



EXECUTIVE EDUCATION

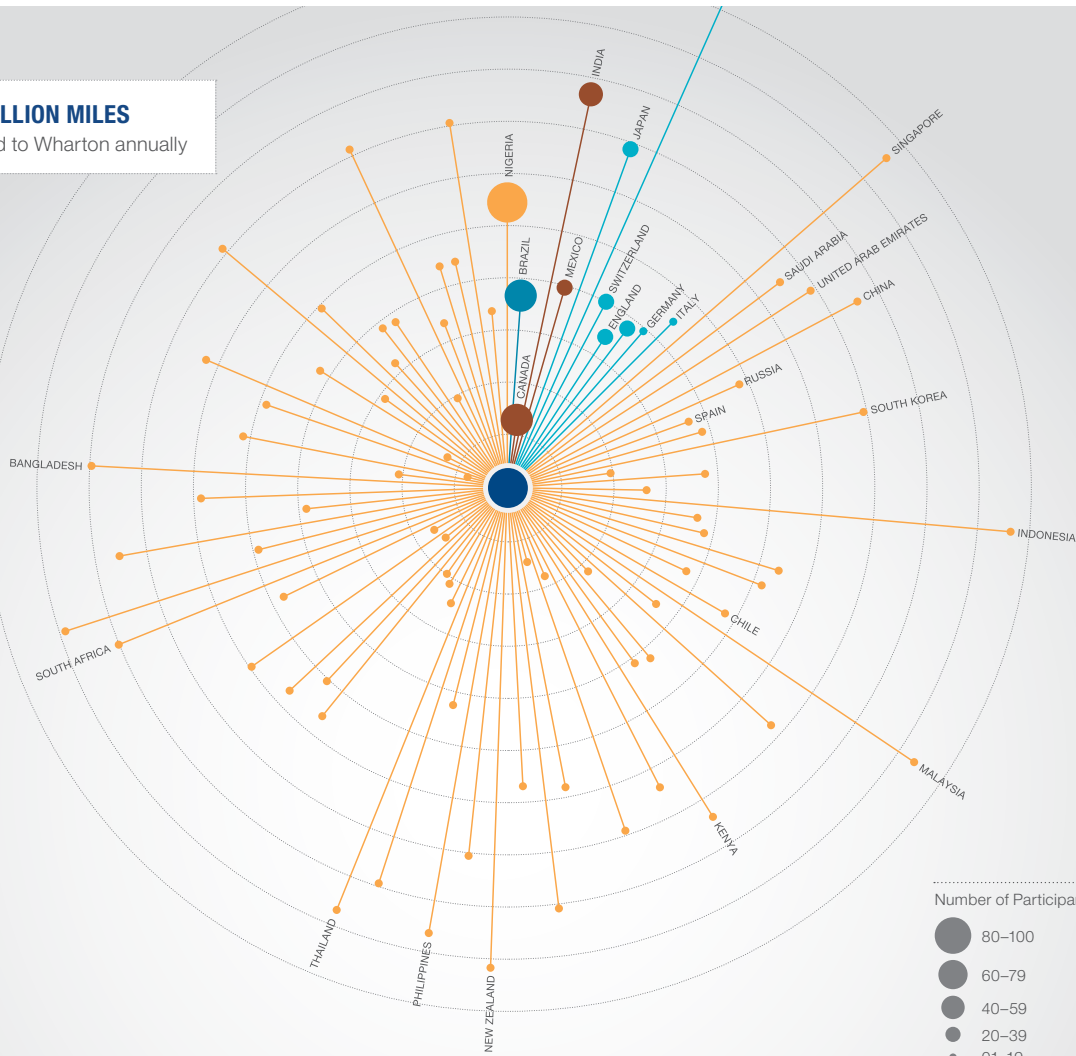
PHILADELPHIA | SAN FRANCISCO

2012–2013 Open-Enrollment Program Calendar



3.8 MILLION MILES

traveled to Wharton annually



EDUCATIONAL PULL

KNOWLEDGE FOR GLOBAL IMPACT

Standing still in today's dynamic, fast-moving business environment results in only one outcome—being left behind. At Wharton, we move influential executives forward. With a world-class faculty who interpret the pulse of business worldwide, we provide knowledge for immediate impact. Whether you're expanding into emerging markets, leading sustainability or branding efforts, acquiring leadership skills, or seeking growth through innovation, Wharton has the business knowledge you need right now.



