate new approaches into the old models they grew up with, only to be frustrated with the results. From the bestselling authors of The Social Employee, and LinkedIn Learning course authors, comes a powerful new textbook that cracks the marketing code in our hyper-focused digital age. The New Marketing, with contributions spanning CMO trailblazers to martech disruptors, behavioral economics luminaries at Yale to leading marketing thinkers at Kellogg and Wharton, is a GPS for navigating in a digital world and moves the craft of marketing through the forces of marketing transformation. We can’t predict the future. But our goal is to help make Masters/MBA students and marketing practitioners future-ready and successful.

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