

WHARTON GLOBAL YOUTH ANNUAL REPORT





OUR PURPOSE

The Wharton Global Youth Program introduces business and finance education to high school students around the world, extending the reach of the world class education provided by the Wharton School at the University of Pennsylvania. Our goal is to educate, inform and inspire pre-collegiate students to explore business practices, analyze the world’s complex challenges, and take the first steps in becoming leaders who will transform the global economy.

Dear Reader,

The report before you tells the story of connections. Wharton Global Youth in the past year was more than just connecting Wharton to high school students; it was about connecting the strengths of the Wharton community to new populations. To accomplish this, the Wharton Global Youth staff continued our ongoing work to forge relationships across the Wharton School.

The Wharton community is much more than we find on the Philadelphia and San Francisco campuses. Wharton exists in our alums and now in high schools worldwide. Through the connections Wharton Global Youth fosters in its programming, competitions and content, high school-age students, their teachers, and their communities are developing deeper connections to business education.

In this annual report, you will read the stories of those connections. We have worked to document the students and educators learning from and with Wharton in Philadelphia, San Francisco, Cambridge, online and in high schools across the globe. It was another great year of growth for Global Youth, and the next one has already begun. We hope you will keep connecting with us.

All the best,
 Eli J. Lesser | Senior Executive Director




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OUR TEAM

Serguei Netessine - Senior Vice Dean,
Global Initiatives & Innovation

Eli Lesser - Senior Executive Director

Lauren More - Director, Summer High School Programs

Kara Dunn - Director, Communication and Competitions

Diana Lasseter Drake - Managing Editor

Dongnian (Effie) Zhou - Instructional Content Manager

Allyson Vaughan - Manager, Wharton Summer
High School Programs

Gregory Wilson - Associate Director of Communications

Alaysha Suggs - Manager, Pre-Baccalaureate Program

David Brubaker - Technical Director

Lilla Butterworth - IT Project Leader

Kimberly Navarro - Administrative Coordinator,
Wharton Summer High School Programs

Brianna Ross - Administrative Coordinator, Pre-baccalaureate
Program and Summer High School Programs

Donovan Moore - Operations Assistant

Rachel Szkaradnik - Business Manager

Quinn Henry - Director of Revenue Enterprise

HIGHLIGHTS FROM THE YEAR

Wharton Global Youth By the Numbers

- 1,286** Students enrolled in seven Philadelphia campus programs (6.8% increase)
- 90** Students enrolled in inaugural Cambridge Strategy and International Management program
- 728** Students enrolled in summer online certificate programs
- 25** Students participated in more than one summer program
- 61** Countries represented among our summer students
- 168** Penn undergrad and graduate students hired to support our academic programs and competitions
- 7,558** Student competitors in the 2022-2023 Wharton Global High School Investment Student Competition (8.3% increase)
- 903** Educator advisors supporting students in our Global High School Investment Competition
- 21%** Increase in summer applicants
- 34%** International students

Social Media

Total audience: **15,986** (24.4% annual increase)

Average engagement rate (per impression): **4.82%** (1.4% increase)

 **5,706** followers
(28% increase)

 **4,638** followers
(3% increase)

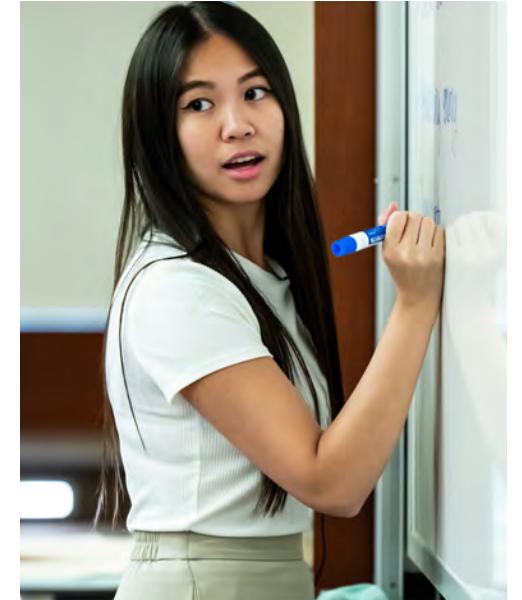
 **2,265** followers
(1% increase)

 **3,377** followers
(105% increase)

September 2023 Newsletter

56% Open rate (27% increase)





Exploring the History of Penn and Slavery

On Juneteenth 2023, students in Global Youth’s Philadelphia campus programs were invited to take the Penn&Slavery Project’s inaugural augmented reality campus tour, revealing Penn’s historical connection to the institution of slavery.

[Read more in our newsroom.](#)



“It’s important for leaders to understand the history of these kinds of things, because it is often upheld from the top...If leaders don’t understand what they could be preventing, then they won’t know how to act against it in the future.

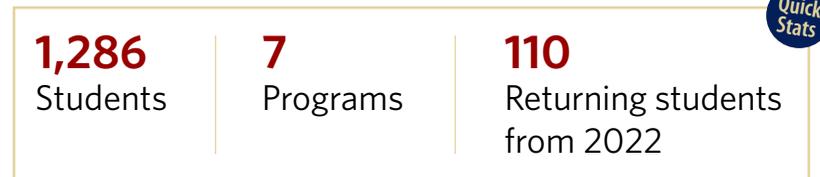
— Adia D., New Jersey, USA

Leadership in the Business World 2023

SUMMER ON-CAMPUS PROGRAMS

Wharton Global Youth in Philadelphia

In the summer of 2023, Global Youth welcomed more than **1,200** high school students back to Wharton’s Philadelphia campus to learn with us in our dynamic two-week and three-week business education programs.