Wharton | *Philadelphia* is the birthplace of business education. Founded in 1881, Wharton is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. Its Aresty Institute for Executive Education provides cutting-edge, actionable knowledge to over 8,000 executives each year in the Steinberg Conference Center, located among the historic halls on campus.

Wharton | *San Francisco* embodies the innovative, entrepreneurial spirit of the Wharton School in one of the world's most vibrant cities. Wharton's dynamic new space is in the historic Hills Brothers Plaza, located along the Bay on the Embarcadero. In this technologically advanced facility, participants attend classes, study, and dine together—regular interactions that foster a tightly knit community.



SENIOR MANAGEMENT

JUL. AUG. SEP. OCT. NOV. DEC. JAN. FEB. MAR. APR. MAY JUN.

Advanced Management Program

Technology, globalization, and constant change have made the job of leading a business more exciting, complex, and demanding. If you are leading or are in line to lead your firm, Wharton's flagship program will help you define and act on your purpose as a leader and strengthen your strategic prowess.

Sep. 30–Nov. 2

Jun. 2–
Jul. 5

Executive Development Program

Transitioning from functional, unit, or regional management to general management requires knowledge in areas such as finance, marketing, leadership, and strategy. This program prepares you for the complexities of organizational dynamics, communication, and leadership.

Sep.
9–21

Mar.
10–22

May
5–17

Global CEO Program: A Transformational Journey

Lead your company toward profitable growth as you strengthen your knowledge of new markets, reflect on the most pressing issues facing your company, and broaden your skills as a senior leader. Led by IESE, Wharton, and CEIBS, this unique international program takes place over three nonconsecutive weeks.

Nov.
4–9
São Paulo

Mar.
10–15

Jun.
2–7
Shanghai

NEW! Global Strategic Leadership

Discover how you can formulate a global strategy for your organization and learn how to execute it with speed and agility. Explore ways of serving customers and leading across borders. Expand your organization's visionary capacity to inspire greater possibilities for your collective future.

Dec.
4–6

NEW! Leading in Foreign Markets

If you are a country manager, managing director, or regional president assigned to a foreign market, this program is designed for you. Learn how to craft a flexible and resilient strategy that enables you to accommodate market nuances with diplomacy and without overreacting to rapidly changing local market conditions.

Apr.
15–19

The CFO: Becoming a Strategic Partner

This program helps you refine your leadership style, communicate your financial knowledge to other leaders, and make a greater contribution to strategy development and value creation in your organization.

Nov.
5–9

Apr. 29–
May 3

NEW! Wharton Fellows

This program combines experiential learning with onsite visits to best-practice companies in a series of Master Classes designed to enlighten individuals responsible for organizational transformation.

