

Information Session – Welcome

Wharton Programs for Working Professionals

October 14, 2009



Developing Yourself Among the Best

The Wharton School

- 260+ faculty; 4400 students
- Undergraduate, MBA and EMBA, PhD, Executive Education
- 11 academic departments & 18 research centers
- 80,000+ Global Alumni

Challenge, debate, and refine business principle

Finding Opportunity in Times of Economic Crisis

Survive the current economic times

Lay the foundation for future profitable growth

Stay ahead of the competition

Understand the PULSE of an industry

Reinvent or restructure yourself or your business

Upgrade talent

Create an action plan

Certificates Offered

- **Business Essentials (Saturday option available)**
- **Entrepreneurship**
- **Marketing**
- **Human Resource Management**
- **Finance and Accounting**
- **No Major Option**

Semesters: 2-3

Is it for you?

- **Seeking a world class introduction to business**
- **Courses offered in the evenings and Saturdays**
- **Course credit**
- **Tuition reimbursement**

“This is exactly what I wanted, a business program for people like myself who have little to no academic background in business. I am astounded at the immediate practical application of the courses. I am now able to discuss in depth many economic and financial issues with my clients , who all love that their trust advisor attends Wharton!”

Diane Goad, CTFA

Assistant Vice President Wachovia Trust

Faculty Presenters

Wharton Faculty are more than educators, they are thought leaders...providing continuous critical knowledge and unparalleled decision support to meet business challenges....



“Wharton Programs for Working Professionals offered me the opportunity to develop my knowledge and skills in marketing, managerial accounting, and finance. I have already successfully developed my business plan and these skills will enable me to implement it.”

Bernadine Abad

Founder, President, CEO

Intellectual Pursuits, Inc

Finance and Accounting Certificate

Objective

To establish firm grounding in finance and accounting

Is it for you?

Professionals new to financial concepts and techniques

Those seeking to update knowledge of basic financing and accounting

Individuals seeking to change to financial services roles

Semesters: 2-3

Curriculum: *Financial Accounting*
Managerial Accounting
Monetary Economics
Corporate Finance

**Math Tutorial Support Available*

“The Entrepreneurship certificate offers action-oriented workshops within a cutting edge learning environment. I am now developing my venture initiation skills further to bring my company to the next level.”

Kumar Bhavanasi

President/CIP

First Tek Technologies, Inc.

Entrepreneurship Certificate

Objective *To provide fundamentals of management and entrepreneurship*

Is it for you? *Grow your company*
Learn key business functions to increase your capacity
Initiate and/or develop new products and services

Semesters 3

Curriculum *Introduction to Management*
Managerial Accounting
Corporate Finance
Introduction to Marketing
New Product Management
Formation and Implementation of Entrepreneurial Ventures
 • *2 Optional Workshops with the*
 • *Wharton Small Business Development Center*

“As a PhD who has spent seven years in pharmaceutical research, I am ready to take on more strategic roles. The program at Wharton has provided me with a strong foundation in the field of marketing.”

*Arun Swaminathan
Principal Scientist,
Bristol-Myers Squibb Company*

Marketing Certificate

Objective: *Give comprehensive understanding of marketing disciplines*

Is it for you? *Professionals assuming marketing responsibilities for the first time*
Individuals in a marketing capacity but without significant formal education in marketing disciplines.
Those seeking to acquire marketing skills to advance careers

Semesters: 2-3

Curriculum: *Introduction to Marketing*
Consumer behavior
Marketing Research
Marketing Strategy

“The program enhanced my knowledge in managing a business, enabling me to leverage my scientific background and providing me with the confidence to meet increasing responsibilities and challenges.”

Vinod Ramachandran
Principal Scientist, GlaxoSmithKline

Business Essentials Certificate

- Objective:** *Give firm grounding in key business disciplines*
- Is it for you?** *Professionals looking to enhance management skills
Expand functional areas
Alternative to MBA*
- Semesters:** 3
- Curriculum:** *Introduction to Management
Financial Accounting
Corporate Finance
Human Resource Management
Introduction to Marketing
Business Policy*

“The Human Resource Management Certificate changed the way I see a lot of things. Courses such as Organizational Behavior, Strategic Implementations and Negotiations emphasized that human resources is a much broader field. I uncovered areas of the field I hadn’t considered. Human capital is a priceless commodity to a company, I now understand the value of employee retention and the quality of human resource.”