Quick Stats

Our On-campus Programs at a Glance

Data Science Academy teaches essential data-science techniques, such as data visualization and wrangling, and also exposes students to modern machine learning methodologies, which are building blocks for today’s AI field.

Essentials of Entrepreneurship provides an immersive introduction to creating a new venture. Students learn how to launch a successful startup and study the core techniques in the areas of user research, opportunity testing, minimum-viable-product developing, marketing, scaling and exiting.

Essentials of Finance provides an introduction to the fundamentals of finance, as well as opportunities to explore finance beyond the stock market, including venture capital, corporate valuation and alternative investments.

Leadership in the Business World introduces rising high school seniors to the full breadth of Wharton’s top-notch undergraduate business education and improves students’ leadership, teamwork and communication skills.

► **NEW! Product Design Academy** teaches design thinking and product development. Through this studio-based program, students learn how to identify customer needs, generate product concepts, prototype, and design a physical product to showcase using The Studios @ Venture Labs.



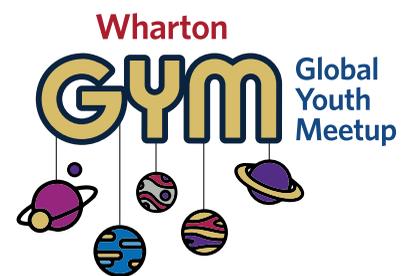
Moneyball Academy explores the world of sports analytics with a focus on the fundamentals of statistical thinking and programming languages. Students use the techniques applied by analytics professionals to make sports-related discoveries and data-informed decisions.

SUMMER ONLINE PROGRAMS

Wharton Global Youth on Canvas

Our online programs allow students from around the world to access Wharton insight and instruction regardless of travel limitations or busy summer schedules. Global Youth offers a variety of online business-education opportunities, ranging from leadership to coding and statistics to sports business. Students learn from Wharton instructors and engage with a rigorous curriculum that has been specifically adapted for the virtual classroom.

To complement our online learning experience, we again activated our virtual learning space known as the [Global Youth Meetup](#) or GYM, an extracurricular online community that gives our remote students a way to connect with one another, engage with Wharton alumni, compete in challenges, and attend career and business workshops. In the summer of 2023, 486 students (67% of our online cohort) took part in the GYM's co-curricular activities and networking before, during and after their programs and courses.



728
Online certificate students

36%
International students

Quick Stats

Our Online Programs at a Glance

[Future of the Business World](#) examines current issues facing the business world, encouraging students to discover emerging technologies and delve into new business trends and future scenario planning.

[Essentials of Leadership](#) builds skills in emotional intelligence, problem-solving, interpersonal communication and collaboration through daily lectures, case studies and a digital simulation.

[Moneyball Academy: Training Camp](#) teaches the basics of how to read and write code in "R," an advanced statistical programming language, and students create their own sports-analysis projects.

► **NEW!** [Moneyball Academy: Training Camp FLEX](#) provides an online introduction to statistics and coding. Designed with busy students in mind, the virtual platform includes flexible, asynchronous learning modules, while live interactions with instructors and guest speakers allow students to build connections to peers and across industries.

[Sports Business Academy](#) teaches students about leagues, media, marketing, labor issues, and social impact and responsibility, as they meet and learn from leaders in the sports-business world.

“In the Future of the Business World program, I was able to expand my entrepreneurial thinking to create my own business. The process of design-making and speaking with other students from around the world influenced me to potentially create my own product under the brand name, Streetwear.



— Axel P., Massachusetts, USA
Future of the Business World 2023

“I enhanced my communication and research skills. Despite being online, the lessons and activities were incredibly engaging and kept my attention all the way through.



— Casso P., Guangdong, China
Future of the Business World 2023

Our Students Stay Connected

Jason P., a student from Dubai, United Arab Emirates, who attended Global Youth's July 2023 Cambridge, UK program, joined Round 4 of our virtual Comment & Win contest in August to reflect on our article, [Does Business Have an Ethical Responsibility to Help Save Our Planet?](#)



“I believe that in order to achieve a level of environmental sustainability that is desired to reverse the effects of climate change...simply promoting more eco-friendly research and development (R&D), as well as disincentivizing firms in industries with large carbon footprints from continuing what they're doing seems a little unrealistic.”

SUMMER LOCATION-BASED PROGRAMS

Exploring Business and Culture

The growth of our Global Youth community inspired us to design unique opportunities for high school students to explore the intersection of culture and business. In July 2023, Global Youth launched Strategy and International Management, our first program abroad, hosted at Murray Edwards College at the University of Cambridge, UK. This was an expansion of our location-based programs, which began in 2022 with Innovation and Startup Culture (previously Essentials of Innovation) held at Wharton San Francisco.

Our Location-based Programs at a Glance

[San Francisco, CA: Innovation and Startup Culture](#)

Set on Wharton's San Francisco Campus, our two-week Innovation and Startup Culture program introduces high school students to the world of new-venture creation. They learn the strategies that successful entrepreneurs use to generate new ideas and develop them into disruptive high-growth ventures.



► **NEW!** [Cambridge, UK: Strategy and International Management](#)

This two-week program acquaints students with the core concepts of management and international business. Participants prepare university-level business cases that introduce a company's management challenges and invite students to propose solutions - all within England's vibrant hub of innovation and research.