Oct.
14–17

Mar.
5–7
Delhi, India

LEADERSHIP DEVELOPMENT	JUL.	AUG.	SEP.	OCT.	NOV.	DEC.	JAN.	FEB.	MAR.	APR.	MAY	JUN.
Building Relationships That Work Revitalize the relationships that affect the quality and profitability of your business. Learn to create clear communications, build effective collaboration, and develop productive professional and personal relationships.				Oct. 22–25						Apr. 15–18		
Creating and Leading High-Performing Teams Develop your ability to build, effectively lead, and successfully sustain high-performance teams. Explore team dynamics both in the classroom, using the latest research and casework, and in highly experiential exercises.				Oct. 1–5								Jun. 10–14
Critical Thinking: Real-World, Real-Time Decisions Make better decisions, frame issues so that the right problems are addressed, distinguish systematic patterns from random events, and identify acceptable risks in alternative decisions.			Sep. 24–26							Apr. 15–17		
Executive Negotiation Workshop: Bargaining for Advantage® Identify and understand your own negotiation style and that of others to negotiate more effectively. Learn transformative techniques and acquire practical tools and frameworks that will improve your ability to negotiate both inside and outside your organization.	Jul. 30– Aug. 3				Nov. 12–16				Mar. 18–22			
High-Potential Leaders: Accelerating Your Impact Develop the strategic perspective required of global leaders, learn to manage uncertainty and execute your vision, and establish a firm personal foundation that can withstand the pressures of leadership.				Oct. 15–19						Apr. 22–26		
Leading and Managing People Engage the principles of human behavior to better influence and lead others. Learn how to avoid your blind spots, examine how your actions affect others, and gain the resources to lead more effectively.			Sep. 24–27			Dec. 10–13			Mar. 25–28			
Leading Organizational Change This program examines the complex interpersonal and strategic issues involved in successfully spearheading change. Gain frameworks, models, and perspectives on leading change and apply them to your unique challenges.						Dec. 3–6				Apr. 29– May 2		
Strategic Persuasion Workshop: The Art and Science of Selling Ideas Assess your personal persuasion style, and apply what you learn to your current challenges. This program provides tools to help you advance your cause in the organization, identify and remove barriers to persuading others, and learn the “Art of Woo”—winning others over.				Oct. 22–25								Jun. 3–6
NEW! The Leadership Edge: Strategies for the New Leader Make the transition from new manager to leader in your organization. Gain insights into your decision-making processes and develop an authentic leadership style that is true to your personality. Find new and effective ways to motivate and inspire your work colleagues and associates. (Check our website for dates.)											TBD <i>San Francisco</i>	
The Leadership Journey: Creating and Developing Your Leadership Ensure your competence as a leader and examine the timeliness of your strategic vision. You will learn from the decision-making processes of great leaders and discuss challenges with a network of global peers.			Sep. 16–21								May 5–10	

FINANCE & WEALTH MANAGEMENT	JUL.	AUG.	SEP.	OCT.	NOV.	DEC.	JAN.	FEB.	MAR.	APR.	MAY	JUN.
Finance and Accounting for the Non-Financial Manager Learn how to use financial data to make business decisions and to evaluate your firm's performance. Examine core concepts of finance and accounting in a straightforward, easy-to-grasp manner.				Oct. 22–26			Jan. 28–Feb. 1				May 6–10	
Integrating Finance and Strategy for Value Creation Demystify the process of creating shareholder value, gain techniques to evaluate the financial impact and value of strategic decisions, and explore issues such as capital structures, diversification, and risk.			Sep. 24–28					Feb. 25–Mar. 1				
Investment Strategies and Portfolio Management Develop investment portfolios that generate the highest return for your level of investment risk. This program provides a solid foundation for building optimal portfolios and effective tools for making better investments.				Oct. 29–Nov. 2							May 20–24	
Mergers and Acquisitions Our interdisciplinary faculty and industry speakers help you select, assess, and evaluate potential opportunities. Examine acquisition strategy, valuation techniques, tax issues, due diligence, and post-acquisition integration.							Jan. 20–25					Jun. 9–14
MARKETING & SALES	JUL.	AUG.	SEP.	OCT.	NOV.	DEC.	JAN.	FEB.	MAR.	APR.	MAY	JUN.
NEW! Brand Leadership: Strategies for Driving Growth in a Global Marketplace Discover the strategic potential of branding and the tools you need to grow and protect your brand in today's highly competitive global marketplace. This program provides an in-depth understanding of how to leverage a brand effectively for corporate growth.				Oct. 30–Nov. 1								
Competitive Marketing Strategy Learn new tools to analyze your competitors and anticipate their actions and reactions to your strategic moves. This program helps you to evaluate complex challenges and opportunities and to design both preemptive and reactive marketing strategies for competitive advantage.								Feb. 4–7				Jun. 3–6
Leading the Effective Sales Force Make your sales force a sustainable competitive advantage for your firm. Gain a comprehensive approach to motivating and compensating the sales force, and tools to manage in the face of increasing market complexities.				Oct. 22–26 <i>Singapore</i>			Jan. 28–Feb. 1					
Pricing Strategies: Measuring, Capturing, and Retaining Value Gain new approaches for achieving maximum value and increasing your firm's bottom line. In this program, you'll learn about the specific challenges facing various industries, including pricing new products, short lifecycle products, dynamic pricing, and bundling products and services.	Jul. 16–20											
Strategic Marketing Essentials Learn how leading marketers segment and target customers, analyze consumer decisions, develop unique brands, utilize distribution channels, and make effective marketing communication decisions.					Nov. 11–16					Apr. 14–19		
Wharton Marketing Metrics™: Linking Marketing to Financial Consequences Demonstrate your marketing programs' ROI and strategically invest marketing dollars. Benefit from the latest research and tools to better assess and communicate the impact of marketing initiatives on your bottom line.				Oct. 15–18							May 6–9	