Daniel Oviedo Lopez

Currently enrolled in an MBA program

Human Resource Management Certificate

Objective

To establish fundamental and essential skills to manage human capital in the human resource field

Is it for you?

*Increase depth of experience in managing people
Managers experiencing challenges who want to assess their style or mode to influence others
Develop skills to manage human capital*

Semesters 2-3

Curriculum

*Human Resource Management
Organizational Behavior / Organizational Psychology
Negotiations
Strategic Implementation*

Option to Enroll as “No Major”

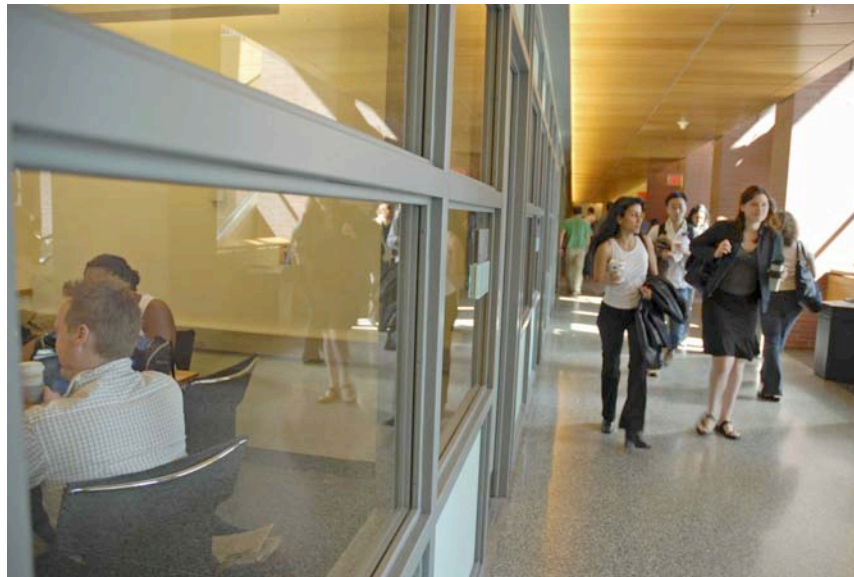
- Objective** *To provide temporary option for those not decided on a certificate yet*
- Is it for you?** *Need sample courses before committing
Interested in taking individual courses*
- Courses** *May take up to two courses
Must complete prerequisites if indicated
Course list is on line, certain courses restricted
Courses may transfer into a certificate program*
- Admission** *Entry requirements are the same, however only one essay is required and there are no required letters of recommendation.*

Who Are Your Peers?

Mid to upper level professionals with non-business degrees seeking to advance or change their careers

Professionals who are considering an MBA

Entrepreneurs who need a formal understanding of business disciplines.



Who are your peers?

Degrees:

43% BS/BA

38% MS, MA, MBA

19% advanced degrees (PhD, MD, JD, DVM)

Average age: 34

Work Experience: 10 years

Industry:

Energy/Chemical, Finance, Pharma

Small business, Non-Profit

School boards, government

Law firms, Advertising/Communication

The MBA Decision

WPWP courses earn official University of Pennsylvania credit

courses can be transferrable

whether a course is accepted is up to the MBA program

core courses vs electives

WPWP is an excellent segue to an MBA program

Wharton Certificate vs. MBA Degree

MBA programs WPWP grads have attended:

Wharton, Smeal (Penn State), LeBow (Drexel), Haub (St. Joseph), Fox (Temple), Thunderbird, IESE (Barcelona)

Wharton-ELP Alliance

Objective

To acquire practical business skills while improving proficiency in English

Is it for you?

Professionals, for whom English is a second language, in early to mid stages of their careers who need to acquire key business skills to advance their careers and generate strong grounding in English.

Those seeking to acquire an understanding of U.S. business culture that enhances workplace communication

Participants choose one of the five certificates offered from WPWP as well as advanced level courses in the English Language Programs.

Program is offered in conjunction with the University of Pennsylvania's English Language Program

Proof of English Language Proficiency Requirements

Wharton Programs for Working Professionals offer students a learning experience that encourages public speaking, group discussions, and active class participation. To succeed, students must possess a highly developed proficiency in written and oral English.