Quick Stats

San Francisco

98 Students

Cambridge

90 Students



On Location in Cambridge with Sara Jane McCaffrey

What was it like for our first two cohorts of high school students attending Strategy and International Management in Cambridge, UK this past summer? Global Youth sat down with Dr. Sara Jane McCaffrey, the instructor of our newest location-based program, to get the scoop on all things Cambridge - from Porter's Five Forces, case studies, and value-chain analysis, to an eye-opening visit to BMW's Mini Cooper plant in Oxford, where students discovered first-hand the impact of Brexit. We also talked about the program's final case competition, where one student team conducted some impressive hot-pot research. [Read more in our newsroom.](#)

“We presented theory and frameworks in class, and then we looked at a particular firm as a case study — not necessarily because it was illustrative of doing all the right things, but rather, to give students a mechanism to learn what the options are and how decisions are made.”



— Dr. Sara Jane McCaffrey,
Cambridge Program Instructor

“Being a part of the Global Youth Program allowed me to evolve as an innovative thinker, expand my knowledge beyond the theory of business, and dive deeper into the foundations and subfields of it through the coursework provided within each class. Best of all, I was able to form stellar connections with students from across the globe, as well as talented professors and coordinators... in a friendly environment during a time that worked best for me as a part-time employee.



— Viktoriia B., Pennsylvania, USA
Pre-baccalaureate Program 2023,
Behavioral Economics

A Case Study in Viral Marketing

“In the past, I would post pictures of our dishes, but I didn’t think about how to make my ideas stick. I learned in the Pre-baccalaureate Program that there is a lot of psychology behind marketing.”

Discover how Ietetsu U., a Pre-baccalaureate student in 2022, used his new viral marketing skills to generate buzz around his family’s ramen noodle restaurant. [Read more in our newsroom.](#)



WHARTON PRE-BACCALAUREATE PROGRAM

Earning College Credit in High School

The [Wharton Pre-baccalaureate Program](#) is an academically intensive dual-enrollment opportunity for exceptional high school juniors and seniors to enroll in online courses spanning the breadth of Wharton’s business-education curriculum and to earn college credits.

Our Courses at a Glance

- BEPP 0001:** Introduction to Behavioral Economics **New**
- HCMG 0001:** Introduction to Health Economics
- FNCE 0001:** Introduction to Financial Markets & the Global Economy
- FNCE 0002:** Essentials of Personal Finance
- OIDD 0001:** Prescriptive Analytics
- STAT 0001 & 0002:** Introduction to Statistics and Data Science
- MGMT 0001:** Principles of Management **New**
- MGMT 0004:** Work, Power and Inequality
- MKTG 0001:** Viral Marketing
- MKTG 0002:** Consumer Behavior

Quick Stats

144
Individual Pre-baccalaureate students
(50 from Philadelphia)

9
Courses
(2 new: MGMT 0001 & BEPP 0001)



Alaysha Suggs (Center), Manager of the Pre-baccalaureate Program, pictured with two Pre-baccalaureate students from Philadelphia, PA.



WHARTON EMBEDDED PRE-BACCALAUREATE PROGRAM

Through our [Embedded Pre-baccalaureate Program](#), Global Youth partners with organizations that work toward inclusivity in education, such as Wharton’s Coalition for Equity and Opportunity (CEO), Heights Philadelphia (formerly Steppingstone Scholars), and the National Education Equity Lab, to bring online college credit-bearing courses to high school students in historically underserved communities. This year, we reached **1,414** students nationwide through Embedded Pre-baccalaureate, and **106** students from Philadelphia public schools.

In addition to our flagship 10-week **Essentials of Personal Finance** Embedded Pre-bacc course, led by Wharton professor David Musto and supported by Wharton’s Stevens Center for Innovation in Finance, we’ve expanded our course offerings to include **Grit Lab 101**, a collaboration with the School of Arts and Sciences. Professor Angela Duckworth guides students through two main objectives: 1) to teach cutting-edge scientific discoveries about how to foster passion and perseverance for long-term goals, and 2) to help them apply these insights to their own lives — including applying to college.

Embedded Pre-baccalaureate Comes to Campus

- 40 Embedded Pre-baccalaureate students and four teachers from Bronx School for Law, Government and Justice, KIPP D.C. Legacy College Prep, and KIPP D.C. College Prep traveled from New York City and Washington, D.C. to spend a day at Wharton in Philadelphia.
- They met their online personal-finance video instructor, Dr. David Musto, and Wharton CEO Faculty Director, Kenneth Shropshire, among others.
- Students shared their ideas about the strengths and weaknesses of the Embedded Pre-bacc Program.
- They explored campus on a Wharton Scavenger Hunt.



[Read more about the December 2022 visit.](#)

“I had butterflies coming here. I’m literally the first person in my family to think about going to college...and this is the second college visit I’ve ever been on. It’s teaching me a way of life.



— Zach W., Washington D.C., USA (KIPP D.C. Legacy Prep), during a trip to Wharton’s Philadelphia campus

Quick Stats

1,414

Embedded Pre-baccalaureate students

106

students from Philadelphia

81

co-teachers supporting the Embedded Pre-baccalaureate Program

Co-teaching Our Embedded Pre-baccalaureate

Katharine Chambers, a finance teacher at Manchester High School in Connecticut, is one of several co-teachers helping to deliver Global Youth's Embedded Pre-baccalaureate course to her students. Chambers guided her 10 Manchester juniors and seniors, while two MBA students from Wharton connected with them weekly over Zoom to teach the course material. Chambers was face-to-face with the kids and the MBA teaching fellows were online, creating a unique collaboration.