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STRATEGY & MANAGEMENT

JUL. AUG. SEP. OCT. NOV. DEC. JAN. FEB. MAR. APR. MAY JUN.

Innovation for Growth: Strategies and Best Practices

Create new business models, launch new products, improve customer experience, and open new markets. With an “Innovation Toolkit,” you can design a flexible innovation process that lets your company quickly adapt to, and profit from, changes in customers, competitors, or markets.

Nov.
5–8

Jun.
17–20

Making Strategy Work: Leading Effective Execution

Gain the framework to develop and execute strategic plans. Learn to integrate strategy and implementation while you examine integration issues, strategic change, and impact on corporate culture.

Sep.
10–14

Apr.
8–12

Strategic Alliances: Creating Growth Opportunities

Build mastery in formulating, negotiating, managing, and evaluating alliances. Adopt practical tools for establishing a global strategic position, even with limited time and resources, and for overcoming many of the obstacles inherent in new market expansion and new product development.

Nov.
26–29

Apr.
22–25

Strategic R&D Management

Learn how to drive for growth. The search for new ideas and ways of doing things and increasing competitive pressures have transformed the R&D function from the back office to one of strategic importance.

Mar.
18–22

Strategic Thinking and Management for Competitive Advantage

Learn to accurately assess the competition, design a clear and compelling strategy, leverage your firm’s capabilities to full advantage, and obtain necessary resources through alliances, acquisitions, and internal corporate ventures.

Sep.
17–21

Dec.
10–14

Mar.
18–22

Jun.
17–21

The Wharton Program for Biotech & Pharmaceutical Executives: Vision, Strategy, and Global Leadership

Examine industry changes and challenges with CEOs, top researchers and drug developers, industry experts, and Wharton faculty. Learn new techniques and best practices for drug discovery, marketing and pricing, financial evaluation and deals, and mergers and alliances.

Jun.
3–7

GLOBAL PROGRAMS—INDIA

DATES

LOCATION

NEW! Accelerated Development Program — www.WhartonADPIndia.com

As part of this new certificate program for high-potential business executives in India, participants will complete three programs as well as receive professional coaching and leadership assessments. Program options include:

Becoming a Global Leader—India	Oct. 9–12, 2012	Mumbai
Customer Driven Marketing: Strategies for Profitable Growth—India	Dec. 16–19, 2012	Delhi
Strategic Thinking and Leadership for Growth—India	Mar. 11–14, 2013	Mumbai
Using Finance for Strategic Growth—India	Jan. 28–31, 2013	Mumbai



Enroll now or learn more at execed.wharton.upenn.edu

Talk to us at **1.800.255.3932** (U.S. or Canada), **+1.215.898.1776** (worldwide), or email us at execed@wharton.upenn.edu and mention: CAL1216

INDUSTRY ASSOCIATIONS

Wharton provides a variety of executive programs specific to particular industries, including the financial services, insurance, human resources, health care, and pharmaceuticals industries.

A few of our Industry Association partners include:



Visit our website for a more detailed description of Wharton Executive Education’s industry-specific programs:

Select “Open-Enrollment Programs,” and then “Industry Associations.”