International students whose first language is not English must submit with their application proof of English language proficiency, demonstrated through one of the following:

- **TOEIC 850**
- **TOEFL CBT: 240 with TSE 55 or iBT Speaking and Writing 24**
- **TOEFL PBT: 585 with TSE 55 or iBT Speaking and Writing 24**
- **TOEFL/iBT above 96 total with 24 in Speaking and Writing**
- **CAE: grade B or above (or CPE: grade C or above)**
- **IELTS: 7.0 or higher**
- **ELP student: 800 level**

Note: If your test score is more than two years old, you must retake the test. Wharton accepts only official TOEFL scores sent by the ETS.

TOEFL/TOEIC Waiver

You may request to waive the TOEIC/TOEFL:

- if you have earned an undergraduate or master's degree in an English-speaking country or from an institution in which English is the language of instruction
- have completed a U.S. graduate degree program followed by at least three years of work in the U.S.
- In some circumstances, applicants may be required to provide evidence in support of the waiver with an iBT Speaking and/or an iBT Writing score of 24 or higher, or one of the above tests with the score level indicated.

Note: If your test score is more than two years old, you may be required to retake the test. Wharton accepts only official TOEFL/TOEIC scores sent by the ETS.

Admission Requirements

Entry requirements:

- *Bachelor's degree*
- *GPA of 3.0 is expected*
- *At least three years work experience*

Submit:

- *Application Form*
- *\$70 Application Fee*
- *Resume or CV*
- *Two Essays & Two Letters of Recommendation*
- *TOEFL Scores (included in packet)*
- *Official Transcripts*

**one essay required for the no-major applicant & no letters of recommendation*

Word about Essays and Letters of Recommendation

Essays play an important part in:

- *Helping us understand and get to know each applicant*
- *Offering an applicant the opportunity to effectively communicate who he or she is and to give a better insight into the student's thought processes and writing ability*
- *Allowing students to show energy, confidence, and independent thinking.*
- *Essays should be well-written and free of mechanical errors*

Recommendation letters

- *submitted under separate cover.*
- *one of the recommenders should be a current or previous supervisor that can attest to your work ethic and skill set. He/She should also present their belief on how the program would benefit and further develop you professionally*

Program Information

Length of Program:

Fall and Spring Semesters:

16 weeks, 1 evening/week or 1 Saturday/week

Summer Sessions:

6 weeks, 2 evenings/week or

12 weeks, 1 Saturday/week

Application Deadlines:

Spring 2010: November 20, 2009 (Classes begin January 13, 2010)

Application Deadlines:

Summer I 2010: April 17, 2010 (Classes begin May 24, 2010)

Summer II 2010: May 22, 2010 (Classes begin July 6, 2010)

Application Deadlines:

Fall 2010: August 14, 2009 (Classes begin September 8, 2010)

Program Information

Program Fees: Currently \$2,928 per course
(includes \$82 tech fee not charged in the summer sessions)

Completion Requirements:

3.0 cumulative average required for completion

“C” or better required for a course to count towards certificate



INFORMATION FOR PENN EMPLOYEES

- Contact your Business Administrator or your Human Resource Benefit Specialist for full explanation of your school, department or division policy.
- Application requirements, application fees and book fees apply to Penn Employees
- If you are currently enrolled in another Penn program, you must obtain written approval from your advisor to apply to WPWP.
- Strongly advised to contact your BA for a complete explanation of tuition policy, course load allowance and additional issues.
- Hospital Employees are advised to do the same
- Check your eligibility with HR: 215-898-4812

Other Important Information

Student Loans:

- Penn Student Financial Services Office –
<http://www.sfs.upenn.edu/home/pages/loans>
or call 215-898-1988

Penn Employees:

- Penn financial assistance - two courses per semester, 6 total per year (Check your eligibility with HR!) 215-898-4812

Please visit our website
www.whartoncertificates.com
for additional information

Contact Information

General Questions:

215-898-2888

Web:

www.whartoncertificates.com

WPWP email:

wharton-wpwp@wharton.upenn.edu

Wharton Programs for Working Professionals

**The best minds in business are in
Wharton's classrooms
Join them.**