[To read more about Chambers' class and co-teaching experience, visit Global Youth's Essential Educator blog.](#)

“The course has value in not just the content, but the experience of it all. My students really connected with their teaching fellows and got to see another lifestyle, which is huge for our school as one of the most diverse in Connecticut.”



— Katharine Chambers,
Manchester High School, Connecticut, USA



WHARTON GLOBAL HIGH SCHOOL INVESTMENT COMPETITION

A Fun and Far-Reaching Financial Education

Beginning in September 2022, more than **7,000** students from **53** countries participated in our most recent [Wharton Global High School Investment Competition](#). Led by teacher-advisors, they worked in teams of four to seven students to learn about teamwork, communication, risk, diversification, company and industry analysis, portfolio management, stock market trading, and other important principles of investing.

Quick Stats

1,375 Teams	53 Countries
7,558 Students	1,611 Educator-advisors

Worldwide Global Youth Investors



Top (Left to Right): The Finance Wolves from Moshi, Tanzania; G-Trojan from Greenville, Pennsylvania, USA; Got-Cha from Taipei, Taiwan; Warren Buffet's Lost Grandchildren (WBLGC) from Nur-Sultan, Kazakhstan

Bottom (Left to Right): Jawaran Investment Team from Mantin, Malaysia; Kicking Assets 25 from Tom's River, New Jersey, USA; Ahmed Aviation from Oberursel, Germany; The Tycoons from Lagos, Nigeria

“We do hope that students from all around the world are able to discover this competition, as it is the perfect chance to apply our theory-based knowledge to reality.

— *Jawaran Investment Team, Kolej Tuanku Ja'afar School, Mantin, Malaysia*

Investment Competition Global Finale at Wharton

On April 21 and 22, 2023, we held our investment competition Learning Day and Global Finale on Wharton’s Philadelphia campus for more than 50 student finalists from around the world, welcoming them to the eight floor of Jon M. Huntsman Hall.

[During the Learning Day, Students engaged with Dean Erika James](#) in a robust Q&A session focused on crisis leadership; studied the latest research on “Sustainable Energy for the World’s Poorest Countries,” with Serguei Netessine, Wharton’s senior vice dean for innovation and global initiatives; and explored the [“Power of Purpose” with Wharton School marketing professor, Dr. Patti Williams](#).

Our Global Finale was held on the eight floor of Huntsman Hall, where the top 10 competition teams went head-to-head, dazzling a prestigious panel of judges with their investment-strategy presentations. Three teams emerged as this year’s global winners. [Read more in our newsroom.](#)



Wharton Academic Virtual Environment (WAVE Classroom)

[In March 2023, we hosted our Wharton Global High School Investment Competition](#) virtual semifinals in Wharton’s state-of-the-art [WAVE classroom](#). We were among the first to use this brand-new space that enabled our Executive Director Eli Lesser to connect virtually with some 55 students from around the world, interacting with them on a vast screen in a fully connected experience.



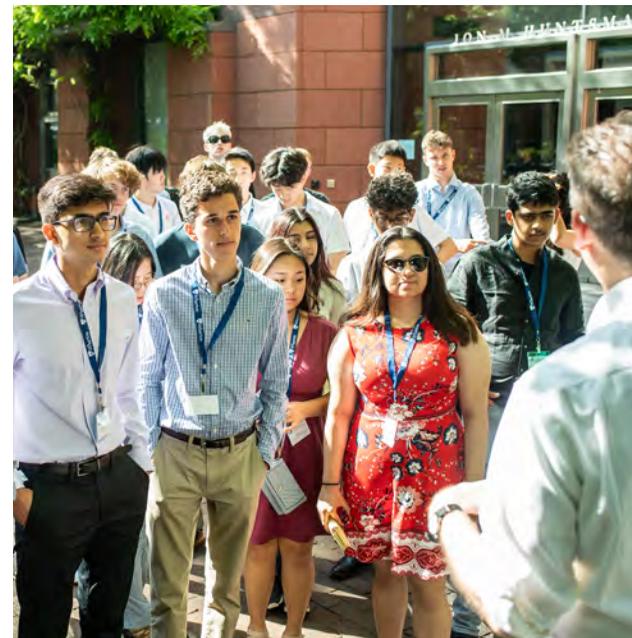


Tales from the 2023 Teams

A Teacher Guides Each Investment Competition Team:

“We needed to lift each other up when our decisions went the wrong way and celebrate each small win to gain momentum. We needed to learn to let go of failures when the results were out of our hands and listen to one another to understand different points of view. We learned to have fun and the value of money, especially when it was a client that was entrusting us with their financial future. [Visit our Global Youth newsroom for the inside scoop from competition students and educators.](#)”

— Claudia Cabal, Educator, Carol Morgan School, Dominican Republic, talking about her student investment team, pictured below



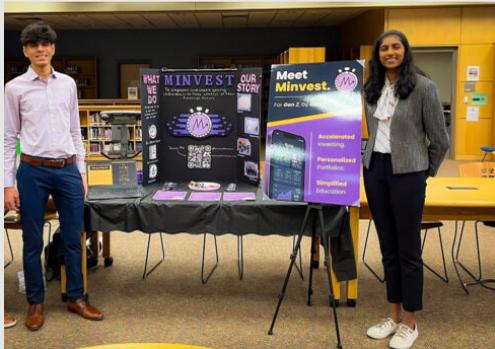
“What matters most in the Wharton Global High School Investment Competition is the team that you’re working with. Having a team with a diverse array of skills will prove to be more helpful than any other factors in this competition.



— Om G., Virginia, USA (Thomas Jefferson High School for Science and Technology), 2022-2023 Global Champions

The Minvest Mission

In March 2023, we featured Investment Competition participant Raaga and her classmate Arjun, a Wharton Pre-baccalaureate student, on our [Future of the Business World Podcast](#). Listen to their start-up story, as they work toward making research quick and accessible for young investors.



2022-2023 Investment Competition Semifinals Judges

Mark Brookshire | Founder and CEO, Stock-Trak, Inc.

Valerie Ramirez Mukherjee WG’03 | Founder & Managing Partner, Ramirez Mukherjee Family Office

Kenneth Chiang WG’90 | Managing Partner, CIO and Founder, Redwood Peak

Yanbing Qiu | Chief Investment Officer and Managing Director, CICC Fund

Jean Gannon WG’97 | Managing Director, Private Wealth Management Group, UBS

Shant Sood WG’08 | Co-Founder, Sanctum Capital Management

Rajesh Sehgal | Founder and Managing Partner, Equanimity Investments

Claire Walton WG’85 | Director/Trustee Multi-Asset Funds, Black Rock

Patrick Yung WG’00 | Partner, Webster Equity Partners

Robert Sharps WG’97 | CEO & President, T. Rowe Price

Heather Crist | Head of Field Engagement for Wealth Management USA, UBS

Wayne Williams | Associate Professor of Accounting, Fox School of Business at Temple University

Patrick Gannon WG’97 | Co-Founder and COO, BlueTape

Jennifer Saenz WG’05 | Chief Merchandising Officer, Albertson

Global Finale Judges

1. **Andrea Vittorelli WG’92** | Global Chair, Insurance Practice, JP Morgan Securities LLC
2. **Muk Rao C’94 GSE’97** | Product Manager and Architect, Wharton Research Data Services (WRDS)
3. **Michael DeFlorio W’92** | Chief Executive Officer, Harvest Partners
4. **Annie Feng CFA** | Investment Manager, Private Credit, abrdn

Global Youth has partnered with iD Tech, which delivers online education, to bring our investment competition to middle-school students. This included

396
Middle-school investors

19
Countries represented

Quick Stats

MEET OUR INSTRUCTIONAL TEAM

We lean on the support from the larger University of Pennsylvania community to bolster our academic programs, help provide our students with the academic support they need, as well as provide them with valuable insights into the college experience. We work with Penn lecturers, undergrads and graduate students to support our various on-campus, online and Pre-baccalaureate programs. We're thrilled to hear their positive experiences. Read some of them below:

“What a privilege to have just wrapped another great summer of class with the Wharton Global Youth Program! Scott Romeika and I taught the Future of the Business World online program to a cohort of more than 350 high school students from around the world, and we were continually amazed by their creativity, motivation and confidence.

Our students learned the basics of design thinking as it applies to business and entrepreneurship, practicing building empathy, iterating on ideas and pivoting when necessary — great skills for business and beyond.



— Ashley Marcovitz,
University of Pennsylvania
Lecturer, Future of the
Business World Program Leader

“I had the extraordinary opportunity to serve as a Teaching Assistant for the prestigious Wharton Global Youth Program's Sports Business Academy.

My primary role was to provide support and guidance to a group of 60 high school juniors and seniors as they prepared for their final projects on a sports-business topic of their choice...The students left an indelible impression on me with their incredible work ethics and their ability to engage in intelligent discussions that rivaled those I experienced last semester in a Sports Business class at Penn.



— Angeludi Asaah,
University of Pennsylvania Undergraduate,
Sports Business Academy Teaching Assistant

Quick Stats

- 28** instructors hired to teach the 2023 summer programs
- 44** Wharton MBA Teaching Fellows hired to lead our Embedded Pre-baccalaureate courses
- 102** University of Pennsylvania students hired to support our programs as either Teaching Assistants or Community Assistants

“The Global Youth articles and podcast transcripts provide unique insight and present narratives from every corner of the world...They have been an incredible source of inspiration for me and other aspiring business leaders. In our Business and Economics Club at school, I’ve shared several episodes of the *Future of the Business World* podcast, and they have sparked meaningful discussion each time.



— Christina K., Shanghai, China
(Shanghai American School)

Quick Stats

Website Traffic (August 2022-2023)

1,919,271 Total Pageviews (16.5% annual increase)

521,891 Total Users (15.8% increase)

GLOBAL YOUTH EDUCATIONAL CONTENT

Written For High School Students and Designed For Discussion

Wharton Global Youth produces original articles, videos, podcasts and learning materials that introduce high school students and educators to business and finance education, with analysis from experts in the Wharton community. They are written for high school students and designed for classroom discussion.

Each month our content is organized around a new theme to show students the broad scope of business and finance. This year’s themes were:

2022

- September:** Investing on My Mind
- October:** Future Business Leaders
- November:** Climate Change and Sustainability
- December:** The Metaverse Economy

2023

- January:** Brain Science and Business
- February:** Behavioral Economics
- March:** Social Entrepreneurship
- April:** Diversity, Equity & Inclusion
- May:** The Future of Work
- June:** Communication and Networking



[Listen to our podcast](#)

Top podcast downloads by location in the last 6 months:

- 1) United States
- 2) Taiwan
- 3) Kenya
- 4) Canada
- 5) India

Source: Acast

Quick Stats

- 33** Business journal articles
- 12** Future of the Business World podcasts
- 12** Newsroom stories about Global Youth’s work
- 17** Wharton faculty providing insight and analysis
- 4** Essential Educator blog posts

“As you begin the year seeking opportunities for your students, be sure you’re keeping up with Wharton Global Youth Program. I love the Global Youth Program teacher resources. My favorite would be the Explore Business mini-sites. Check it out!



— Gerri Kimble, Business Educator,
Hoover High School, Alabama, USA
to her colleagues on LinkedIn

Exploring Business with Wharton

Our [Explore Business mini-sites](#) are gateways to conversations, readings, and activities that inspire high school students to think more deeply about timely issues affecting business and society. They are built using engaging conversations between Erika James, Dean of the Wharton School, and industry and academic leaders who discuss cutting-edge business themes and concepts. This year's theme was Analytics, for which we created the following mini-sites:

- [The Analytics of Finance](#)
- [Using Data to Protect and Serve](#)
- [Sports Analytics: More than a Game](#)

EXPLORE BUSINESS

Discover Global Youth's Explore Business Mini-sites on ESG for a deep dive into all the issues.

- Tackling the Climate Crisis**: Climate change has captured the corporate spotlight. In discussing how firms are addressing their carbon emissions, experts explore how businesses should evaluate their environmental footprints, and what sound ESG policies mean for stakeholders.
- Redefining Corporate Governance**: Board governance is one of the most challenging issues for firms to manage, and social injustice, civil unrest, and the global pandemic have only added complications. Hear experts discuss which issues to address and how investors should interpret success.
- Humanizing ESG**: The ESG "S" factor is about people and how companies impact and support them. The shout for social justice hasn't landed on deaf ears. Executives are listening, learning, and changing longstanding practices. Explore the social landscape of ESG and how companies, data and investors are driving change.

Wharton UNIVERSITY OF PENNSYLVANIA GLOBAL YOUTH PROGRAM

Amplifying Student Voices: Comment & Win Contest

The Wharton Global Youth Program Comment & Win is an annual contest that this year ran from June 5 to August 11. It is designed to encourage high school-age students to discover Global Youth stories, podcasts and videos, and to develop stronger reflective and persuasive writing skills. Four biweekly rounds of competition include a new theme introduced each round.

From Classroom to Boardroom

Cheers to our Educator Advisory Board, a group of high school educators across the U.S. that provides perspective to the Global Youth Program on new initiatives and student activities. This year's board included:

- Kathleen Brennan**, Math Department Chair, Mount Saint Mary Academy, NJ
- Katharine Chambers**, Business Educator, Manchester High School, CT
- Gerri Kimble**, Business Educator, Business & Entrepreneurship Academy, Hoover High School, AL
- Alex Lamon**, Lead Business Teacher, Livingston High School, NJ
- Angela Mangham**, Business Education Teacher, Sandy Creek High School, GA
- Becks Olthoff**, Math and Finance Educator, Engineering and Science University Magnet High School, CT
- Kathryn Person**, AP Microeconomics and Finance Educator, Walter Payton College Prep, IL
- Emanuel Young**, Community Partnership Coordinator, Rockwood School District, MO
- Sabrina Zhang**, High School Student Representative, Polytechnic School, CA

2023 Comment & Win Competition Snapshot

- 400** Total comments (45% higher than 2022)
- 382** Total commenters across rounds (46% higher than 2022)
- 170** Total unique commenters (30% higher than 2022)

Round Themes

- Anything Goes
- Storytelling (Personal Connection)
- Discussion
- Potent Quotables

2023 story with the most comments:

[How Will AI and Hybrid Change Your Job?](#)

2023 podcast transcript with the most comments:

[Fighting for Greater Asian-American Representation in Media and Education](#)

65 Top commenters and superlative winners

Most popular Wharton School Press prize:

The Prepared Leader by Erika H. James



[Student Sabrina Z. inspires commenters](#)

WHARTON COMMUNITY COLLABORATIONS



Katherine Milkman



Abraham "Adi" Wyner



Serguei Netessine



Patti Williams



Mauro Guillen

Working with Faculty

Hamsa Bastani – Associate Professor of Operations, Information and Decisions

Brian Berkey – Associate Professor of Legal Studies & Business Ethics

Matthew Bidwell – Xingmei Zhang and Yongge Dai Professor; Professor of Management

Eric Bradlow – The K.P. Chao Professor; Professor of Marketing; Vice Dean of Analytics at Wharton; Chairperson of Wharton Marketing Department; Professor of Economics; Professor of Education; Professor of Statistics and Data Science

Brian Bushee – The Geoffrey T. Boisi Professor; Senior Vice Dean of Teaching and Learning

Andrew Carton – Associate Professor of Management

Angela Duckworth – Rosa Lee and Egbert Chang Professor

Adam Grant – The Saul P. Steinberg Professor of Management; Professor of Psychology

Mauro Guillen – Vice Dean, MBA Program for Executives; William H. Wurster Professor of Multinational Management

David Hsu – Richard A. Sapp Professor; Professor of Management

Erika James – Dean of The Wharton School; Reliance Professor of Management and Private Enterprise; Professor of Management

Barbara Kahn – Patty and Jay H. Baker Professor; Professor of Marketing

Katherine Klein – Edward H. Bowman Professor; Professor of Management

Dean Knox – Assistant Professor of Operations, Information and Decisions; Assistant Professor of Statistics and Data Science

John Paul MacDuffie – Professor of Management

Cade Massey – Practice Professor; Faculty Co-Director of Wharton People Analytics

Katherine Milkman – James G. Dinan Endowed Professor; Professor of Operations, Information and Decisions

Olivia S. Mitchell – International Foundation of Employee Benefit Plans Professor; Professor of Business Economics and Public Policy; Professor of Insurance and Risk Management; Executive Director of Pension Research Council

Ethan Mollick – Ralph J. Roberts Distinguished Faculty Scholar; Associate Professor of Management; Academic Director of Wharton Interactive

David Musto – Ronald O. Perelman Professor in Finance; Director, Stevens Center for Innovation in Finance

Serguei Netessine – Dhirubhai Ambani Professor of Innovation and Entrepreneurship; Professor of Operations, Information and Decisions; Senior Vice Dean for Innovation and Global Initiatives

Eric W. Orts – Guardsmark Professor; Professor of Legal Studies & Business Ethics and Professor of Management

Michael Platt – James S. Riepe University Professor; Professor of Marketing; Professor of Psychology; Professor of Neuroscience

Michael Roberts – William H. Lawrence Professor; Professor of Finance

Lori Rosenkopf – Simon and Midge Palley Professor; Professor of Management; Vice Dean of Entrepreneurship

Maurice Schweitzer – Cecilia Yen Koo Professor; Professor of Operations, Information and Decisions; Professor of Management

Kenneth L. Shropshire – David W. Hauck Professor Emeritus of Legal Studies and Business Ethics; Professor Emeritus of Africana Studies; Senior Advisor to the Dean for the Coalition for Equity & Opportunity

Luke Taylor – John B. Neff Professor in Finance, Professor of Finance; Co-Director, Rodney L. White Center for Financial Research; Coordinator of Finance PhD Program

Daniel Taylor – Professor of Accounting

Christian Terwiesch – Andrew M. Heller Professor; Professor of Operations, Information and Decisions; Professor of Health Policy, Perelman School of Medicine; Co-Director of the Mack Institute of Innovation Management; Department Chair

Duncan Watts – Stevens University Professor; Director of the Computational Social Science Lab Kevin Werbach Liem Sioe Liong/First Pacific Company Professor; Professor of Legal Studies & Business Ethics; Chairperson, Legal Studies and Business Ethics

Patti Williams – Ira A. Lipman Associate Professor of Marketing; Vice Dean of Wharton Executive Education

Tyler Wry – Associate Professor of Management

Lynn Wu – Associate Professor of Operations, Information and Decisions

Abraham Wyner – Professor of Statistics and Data Science; Director of Undergraduate Program in Statistics and Data Science; Faculty Lead of the Wharton Sports Analytics and Business Initiative; Program Leader for Moneyball Academy

Linda Zhao – Professor of Statistics and Data Science; Academic Director of the Dual Master’s Degree in Statistics



Linda Zhao



David Musto



Kenneth L. Shropshire

Penn Global Learners

We partnered with the Penn Global Learners Program to support a pilot program that provides students from around the world who have been displaced by war and political conflicts with access to Penn educational opportunities regardless of their circumstances. This year, we helped provide 45 Afghan refugees along with 239 Ukrainian refugees with coursework designed to support career advancement in the global market place.

[Read more about our partnership.](#)



Championing DEI

Wharton Global Youth featured Wharton’s first Chief Diversity, Equity & Inclusion Officer, Dr. Renita Miller, in our business journal, sharing insights about the importance of her work and the skills that students need for a career in DEI.

[Read more in our high school business journal.](#)

Building relationships is key to this work. You can’t do it alone. You have to be able to bring people along with you.



— Dr. Renita Miller, Wharton Chief Diversity Equity & Inclusion Officer

Strengthening Connections Across Campus

Global Youth has forged key strategic collaborations across the Wharton and Penn communities. We work closely with faculty, administration, staff, alumni and students to grow our vision for the high school market. Faculty members tailor and teach programs and courses, Wharton students serve as teaching assistants, alumni share expertise and career insight, and faculty-led groups integrate business-education tools into Global Youth instruction. This year’s successful campus collaborations included:

Coalition for Equity and Opportunity (Wharton CEO)

We partnered with Wharton CEO through our Embedded Pre-baccalaureate Program to support the Coalition’s mission of addressing educational inequities and expanding access to economic opportunities. Wharton CEO Faculty Director, Kenneth Shropshire, spoke to 40 high school students in our Embedded Pre-baccalaureate Essentials of Finance course when they visited Wharton’s campus in December 2022.

Penn Office of the Provost

Global Youth contributes learning materials from its online [Understanding Your Money](#) certificate course to the University of Pennsylvania Rising Scholar Success Academy, a virtual six-week summer program designed for rising high school seniors across Philadelphia.

Stevens Center for Innovation in Finance

Wharton Professors David Musto and Nikolai Roussanov designed the curriculum for the Wharton Embedded Pre-baccalaureate Essentials of Personal Finance course. Additionally, the Center’s Managing Director Sarah Hammer shared the latest in crypto, blockchain and the Wharton Cypher Accelerator through our summer cross-program lecture series and Global Youth content.

Tangen Hall/Venture Lab

Our summer Product Design Academy worked with Wharton Venture Lab to use the Tangen Hall facilities for innovation and digital design.

Wharton Analytics

Wharton Analytics is an ongoing source of learning for our students, and is often cited in Global Youth’s business journal content. Additionally, its Women in Data Science Conference at Penn provides funds for students to attend our Data Science Academy, taught by Professor Linda Zhao.



Wharton Interactive

Wharton Interactive simulations provide fun and interactive experiences during both our online and in-person programs. This year, we were able to offer our students the following educational simulations:

- BlueSky Ventures Game
- Entrepreneurship Game
- The Saturn Parable
- The Startup Game

Wharton Learning Lab

The Learning Lab supported in-person simulation delivery. This year, we were able to offer our students the following educational simulations:

- Optimization simulation
- Queuing simulation
- Hearts simulation

Wharton MBA Program

MBA Teaching Fellows helped lead our embedded Pre-baccalaureate courses and serve as instructors in summer programs.

Wharton Neuroscience

Through our content, we provided a learning opportunity for high school students with insight from Executive Director, Elizabeth “Zab” Johnson. Additionally, Professor Michael Platt delivered a cross-program lecture to some 300 students attending our summer programs.

Wharton Online

Wharton Online hosted our online programs on its Canvas instance, as well as many of our videos on its Kaltura account.

Experiencing Entrepreneurship

This year Wharton Global Youth began offering high school educators access to a unique business simulation for their students created by Wharton Interactive. The Entrepreneurship Game is a complete entrepreneurship educational experience that is impactful, engaging and easy to run.

[Read about a group of high school students who have played the Entrepreneurship Game.](#)

“This actually gives high school students the experience of what it’s like to work in a business. They have to make real-time decisions, respond to these businesses’ changing conditions, and learn how to work together in a team.”



— Angel Cottrell,
Entrepreneurship Instructor,
Kern High School District
California, USA

Wharton Office of the Dean

Dean Erika James supported students in our high school programs, speaking to them during our Investment Competition Learning Day and delivering a cross-program lecture on crisis leadership.

“I have extreme confidence in our generation of youth to help us work through society’s challenges. I listen to you, I talk with you, and I hear how you care about these matters. And at a very early stage in your life, you’re already trying to be problem solvers in all of these things. If you continue with the same values that you have, we’re going to be in really good shape.



— Erika James, Dean of The Wharton School

Wharton Production

We regularly worked with Wharton Production to help produce our online video glossary and Future of the Business World podcast.

Wharton Research Data Services (WRDS)

WRDS has been an ongoing source of data and support for our Wharton Global High School Investment Competition.

Wharton’s San Francisco Campus

With the help of Wharton’s San Francisco leadership, we ran two successful sessions of our on-location program, Startup and Innovation Culture.

Wharton School Press

Through a multi-year collaboration, Wharton School Press has offered faculty e-book prizes to the top commenters in our annual Comment & Win contest. This year, winning students chose among *The Prepared Leader* by Erika H. James, *The Future of the Office* by Peter Cappelli, and *The Leader’s Checklist 10th Anniversary Edition* by Michael Useem.

Wharton Undergraduate Division

The Wharton Ambassadors hosted admissions workshops for our students and helped advise our annual Investment Competition. We hired undergrads as teaching assistants for the summer and academic year programs.

The Power of Education

In March 2023, members of the Global Youth team traveled to Singapore to attend the 55th Wharton Global Forum, a two-day event that brings together approximately 700 Wharton alumni and business leaders to explore the most critical issues facing businesses throughout the world. The Global Youth team members were able to share our variety of high school business-education initiatives to an international audience of attendees, who shared a commitment to the power of education and lifelong learning.



ALUMNI COLLABORATIONS

We regularly partner with **Wharton External Affairs** to identify alumni who are interested in engaging with our high school audience, serving as clients or judges for our annual Investment Competition, contributing valuable perspectives to our business journal content, participating in our summer Global Youth Meetup, and promoting our programs among Wharton alumni clubs around the world. This year we collaborated with **28** Wharton alumni! Read more about our collaborations below.

“ I led an MBA-level storytelling workshop for the Global Youth Meetup. Despite a full day of classes, our students showed up ready to engage, learn, challenge, and grow. Many are working on impactful projects, from the environment to socially conscious fashion. By including these young minds early, Wharton is redefining “higher ed” for the future global workforce.



— *Kashif Ali, WG'01, Founder of OnceUpon*

“ When Global Youth first reached out to me about potentially being a client for this year’s competition, I was quite positively surprised. It brought back some fond memories of my time at Wharton, particularly the role of these case competitions in my learning journey...I took away a level of intellectual curiosity. Please stay curious! Ultimately, all experiences in life are only going to happen once. Years from now, you will look back at this and really appreciate what you learned.



— *Peter Wang Hjemdahl, W'19, 2022-2023 Investment Competition client case study*

“ As Wharton graduates and parents, we’ve witnessed the transformative impact of the Wharton Global Youth Program on young minds. Our children loved participating in Global Youth programs, experiencing personal growth and forging global friendships while learning from renowned Wharton professors. Through programs like Essentials of Finance, LBW, and M&TSI, students acquire essential business skills, collaborate effectively, engage with industry leaders, and cultivate innovative business ideas. They leave with the confidence to pursue business careers and recognize Wharton’s excellence for a strong career start. Volunteering for the program allows us to evaluate the work of these talented students using real-world industry perspectives and provide useful feedback to them. We’re committed to ongoing volunteering and encourage other Wharton alumni to join us.



— *Jean and Patrick Gannon, WG'97*

With colleges increasingly making SATs and high school GPAs optional, the focus during the admissions process is shifting toward extracurricular activities. Participation in Wharton Global Youth Program offers students a way to get noticed and a way to prepare. Wharton quickly became the largest provider of business education to high school students, and we continue to see huge potential in offering our programs in Philadelphia and other locations domestically and internationally, as well as online. True life-long learning starts early and never stops!"

— *Serguei Netessine,*
Senior Vice Dean, Global Initiatives & Innovation
The Wharton School



CONTACT US

Email: globalyouth@wharton.upenn.edu

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globalyouth.wharton.upenn.edu